

**WESTERN ILLINOIS UNIVERSITY FACULTY
SENATE Regular Meeting, 8 March 2022, 4:00 p.m.
Union Capitol Rooms/Zoom**

ACTION MINUTES

SENATORS PRESENT: D. Atherton, S. Bailey, D. Banash, L. Brice, G. Cabedo-Timmons, A. Carr, J. Choi, L. Ebert Wallace, J. Land, I. Lauer, T. Lough, S. Macchi, D. Oursler, B. Polley, J. Robinett, E. Shupe, Y. Tang, E. Taylor, B. Thompson, K. Trennepohl, J. Wroblewski

Ex-officio: Billy Clow, Interim Provost; Betsy Perabo, Parliamentarian

SENATORS ABSENT: R. Filipink, R. Sawhney

GUESTS: Steve Bennett, Tom Blackford, Craig Conrad, Cody Cornell, Jason Covert, Francis Godwyll, Buzz Hoon, Lorrie Kanauss, Kishor Kapale, Doug LaFountain, Jessica Lambert, Alisha Looney, Jonathan Lynne, Sue Martinelli-Fernandez, Kristi Mindrup, Russ Morgan, Mark Mossman, Lorette Oden, Renee Polubinsky, Gordon Rands, Jim Schmidt

I. Consideration of Minutes

A. February 8, 2022

APPROVED AS DISTRIBUTED

II. Announcements

A. Approvals from the Provost

1. Requests for Changes of Majors
 - a. Nursing
 - b. Nutrition and Dietetics
 - c. Nutrition and Food Service Management
2. Request for WID Designation
 1. CSTM/ET 320, Professional Preparation, 3 s.h.

B. Provost's Report

Interim Provost Clow told senators that the final policy to address technology security issues, a new email policy, was put into place this morning. He said all that will change is the designation of email addresses. He explained that currently everyone basically has a lifetime email, but this has now been broken down into categories that can be controlled more easily by University Technology. He added that this will enable uTech to see who is using which accounts and will hopefully address problems associated with numerous unused email accounts being hacked. Interim Provost Clow stated that instead of every email ending in wiu.edu, accounts will be broken into retired.wiu.edu, emeritus.wiu.edu, and alumni.wiu.edu. Accounts not used within 180 days will be turned off but not deleted; an appeal process will be established to enable the account to be turned back on. University Technology will help users with the changeover of their accounts.

Interim Provost Clow related that it was discovered that a number of publishers had been given faculty access to Western Online courses. He explained that publishers can be part of the class, so that is not the issue, but they should not have faculty access for reasons associated with the Family Educational Rights and Privacy Act (FERPA). He said that publishers affected by this issue have been removed but are working individually with uTech to be added back into the system so they can continue to provide their services to faculty members. The publishers, however, will no longer have

instructor designation because that is not allowed under federal law. Interim Provost Clow added that the Office of Distance Education and Support (ODES) has now changed nearly all of the accounts over to the correct designation.

Political Science professor Julia Albarracin has been named this year's Distinguished Faculty Lecturer. Her address will be given at 7:00 p.m. on March 23 and will be live streamed. Information on accessing the DFL lecture will go out soon.

The inauguration of President Huang will be held in Western Hall at 2:30 p.m. on March 31. Registration information will be sent out soon. Interim Provost Clow asked that faculty who participate in the processional wear their regalia.

Interim Provost Clow told senators that after considering what it takes to make an outdoor commencement ceremony happen, a method has been determined to break down the spring ceremonies in order to be comfortable holding them in Western Hall. He stated that the ceremony will still be distanced with no shaking hands with graduates. The three undergraduate ceremonies will be held on Saturday, May 14, and the graduate ceremony will be held at 5:00 p.m. on Friday, May 13.

