**Faculty Senate**

**Clarion University**

The Faculty Senate met on Monday, December 1, 2014 in Room 246 Gemmell. J. Phillips chaired the meeting, with the following senators present: Y. Ayad, D. Clark, J. Croskey, R. Frakes, M. Franchino, R. Leary, C. Li, D. Lott, H. Luthin, C. Matthews, L. Occhipinti. J. O’Donnell, J. Overly, S. Prezzano, M. Reef, B. Register, M. Robinson, A. Roberts, E. Sauvage-Callaghan, A. Shannonhouse, L. Smith, B. Sweet, and L. Taylor. T. Garrett, R. Nowaczyk and K. Whitney were also present.

1. **Call to order –** J.Phillips called the meeting to order at 3:30 p.m.
2. **Approval of Minutes**

R. Frakes moved and M. Robinson seconded a motion to approve the minutes from November 17, 2014. The minutes were approved.

1. **Announcements**

- The Holiday Reception will be held on Friday 12/5 from 3-5 in Moore Hall.

- Candidates for the Venango College Executive Dean will be on campus this week and next week.

- There are Moving On activities this week for students who have not yet registered.

1. **President’s report – K. Whitney**
2. Enrollment will be addressed later in the meeting by D. Behr.
3. The PA Legislature has allocated $7 million to establish a new community college for the northern tier, probably in the St. Mary’s area. K. Whitney has been appointed to the board of directors, which will be meeting soon.
4. There is no new budget news.
5. Winter Commencement will be on December 13. D. Reinhardt and J. Gruenenwald will attend, honoring H. Tripp.
6. Update on searches – A new police chief has been hired. Thanks to those who attended interviews with the candidates for the VP for finance. The search committee for the VP for student affairs is compiling a short list and interviews will be held the beginning of next semester.
7. The recommendations of the athletic task force are being implemented. The task force was very thorough, considering issues including enrollment, spectator involvement, competitiveness, and facilities. They anticipate adding one more women’s sport which will be done after a student survey to gauge interest.

R. Leary asked if increased money for athletics will be coming from student funds. K. Whitney replied that the CSA already increased this allocation. R. Leary expressed concern that a next step will be a reduction in CSA funds for other organizations on campus and a net loss in money to other groups. There was a brief discussion. K. Whitney said that women’s cross country will be expanded. C. Li asked about the selection of particular sports to target. K. Whitney said that the task force looked at the impact on the institution, in terms of enrollment, interest, and reputation, and that this is revisited periodically. J. Phillips asked about the marketing plan. K. Whitney replied that work is being done on how to leverage this to recruit capable students. There was a discussion of funding of athletics as well as funding scholarships aimed at student athletes. K. Whitney said that most scholarship money does not come from the E&G budget.

J. O’Donnell asked if the community college is the one that had been discussed for Brockway. K. Whitney said that it is not. There was a discussion of the community college plan and the process.

H. Luthin asked if academic scholarships and athletic scholarships come out of the same fund. K. Whitney replied that money was assigned to each category with a limited amount set aside for athletics. There was a discussion. T. Garrett noted that CSA voted last year to increase funding to athletics, and most organizations got more money overall last year.

1. **Student Senate Report – T. Garrett**

The panel discussion on funding for higher education has been postponed to next semester. Recent events Wingo and the social equity dinner went well. The Student Senate will be giving out donuts and coffee during finals week. B. Shepard was nominated as the new student trustee. There have been two resignations from chair positions.

