

## **Report of the UHD Faculty Senate President**

For October 20, 2009

Submitted by Michelle Moosally

I may update or highlight issues during the Senate meeting. However, anything in these notes is open for follow-up questions and comment during the meeting or directly with me. Once the Senate has met, these notes, along with any comments/updates/corrections, will become part of the Senate minutes.

### **President Flores's Leadership Retreat: Part 2**

The leadership team, now increased to about 65 people, met again on Friday. We spent the day discussing three concepts: what UHD is passionate about, what we could become the best at, and what resources we have or could develop to achieve new goals. For ongoing updates and information on the work of the leadership group, please go to the Vista portal (log in to Vista and go to the "leadership communication" class – all UHD faculty and staff are authorized users).

### **Workload**

I have heard from CMS and ET; they have worked through most of their planning. As other departments develop plans, please send them to me.

### **Mission Statement**

The mission statement subgroup presented a preliminary draft revision at the leadership retreat on Friday. We are awaiting specific plans for when and how this will be brought to the university community for full review and comment before the mid-December deadline for the BOR.

### **Faculty Assembly**

In response to Senate requests, FSEC has determined that the panel discussion on Friday, November 13 regarding open admissions/admission standards will serve as the fall faculty assembly. We encourage all faculty to attend and offer their input. More details of format will be forthcoming.

### **Name Selection**

Our new consultant company, Stamats, will be on campus on October 26-27, meeting with small groups. They are also reviewing documentation of the work that was done last year.

### **Public Affairs**

I attended the Public Affairs Advisory Council meeting on October 15. We have recently acquired services that allow us to advertise on the internet and then track the number of impressions and follow-up contacts. So far, this looks promising and relatively low-cost; we recommended that we expand our usage of the service to start connecting to user keyword searches (so that our website would pop up when people search for certain information). We will retain our current billboards until January and there will be a new cycle of PR in selected movie theaters. In the coming months, Public Affairs would like to move to the next step of our ad campaign to say "we're making a name for ourselves *IN* \_\_\_\_." The idea will be to highlight our academic programs; at this point, there is no process for determining which programs will be

highlighted –several noted that any decisions should be fair and balanced, with the academic side working with public affairs to determine the final plan.

NOTES:

--Provost Search

--DT-All Communication