Senator Brice asked to follow up on a statement in the minutes of the Executive Committee meeting of February 15 regarding the announcement of a change in the transfer policy for students with Associate of Arts degrees transferring into Early Childhood Education. He noted that "Interim Provost Clow stated that AA degrees are, for the most part, supposed to transfer in with no additional Gen Ed requirements needed." He asked if there is a plan to keep the transfer policy as it currently is for the foreseeable future or whether proposed changes to the policy will be submitted to CAGAS or others for approval. Interim Provost Clow responded that the group that is pursuing possible changes to the transfer policy will come back to the Executive Committee at some point and then bring their proposal forward to CAGAS.

Senator Thompson asked what sort of commitment WIU is giving to the C.T. Vivian Fellows and whether they have one or two years to complete their doctorates. Interim Provost Clow replied that they have one year; they teach a limited schedule and are expected to finish their dissertations in that time. He added that of the four candidates this year, three have completed their dissertations and one is nearly complete. Interim Provost Clow explained that there is a review process similar to, but not as detailed as, the PY1 process; once the requirements are completed, and if the department is comfortable and the reviews are good, WIU will make a tenure-track offer to the candidate. Senator Thompson asked if the one-year commitment could be extended if the fellows do not finish in one year. Interim Provost Clow replied that although this is a fairly new fellowship, it was not originally intended to be renewable. He has not had any requests come through to extend any of the fellowships, but he does not think there is any wording prohibiting them being extended until the work is completed. Senator Thompson asked what the process would be to change the timeframe and if that would be done at the vice-presidential level. Interim Provost Clow thinks that it would, adding that at this time it is a one-year non-renewable award and would have to be reassessed were that to be changed. Interim Provost Clow understands that there might be a situation where this would have to be considered but explained that this is made clear when the candidates are initially interviewed, and he would not like for a department to have to hold a position open for more than a year. He thinks it would be preferable to get fellows into tenure-track positions where they can teach full loads, which is the purpose for the program, so he thinks one year represents a good balance for now.

Senator Wroblewski said he would like for the University to provide more a clarification on the mask mandates. He was at a conference last week when changes were to occur at the state level and wished WIU could have clearly stated that they would continue to require masks in order to clear up any confusion. Senator Thompson noted that the administration did send out a number of messages stating that the masking requirement would continue, per the memorandum of understanding with University Professionals of Illinois.

B. Student Government Association Report
(Cody Cornell, SGA representative to Faculty Senate)

Mr. Cornell related that SGA President Elizabeth Orwig received a lot of complaints this past week from students not wanting to continue to wear masks following changes in state requirements. She has told students that she will take their complaints to the proper individuals at the University.

SGA plans to vote tomorrow on constitutional revisions addressing elections and the way their cabinet is organized.

Mr. Cornell related that SGA's Technology Committee has been working on allocating the technology fees that will be available to the campus. He said suggestions include new computers in Malpass Library, HBO GO for residence halls, and other ideas.

Mr. Cornell told senators that SGA has been included as part of the commencement planning process, and he has been serving on that committee. He is happy to see that commencement will be returning to a semi-normal form similar to the way it used to be held.

D. Other Announcements

1. Status of Faculty Senate Elections

Chair Lauer announced that Keela Trennepohl, Agriculture, was elected to fill the vacant seat of Senator Bernards this semester while he is on sabbatical and welcomed her to her first Senate meeting. He also announced that Julia Albarracin, Political Science, was elected to fill the remaining three-year seat for the College of Arts and Sciences beginning in the fall.

2. Chair Lauer announced that University Relations has put out an announcement regarding the visits of the four provost finalists. He said that various sessions have been established for students, faculty, and the public. He hopes to see a robust turn-out from faculty and, particularly, senators because they are very aware of and involved in campus issues.

3. WIU Marketing Presentation

(Alisha Looney, Assistant Director, University Communications and Marketing, and Jessica Lambert, Director of Creative and Marketing Services)

Chair Lauer stated that Darcie Shinberger, Assistant Vice President, University Communications, Marketing, and Media Relations, was originally scheduled to join the meeting as well but was unable to make it. Ms. Looney spoke with the Executive Committee a few weeks ago and said she hopes today to dive more into the topic of digital marketing. Ms. Lambert introduced herself and told senators she has worked in the office of the former University Relations for almost 12 years.

