

## **UHD Faculty Senate Meeting**

**March 1, 2011**

### **Minutes**

**Present:** P. Lyons (President), A. Allen (President-Elect), J. Schmertz (Secretary)

R. Beebe, C. Bedard, R. Chiquillo, D. de la Pena, A. Eliassen, G. Evans, S. Farris, A. Gomez-Rivas, J. Jackson, K. Jegdic, P. Kintzele, N. LaRose, M. Moosally, W. Morgan, A. Pavelich, N. Rangel, L. Spears, F. Williams, K. Wright, V. Zafiris, Z. Zhou

**Absent:** J. Johnson, O. Paskelian, R. Pepper

Lyons introduced a class of students in Urban Practice II class, who will be among UHD's first class graduating with a degree in Social Work.

The minutes for February 15 were approved.

#### **Announcements from Faculty Senate President Phil Lyons**

The Faculty Awards ceremony will be on April 5 in the auditorium (A300 area). Exact location to be announced. In addition to the regular awards for tenured/tenure-track teaching, service, and scholarly/creative excellence, we now have a teaching award for lecturers and adjuncts.

Lyons reminded faculty to remind their students about taking the NSSE (National Survey of Student Engagement). Students are about to receive a third email sent directly from NSSE containing the link to the survey.

Lyons acknowledged the excellent faculty participation and turnout for Vincent Tinto's presentation on student retention. A Reading Summit hosted by Dr. Sara Farris (English) during the lunch break of Tinto's presentation was also well attended. Lyons will send out Farris's highlight summary. Faculty participation in these events signals UHD's commitment to student success.

On HB 84, the Texas bill allowing concealed weapons on college campuses, Lyons distributed a copy of a Texas AAUP resolution opposing that legislation. The Texas Council of Faculty Senates (TCFS) recently reaffirmed their 2009 resolution opposing concealed weapons on campus. UHD's Faculty Senate endorsed the TCFS resolution in 2009; the resolution is available on the Faculty Senate website. Moosally noted that if faculty want to contact TX legislators regarding HB 84, UH systems policy states they should not use state resources to do so (no university letterhead or university email addresses).

The next Faculty Senate meeting will be on March 22. Senate voted to meet on this date because the originally scheduled date fell during Spring Break.

Lyons noted that Dr. Brian Chapman was in attendance at Faculty Senate in his first official day as UHD's new provost. He also noted that Interim Provost Dressman is in the process of signing this year's letters for tenure and promotion.

## Remarks from President William Flores

Flores reiterated his remarks at the previous Faculty Senate meeting about the severe budget cuts coming our way. UHD is working to “transition” the cuts for this biennium so that we take part of the hit this year and part next year. Flores reminded faculty to work with their departments on boosting retention and enrollment.

Lyons asked what Interim Provost Mike Dressman’s new administrative role would be. Flores said the answer was unclear at present and pledged to be transparent. Flores has already taken reductions to his staff.

### Report from Johanna Wolfe (VP for Advancement and External Relations)

Wolfe displayed a bar graph chart of giving to UHD from 2000 to the present. Gifts to the university have fluctuated over the years. 2000 was a peak year of 4.5 million, due in part to a gift from the Gordon and Mary Cain Foundation. 2007 was another peak due to a Brown Foundation gift for the Scholars Academy. Last year’s fundraising total was \$1.4 million, so there is “lots of room for improvement.” Wolfe cautioned against viewing fundraising as a key source for the operating costs of the university. The job of university fundraising rests on identifying areas of “excellence” within the university and developing those.

A chief priority for Wolfe’s office is to build an external advisory council by May, so that we have a core group of people who can promote UHD and make introductions for President Flores. A second priority is building a sustainable annual fund campaign. A third priority is to develop a “giving society” that will seed future donations, built on alumni and community leaders with an interest in UHD.

As of now, the university has raised half a million for this fiscal year and has \$2.5 million “in the pipeline,” some of which looks promising.

Over the last three years, alumni annual fund efforts have been sporadic. In FY08 the Advancement Office conducted a telethon. In FY09 a targeted direct mail campaign was conducted. During FY11, both direct mail and telefund are being utilized. To date, commitments exceed \$15,000. The average gift size has increased by 18% from FY10. Email campaigns are also being conducted. Unfortunately, we have limited emails in our database and will be conducting efforts to increase emails in the future.