**VI. New business**

J. Phillips introduced D. Behrs, the interim Dean of Enrollment Management, who gave Senate a presentation on enrollment management. The presentation focused on recruitment and retention, including: a discussion of the philosophy of enrollment management as a holistic approach to recruiting and retaining students, an approach that supports the university’s strategic goals and involves all areas; a vision of enrollment management as a long term process that moves the institution towards a desired state; a paradigm that includes operations management, innovation, knowledge management, and relationship management; a discussion of initiatives taken in his first six weeks, including an enrollment opportunity analysis and meeting with key constituencies; an outline of the plan for the next six to eight months, including working with the admissions and financial services teams, looking at each program to develop goals for the number of applications; a discussion of “tools of the trade” including predictive modeling and social networking; and observations and actions over last three weeks, including a discussion of recent declines in applications and deposits and a plan to focus on nearby regions, an emphasis on campus visits, some reorganization in the responsibilities of admissions assistant directors, developing a retention management system, developing a robust alumni program, engaging with coaches to recruit athletes and focusing on affordability and access. In terms of faculty involvement, there are plans to work with departments to see how faculty want to be involved, including a survey to be sent to all faculty.

R. Leary asked if increased housing costs have deterred some students. D. Behrs replied that he is looking at housing deposits, but that feedback on the new dorms from campus visits has been positive. B. Sweet asked if Clarion is losing market share. D. Behrs replied yes, but that he sees opportunities for recruiting international students as well as transfers. J. Phillips asked if the university is increasing ad buys in counties where we are losing applicants. D. Behrs replied that they are looking at trying to get more names, and also to offer “priority applications” for students who have inquired but not applied. K. Whitney asked that Senate give advice on when to send the survey to faculty. D. Behrs noted that he would like to go to all academic departments. There was a discussion. J. Phillips said that it would be helpful to faculty and departments to have talking points, on issues such as financial aid. There was a brief discussion. J. Phillips asked if the admissions department has a relationship with local high schools. D, Behrs said they will be going to local high schools and meeting guidance counselors, as well as having “road shows” and possibly offering seminars on financial seminars aid. D. Behrs welcomed senators to email or call him with other comments or questions.

**VII. Committee reports**

1. **CCPS – B. Sweet –**

Several proposals that were set aside last time were brought back to Senate.

* 1. Proposal 75 (secondary ed / SPED dual certification) was set aside because of a question about the checksheet. The checksheet was corrected by the department.

D. Clark noted that the degree is tied to a masters program so that students completing the BS cannot teach without doing the masters. L. Taylor said that students have to know that they need to finish the full program. There was a discussion

A motion came from the CCPS committee with a positive recommendation to approve proposal 75. The motion passed.

* 1. Proposals 92 and 93 (Military science) was set aside due to questions about where the program was housed. The program will be housed with in the Department of Human Services, Rehabilitation, Health and Sport Sciences. The proposal has now been signed by the appropriate chair and dean.

A motion came from the CCPS committee with a positive recommendation to approve proposal 92. The motion passed.

A motion came from the CCPS committee with a positive recommendation to approve proposal 93. The motion passed.

* 1. Proposal 118 (Sociology general education flag) was pulled because of a question about the maximum number of flags. There is a two flag limit. There was a notation in the proposal to remove the W flag.

A motion came from the CCPS committee with a positive recommendation to approve proposal 118. The motion passed.

1. **Student Affairs – C. Matthews** – No report
2. **CCR – J. Croskey** – No report

1. **Academic Standards – D. Clark** – No report
2. **Budget – M. Franchino** – No report
3. **Faculty Affairs – L. Taylor** – No report
4. **Institutional Resources – A. Roberts** – No report
5. **Venango – L. Smith (via email)**

They are planning three faculty development workshops and two student development workshops for next semester.

1. **Old Business**
	1. **Language on bylaws and constitution.** A copy of the new language was distributed. J. Phillips reviewed the changes. This will be sent to the president for approval, then goes to the Board of Trustees.

1. **New Business**
2. **Academic policies** – J. Phillips reviewed a number of academic policies that were sent to Senate by the registrar**.** Most werefine, with no substantive changes. After discussion by the Policy committee, one is being sent to meet and discuss, and one is going to Academic Standards for discussion.

**b. End of semester –** J. Phillips expressed his thanks to senators and committee chairs. The first Policy meeting next semester will be on January 21 and Senate on January 26.

1. **Adjournment** –B. Sweet moved to adjourn, seconded by R. Frakes. The meeting was adjourned at 5:20 p.m.

Respectfully submitted,

Laurie Occhipinti

Faculty Senate Secretary