Ms. Looney related that her office finalized a new contract in August 2020 with Carnegie, a company specializing in higher education marketing. Carnegie meets with Marketing representatives monthly, communicates with them daily, and provides a live dashboard where Marketing can monitor their campaigns. Ms. Looney stated that her office uses a mix of traditional and digital marketing but over the past several years has been focusing their budget more on digital marketing, which allows them to reach their target audience better since students spend a lot of time online and on their devices. She said the current campaign can be turned on and off depending on time of year and where the University is in the admissions process, but most of those at the Faculty Senate meeting will not have seen the ads because they are, in most cases, not in the target audience.

Ms. Looney and Ms. Lambert meet multiple times per week with Admissions Director Doug Freed and others in his office to make sure that they are on the same page while

promoting WIU. Marketing gets lists of names that Admissions collects or purchases and shares those with Carnegie to use when targeting ads; Marketing also collects names through their ads, which they use to provide new messages, images, and texts.

Ms. Looney told senators the purpose of digital marketing is to generate new leads, drive enrollment, increase exposure and interest, drive traffic to the website, encourage people to visit WIU, strengthen brand awareness, and track conversions. She stated that everyone is usually interested in first-source conversions, and those numbers are increasing as a result of the digital advertising. Marketing monitors the click-through rates and conversions regularly, and Carnegie also monitors this on their end and provides reports on cost per conversion, cost per click, and how WIU compares to agency benchmarks. Ms. Lambert remarked that Carnegie provides a team of experts with different specialties; some specialize in Google display ads, others with Tik Tok, Snapchat or Facebook. She added that if an ad is not converting well or does not seem to be working, Carnegie can make adjustments mid-campaign or mid-month if changes are needed, and if there were a crisis situation or a situation where WIU might not want its ads appearing, Carnegie can implement “negative key words.”

Ms. Looney discussed marketing messages, or “calls to action,” with senators. She explained that these can be very vague or very precise, depending on how they are used, and are also used with traditional marketing and social media. Calls to action include messages on scholarships, the success rate of WIU students, WIU’s homelike/family feel, cost guarantee, one-on-one connection with faculty, the number of student organizations, and that 90 percent of WIU’s graduates are employed or continue their education within one year of graduation. Ms. Looney explained that calls to action messaging is based on research by her office, such as the results of student surveys asking why they chose WIU and things they think are unique about the university.

Ms. Looney related that President Huang asked Marketing to make changes to highlight WIU’s academic programs; over the past five years, WIU was marketed as a whole, but the President gave permission to hire a new team member, Kynli Finley, Admissions/Retention Marketing Coordinator, to focus entirely on marketing WIU’s academic programs. Ms. Lambert related that Marketing staff looked at a lot of data from the past several years, particularly the audience of people interested in various programs, the capacity of programs, and whether they have a strong employment market, to determine a few academic programs to focus on first, with the end goal of marketing all of WIU’s academic programs. One goal, for instance, is to increase customized emails to prospective students; Ms. Finley has developed an updated admissions flow plan to reach out more to students, their parents, and other influencers in their lives. Ms. Looney stated that research shows that the more emails that can go out to interested students, the more it helps keep WIU at the forefront of their mind.

Ms. Looney pointed out that Marketing tries to do a lot of free initiatives, such as emails; 485 are programmed to go out automatically in the near future to prospective students. The Marketing Team are happy to meet with departments to go over their marketing plans and social media strategies and provide them with social media training if needed. Ms. Looney stressed that her office wants to make sure everyone is on the same page, and they hope to promote as many academic programs as possible while also being as strategic as possible with limited resources, budgets, and staff.

Ms. Lambert stated that Marketing can track how long students are on website pages, track which pages they visit next, and see how long they visit those pages, which is part of the process of hypertargeting. Ms. Lambert told senators that one thing that is helpful toward this effort is updating webpages to remove outdated or duplicative content in order to provide the best web experience possible for the student target audience so that websites can be used as a recruitment tool. She stressed reducing content where possible to keep on track with students’ motivation and concentrating on what resonates with them.