The Molly Woods Endowment Scholarship campaign ended in September and raised \$12, 622 over the two-year period of FY 2010-2011. Wolfe hopes to re-establish a Faculty/Staff giving campaign to continue scholarships because donors frequently ask for tangible proof that an organization’s own employees believe enough in the institution to give to it. Flores corroborated, saying that establishing a culture of giving at UHD is key to acquiring external donations; donate to student scholarship funds “just as you would to Girl Scouts.”

What faculty can do to encourage gifts: faculty are “expert witnesses” to the efficacy of their programs and initiatives and can help position Wolfe’s office to ask for donations. If you identify a funding source or project that you would like to seek funding for, please channel it through your program director, dean, and provost and then Wolfe’s office. Following this protocol ensures that no gifts are awarded with hidden costs that the university must absorb. Alumni donors frequently cite the influence of faculty

members as the reason for their success. Faculty members' business and consulting relationships can also become "philanthropic relationships." For example, a \$65,000-70,000 planned gift emerged from an alumna who believed the efforts of a faculty member in COB were crucial to her ability to graduate. Keep both the Office of Advancement and Public Affairs informed about any items of interest.

Moosally asked whom we should inform about donors or alumni contacts. Wolfe said *Skyline* or *New Horizons*.

As of now, there are 29,000 alumni of record in our databases, according to a recent update from Carol Tucker. The database is managed by the UH System.

Lyons asked if there were any endowed chairs under development. Dressman said that COB has a Fiesta chair that is currently vacant. Wolfe says that an endowed professorship requires \$250,000 to support and a chair is \$500,000. UHD has two professorships – the Fondren Professorship in Finance and the Martel Professorship.

Lyons said that faculty should attend alumni socials and fundraisers. Wolfe agreed but said UHD still needs to find the right mix of events to attract alumni.

Moosally asked if UHD ran its own telethon. Wolfe said no, System is in charge of this and uses callers who are trained to solicit for UHD specifically. Last year, UHD followed up the telethon with thank-you calls from UHD students. This effort was well-received by donors.

Lyons expressed concern that the alumni databases of UH and UHD were merged: is it possible with to identify with certainty which alums belong to UH and which to UHD? Wolfe said that it was.

Lyons asked if it was true that UHD's fundraising efforts were complicated by confusion between UH and UHD. Wolfe says she has heard this anecdotally but has no direct evidence to confirm this hypothesis.

Wolfe next moved to the topic of public relations. It became clear in the last legislative session that it was not a good idea to base UHD's advertising on a name change for UHD; hence, the "We're Making a Name for Ourselves" PR campaign was pulled. Current advertising on admissions materials and print and internet media are temporary. An RFP for rebranding the university will go out after the current legislative session ends and the name change issue is officially over.

Wolfe pointed out some new features to UHD's homepage: a series featuring UHD faculty award winners that will rotate every 3-4 weeks, and a link to a page with President Flores and Chancellor Khator on it which provides updates on legislative issues affecting UHD.

Spears complained about items in the bookstore that did not feature the UHD logo. Sue Davis responded that collegiate licensing in the UH system was previously managed by a firm in Atlanta and funneled through the athletics department. UH has since contracted with a smaller firm. New merchandise will now come through Davis's office, and recently PR has been able to stop several pieces of merchandise that were inappropriately marked. The Office of General Counsel is now working on trademarking the UHD logo, which has never been trademarked. As old merchandise gets depleted, new merchandise that has our official approval will replace it.

Evans asked if billboards for UHD will be placed on the UHD buildings that can be seen from the freeways so that “people know there’s a university here.” Wolfe responded, “I would hope so.”

Jackson noted that PBS runs commercials for Sam Houston State University. Does UHD have plans to advertise n marketing resources like these? Davis said that we have used NPR in the past but have not done so recently. Research done two years ago shows that our name recognition is down 5%: our first “push” is to get it back up and our second is to advertise UHD-Northwest. NPR has not been our focus.

Moosally said she appreciates PR’s move to emphasize academics more in UHD advertising, but hopes we will move away from image-based ads with little text and begin promoting specific programs and academic opportunities. Wolfe noted that the RFP previously mentioned should result in focus groups that will tell us what aspects of UHD to promote. We shouldn’t use anything similar to UH to drive our image.

Evans asked about the gator mascot; will we continue to use it? Wolfe and Davis felt we need to have an alumni group (like the one at UHCL) to work with before we can make any decisions about the current mascot. The Edugator is not yet a licensed mark. Chiquillo noted that we should ask current students about the mascot: it is “really for them.”