Ms. Lambert explained that using “audience select” enables Marketing staff to pinpoint households with high school residents and layer other information, such as household income, ethnicity, and academic performance, to provide precisely targeted marketing to them. She also described the marketing tool of “clarity,” which is customized content that can be served to target audiences when they visit website pages based on preferences expressed in the request for information form or when scheduling a visit to the campus. She explained this can enable the University to send transfer students transfer information, for instance, rather than a message directed toward new freshmen; transfer students instead might get a reminder of what they need to do to complete that process. IP targeting is another hypertargeting messaging which enables matching of home, email, and IP addresses to deliver very strategic messaging. Mobile location targeting and geofencing are other examples of IP targeting used by WIU. A final type of hypertargeting used by WIU is “d-codes” and student “darts,” which use WIU historical data to do qualitative and quantitative research. Ms. Lambert explained that these tools, developed from surveys and in-person research, create different “buckets” of students based on the last five recruitment cycles in order to help Marketing understand the demographic groups and lifestyle variables of students that come to WIU and what resonates with them. They are used to identify WIU’s unique enrollment segments and what attracts students to WIU. Ms. Lambert stated that being strategic and making data-driven decisions is very important to Marketing.

Ms. Looney stated that Vice President Schultz will be reaching out to the campus community to reinforce the idea that everyone needs to work to market the university in a concerted effort to increase enrollments. She encourages departments to set up a meeting with the Academic Marketing Team to discuss a plan for their specific areas, to include gathering content and student testimonials and maintaining the brand on for social media and other external communications, in order to bridge the student experience from recruitment to retention.

Senator Brice remarked that it was mentioned the consultant provides the office of Communications and Marketing with the price per conversion. He asked if that information can be disclosed. Ms. Lambert replied that this number changes almost on a daily basis; as more ads are served, the price is adjusted. After searching through her materials, Ms. Lambert related that the latest results for an undergraduate social media (mostly Instagram) campaign showed higher than usual numbers, with some people viewing the ads as many as three to five times for a cost per click of \$1.24, which is below the benchmark of \$4.40, while cost per acquisition was 80 cents, outperforming the benchmark of \$7.13. Ms. Lambert added that data shows an ad needs to be in front of a person seven times before they make a decision. Ms. Lambert stated that Carnegie has a lot of databases from years of research so they are able to compare these kinds of numbers to determine if what WIU’s Marketing Team is doing is working or if they need to adjust, which has been very beneficial.

Senator Brice asked if the way that apps can track individuals causes the cost to conversion to increase. Ms. Looney responded there are some apps that seem to constantly increase; for example, Facebook will no longer allow the university to promote to students under the age of 18, so Ms. Looney has had to find ways to adapt, such as by promoting to their parents and using other platforms for those promotions. She stated, however, that this does not increase the costs.

Senator Brice asked what specific programs have been chosen to market for WIU. Ms. Looney replied that her office is pushing hard right now for Agriculture, Criminal Justice, Psychology, and Business, but they are working with several different departments in addition to these. She said the departments listed are ones where Marketing has initiated the conversation, but other departments have initiated conversations with their office. Ms. Lambert again encouraged senators and others to reach out to Ms. Kinley, who works specifically with academic programs, to get flat sheets updated, determine what makes

programs unique, update websites, and provide other resources. She added that great stories and things that make a program unique, such as awards, can be shared with the Marketing Team to develop strategies, such as email marketing campaigns, that are free for departments. Ms. Looney added that Ms. Kinley is not just updating flat sheets but is making them more visually appealing and less text heavy. Senator Brice asked what areas of Business are being promoted; Ms. Looney replied that they all are because when students are interested in business, they often do not know exactly what area they want to go into.

Ms. Lambert related that Marketing works with Admissions, Vice President for Enrollment Management Amber Schultz, and the Enrollment Team; they also look at weekly reports showing applications to the different programs. These reports compare application numbers to past years' data during the same time period and take a number of other things into consideration as well.