Beebe notes the need for some sort of faculty expert bank noting areas of UHD faculty expertise so that the press will contact us more often for soundbites. Davis noted that her office has identified some faculty experts, citing that CJ faculty are quoted, but that such a database is “on our list.” A proposal was made to use the curriculum vitae required by HB 2504 to extract faculty info, but the computer program required was too expensive. Chiquillo noted that faculty in Arts and Humanities frequently get cited (Hank Roubicek, Yvonne Kendall, Windy Lawrence) but that perhaps this information needs to be better publicized internally. Davis indicated that faculty who believe they have expertise in areas that appear in the news should contact her office.

#### Faculty Climate Survey (FS Vice President Austin Allen)

Allen led a discussion on the questions to be included in the Faculty Climate Survey regularly managed by Faculty Senate. This will be the fourth time we have done the survey, so certain questions from previous surveys were kept, as appropriate to our current needs, and new questions have been added. Questions about the adequacy of classroom facilities/equipment have been resurrected from the 2003 Climate Survey, as these will be useful for SACS reporting purposes. One important question that has come up in FSEC and with the survey subcommittee is whether the survey needs to ask about the efficacy of offices/officers below the level of Vice President. **A copy of the questions is attached to the minutes.**

Pavelich noted that one question (11) was worded in such a way that it was not possible to use the agree/disagree Likert scale to answer it. Question 11 will be reworded to fit survey format.

Moosally said that in general she understands that we would want to exclude levels of administration below the VP level from evaluation by the survey because faculty often don’t have knowledge of or direct contact with many of them. However, in the absence of such questions, there is no way for faculty to offer input on academic leadership. It is also important that the Provost be evaluated somehow, even though he was an interim appointment. (Question 15b left the officeholder name blank.) Dressman replied that he would be happy to be evaluated by the climate survey: he wants the feedback and also feels the current provost might benefit from seeing it.

Pavelich moved to accept question 15b with the emendation that Dressman be named, as was the case with the other survey questions on administration. The motion passed with 20 in favor and one abstaining.

Zhou asked why we need question 24a, which asked if the UHD website was “searchable.” Why not just raise the question with IT? Moosally said perhaps the question should be reworded as “effectively” searchable.

Evans moved to approve all the questions and turn them over to FSEC to decide how best to administer. This raised the question of delivery mode. Allen said the climate survey committee had investigated a site called Question Pro that would administer the survey electronically and guarantee the principle of one person-one vote. Wright pointed out that web communication is always traceable to both sender and receiver, and that a paper survey would be the best guarantor of anonymity. Moosally said she is “a big fan of paper” but collating the data will be much easier if it is gathered electronically and that the best we can do is assure people that we are not interested in and have no intention of trying to track origins of the surveys. She acknowledged that there were concerns about anonymity raised during the last survey by a few faculty. However, last climate survey’s response rate was 58%, which was comparable to previous surveys conducted in paper. LaRose pointed out that even paper documents can be traced if we really wanted to find out who submitted them.

Schmertz called the question on Evans’ motion. It was pointed out that Evans’ motion suggested FSEC should determine delivery method, and that perhaps this was a determination that belonged to the climate survey committee, not FSEC. Moosally proposed a friendly amendment to Evans motion that “FSEC” be replaced with “the committee.” The friendly amendment passed with 20 in favor, one opposed, and one abstention. The motion as amended passed with one abstention.

#### Vote on Membership of Faculty Senate Online Education Committee

Lyons passed out a copy of FSEC’s proposed slate of members for the FS Online Committee called for in the resolution that emerged from the Faculty Senate survey on online education.

The roster is as follows: Ron Beebe and Janice Ahmad (CPS); Cindy Stewart and Jeff Jackson (H&SS); Erin Hodgess and Maria Benavides (CST); and Linda Bressler and Faiza Khoja (COB).

LaRose said she thought there was supposed to be one member from each college who had not taught online. Bedard asked why a name she had put forward who had not taught online was not considered. Moosally said that FSEC was forced to reconcile the nominations they received with a number of criteria, such as tenured/non-tenured, not just have/have not taught online. Bedard expressed concern that there was not more representation for faculty who had not taught online. There was discussion about whether nominations had been adequately solicited.

A motion was made to approve the roster. It passed with 12 in favor, 5 opposed, and 6 abstentions, and the meeting was adjourned.

Respectfully submitted,

Johanna Schmertz  
Faculty Senate Secretary