Mr. Cornell asked if the "darts" include current students or only prospective students. He asked what the difference is between marketing for prospective students versus marketing to students who are already attending WIU. Ms. Lambert replied that "darts" track current student data; that data can be used, however, to market to prospective students. Ms. Looney added that Marketing works with Retention Initiatives staff on internal social media campaigns for current students.

Senator Tang commended Ms. Looney and Ms. Lambert on their impressive marketing efforts. He asked how much WIU spends on marketing, how much goes to Carnegie, and how much WIU's sister institutions spend on marketing. Ms. Lambert recalled that Eastern Illinois University ran a digital marketing campaign in the last year or so to promote their nursing program and spent \$2 million on just that one program, while all of WIU's marketing efforts, including both traditional and digital, come to less than one half of that amount. Ms. Lambert stated that WIU's marketing budget is less than all of WIU's state competitors, so her office must make the best use possible of its resources. She stated that this means they must make very data-driven and strategic decisions; she and her coworkers look at their analytics constantly and devise changes to the university's websites that can increase search engine optimization. She stressed that Marketing staff work very hard with a lot less resources.

Senator Ebert Wallace asked who selected the programs to target initially and what metrics were used to choose them. Ms. Looney responded that the Marketing Team met with Vice President Schultz and Admissions representatives to make the selections. The data came from which programs had the most potential to grow, which ones had the room for growth, and which ones students had expressed the most interest in as shown by numbers of applications. Ms. Lambert added that this involved a lot of conversations about the analytics based on looking at the numbers. Senator Ebert Wallace asked if the decision was made in the Office of Communications and Marketing; Ms. Looney replied that it was, while working with the Vice President for Enrollment Management. Senator Ebert Wallace said she does not know what is meant by potential for growth. Ms. Looney explained that it involves consideration of whether, for example, if 50 new students were to be brought into a program, there would be sufficient faculty to sustain them currently without having to spend more money to hire another faculty member.

Senator Ebert Wallace asked if diversity goals are part of the decision-making process as to what to advertise; Ms. Looney replied that it is. She explained that Marketing tries to provide an accurate representation of WIU's student population when promoting the university, and since WIU has a very diverse population it is simple to do so that. She said they work with Admissions or the departments when gathering marketing materials, and a pretty diverse group of students usually shows up in those, so it is not usually necessary to make a special effort. Senator Ebert Wallace asked if there is consideration given to what would appeal to certain student populations when determining what programs are featured in the marketing. Ms. Lambert replied that her office looks at lifestyle factors through use

of the “darts,” psychographic/geographic factors, and research with Carnegie. Senator Ebert Wallace explained that what she is asking about is, for instance, whether the types of students who might be attracted to Agriculture, which is a wide major, are taken into consideration when promoting these programs. Ms. Looney replied that this is taken into consideration, and her office works closely with the director of this program to help determine this information. Senator Ebert Wallace said she was thinking more broadly about the goals of the university.

Chair Lauer pointed out that he had asked that this presentation just be focused on digital marketing. He said that, while he agrees it is important to think align the University’s diversity goals with its marketing initiatives, he does not want the Marketing representatives to feel that they are being asked to answer questions there were not asked to speak about.

Senator Macchi said she is concerned that the list of programs being promoted initially does not include any representation from the College of Fine Arts and Communication, and they are the only college not represented. Ms. Lambert replied that she works very closely and spends a lot of time brainstorming with Anneliese Land, Recruitment Coordinator in Music, who has some fantastic ideas that Marketing will be implementing. She added that their office is happy to market all of WIU’s programs; the list just represents the programs that are currently being pushed with paid marketing that her office was given as a trial, but nothing is being chiseled out from their current budget. Ms. Looney stated that Marketing is happy to work with any department in the College of Fine Arts and Communication on email or social media campaigns and would be happy to get student testimonials from departments, including Communication. She stressed that they are not excluding anyone – particularly Communication, since she is an alumnus from that department – but Marketing must be strategic and pick some things to focus their efforts on. Their goal is to continue to expand and start pushing other programs as well. Chair Lauer noted that the sensitivity to this topic may stem from when the University promoted some programs and not others during a layoff environment and it seemed unfair. He appreciates that Ms. Looney has frequently reiterated that all departments should talk to Marketing representatives to design their own marketing plans, and he thinks that is worthy of stressing.

Senator Thompson remarked that one of the dangers of marketing on the internet is that institutions just attract more of the same types of students. He asked how WIU’s marketing team escapes from attracting similar smaller demographic groups and avoiding homogenization. Ms. Lambert replied that Marketing uses “darts” for about half of its marketing; the other half is a mix of YouTube, Google display ads, social media and more. She thinks the “darts” are useful for hypertargeting to get a specific message out, but that is not the only type of marketing being used.

Senator Polley remarked that he knows that cost per click and cost per thousand data fluctuate up and down but wondered what the lowest point of the range might be. Ms. Lambert offered to look through the past year’s reports to find those ranges. Senator Polley asked if she could get back to the Senate with the average over the past year of cost per click, cost per impression, and cost per conversion, with cost per conversion being the most critical. He would like to know the lowest cost per click and the highest cost per conversion amounts.

Chair Lauer thanked Ms. Looney and Ms. Lambert for a fruitful discussion which generated a lot of interest. He observed that the Marketing representatives are a lot more accessible than they have been in the past and thinks faculty need to take them up on their offers to work with them because it is in everyone’s interest.

III. Reports of Committees and Councils

A. Council on Writing Instruction in the Disciplines (WID)

(Doug LaFountain, Chair)

1. Request for WID Designation

- a. HS/NUTR 408, Community Nutrition and Health Program Development, 3 s.h.

Dr. LaFountain explained that the request involves a cross-listing with a current WID course; NUTR 408, a current WID course called Community Nutrition, will now be listed with HS 408 and is being updated to Community Nutrition and Health Program Development. He noted that this is a well-organized course with writing throughout the entire semester, and at least half of the grading is devoted to writing. He added that students have the opportunity to revise their work, receive feedback, and turn it in again. He stated that from the perspective of the WID Council, this is a worthwhile WID course. Health Sciences and Social Work Chair Lorette Oden added that the cross-listed course will be of benefit to both nutrition and health sciences students.

NO OBJECTIONS

B. Council on Curricular Programs and Instruction (CCPI)

(Steve Bennett, Chair)

1. Curricular Requests from the Department of Physics

- a. Requests for New Courses

- i. PHYS 464, Introduction to Materials Science, 3 s.h.

NO OBJECTIONS

- ii. PHYS 472, Experimental Techniques in Materials Science, 3 s.h.

NO OBJECTIONS

- a. Request for New Option

- i. Materials Science

This request was tabled at the previous Senate meeting. Dr. Bennett pointed out that the new courses will be incorporated into the new option. Senator Carr asked if Physics Department Chair Kishor Kapale has any response to the concerns she raised at the last Senate meeting about the elimination of all college-level Gen Ed from the proposal. Senator Carr has exchanged emails with Dr. Kapale but asked if he wants to defend the dropping of the college-level Gen Ed courses. Dr. Kapale replied he would not use the language of “dropping” or “elimination” of the college-level Gen Ed courses. He thinks the more appropriate Gen Ed combination for Materials Science is the University Gen Ed. He noted that the comparison programs listed in the feasibility study are 120 total hours, so the department is trying to maintain that number for the new option. He pointed out that some of these programs which are of high quality, specifically, those at the University of Illinois and University of New Hampshire, are 128 semester hours, but they are not distinguished from WIU’s program by number of Gen Ed courses, which are lower than WIU’s proposal, but by the number of interdisciplinary courses that they include. Dr. Kapale noted that, besides these two programs, the rest require 42 or 43 hours of General Education, which is close to what his department is proposing. He stressed that his department is trying to stay competitive with the comparative programs listed in the feasibility study.

Dr. Kapale explained that his department is trying to do something unique with their Materials Science option. He noted that not many programs show a clear combination of physics and chemistry courses, but WIU has the expertise to be able to accommodate a higher level of mathematics knowledge, as well as chemistry knowledge. Dr. Kapale does not see any room to accommodate college-level Gen Ed courses while still staying within the 120 hour limit.

Senator Carr said she looked at the websites for the other universities listed in the feasibility study. She asked if the materials science option at the University of Illinois is an engineering program; Dr. Kapale confirmed that it is. Senator Carr remarked that may explain why they have a lower Gen Ed requirement. She noted that the University of California-San Diego averages 15-18 hours of Gen Ed courses rather than 14, while the University of Missouri-Columbia seems pretty similar to WIU. She observed that Purdue students have to take 47 hours of Gen Ed, and for the Bachelor of Science their students must take eight credit hours in a foreign language and six in English. She pointed out that the University of New Hampshire requires 128 hours for all of their degrees and has a really interesting Gen Ed structure. At California State University, every student must take 40-49 credit hours, and nine of those must be upper level. Senator Carr thinks it is interesting that many of these institutions require more total credit hours. She understands that these institutions are not offering the mix of math, physics, and chemistry that WIU's Physics Department is proposing, but most of them seem to require more Gen Ed or more total credit hours.

Dr. Kapale recalled he spent one full week reviewing the Gen Ed requirements of the programs listed in the feasibility study and most were comparable to WIU; only one, California State University, required 48 as opposed to 42 or 43, and they require a number of upper-division courses, which were not required by the others. He agrees with Senator Carr that California State has a unique Gen Ed structure. Dr. Kapale noted that the University of New Hampshire does not require upper division courses in their Gen Ed. system; it may seem so at first glance due to their numbering system where courses numbered 400-something are considered lower division.

Dr. Kapale noted that when one looks at the whole picture, it is like comparing apples with oranges because the only information that is available is what can be gathered from these institutions' websites. He thinks WIU does a pretty good job of highlighting the whole program structure on its website, but none of the comparable institutions do as good of a job, so it is difficult to get all of the information. Dr. Kapale reiterated that with what his department is trying to do with their new option, he did not find the room to add the college-level Gen Ed beyond the University-level Gen Ed structure, which the proposed new option meets. He pointed out that this is not the first time something like this has been approved within Physics: the teacher education option for secondary science uses the University Gen Ed structure, as does the engineering physics transfer option because it has other interdisciplinary requirements.

Senator Carr recognizes the proposal has gone through the College of Arts and Sciences, which probably would have pushed back on this issue, and that she is probably in the minority in thinking that using the college-level Gen Ed would be worthwhile, but she was struck when looking at the

comparison institutions that it did not look like they eliminated their college-level Gen Ed courses nor had higher university-level Gen Ed courses. Dr. Kapale pointed out that some of the programs used for comparison have two different degrees within physics: Bachelor of Science degrees, which are on par with WIU's University Gen Ed, and a Bachelor of Arts, which require college-level Gen Ed requirements. He said the BA structure would probably be more appropriate for college-level Gen Ed requirements if someone wanted to do that in the future at WIU, and this would allow for more flexibility for some students coming into the program. Senator Carr replied that she had looked specifically at the BS programs, but she saw that some had BA degrees also.

NO OBJECTIONS

2. Curricular Requests from the Department of Health Sciences and Social Work
 - a. Request for Change of Major
 - i. Health Services Management

NO OBJECTIONS

3. Curricular Requests from the School of Management and Marketing
 - a. Request for New Minor
 - i. Sustainable Business

NO OBJECTIONS

IV. Old Business – None

V. New Business

A. For the Good of the Body

Senator Wroblewski pointed out that the Senate Nominating Committee survey was just emailed to faculty yesterday. He asked senators to please fill it out and encourage their colleagues to do the same. He noted that this is the main tool the Senate Nominating Committee uses to fill vacancies throughout the year and hopes that senators can help push this in their departments.

Motion: To adjourn (Brice)

The Faculty Senate adjourned at 5:18 p.m.

Jeremy Robinett, Senate Secretary

Annette Hamm, Faculty Senate Recording Secretary