

WESTERN ILLINOIS UNIVERSITY
FACULTY SENATE
Regular Meeting, 12 September 2017, 4:00 p.m.
Capitol Rooms - University Union

A C T I O N M I N U T E S

SENATORS PRESENT: M. Allison, B. Bellott, V. Boynton, S. Czechowski, Gloria Delany-Barmann, R. Hironimus-Wendt, N. Lino, B. Locke, S. Macchi, H. McIlvaine-Newsad, K. Pawelko, B. Perabo, J. Plos, R. Porter (via teleconference), S. Rahman, T. Roberts, S. Rock, M. Sajewski, D. Sandage, F. Tasdan, C. Tarrant
Ex-officio: Kathy Neumann, Interim Provost; Tej Kaul, Parliamentarian

SENATORS ABSENT: A. Hyde

GUESTS: David Banash, Katrina Daytner, Anita Hardeman, Angela Lynn, Madison Lynn, Sue Martinelli-Fernandez, Kyle Mayborn, Kristi Mindrup (via teleconference), Seth Miner, Russ Morgan, Nancy Parsons, Jim Schmidt, Jack Thomas, Angela Webster, Ron Williams

I. Consideration of Minutes

A. April 29, 2016

APPROVED AS DISTRIBUTED

II. Announcements

A. Provost's Report

Interim Provost Neumann told senators that fall semester is almost one-third completed. Some upcoming events for WIU include:

- Town and Gown will be held Thursday, September 14 at The Forum from 5:30-7:30 p.m.
- Sue Martinelli-Fernandez, Dean of the College of Arts and Sciences, will deliver the John Hallwas Liberal Arts Lecture tomorrow (Sept. 13) at WIUQC Riverfront Hall Room 103/104 and Thursday, September 14 in the Union Grand Ballroom at 7:00 p.m.
- This week is College of Business and Technology Week with a variety of professional development activities planned.
- Recitals are in full swing in the College of Fine Arts and Communication. Bruce Briney will be giving a trumpet recital on Sunday, September 17.
- The Study Abroad Fair will be held tomorrow (Sept. 13). Tuesday, September 19 an informational session will be held for a study abroad trip this spring on the Business Practices and Culture of Ireland.
- The Illinois Board of Higher Education (IBHE) will hold their quarterly meeting at WIU on Tuesday, September 19. The open session is at 1:00 p.m. in the Union Grand Ballroom.
- Founder's Day will be held in Macomb on Monday, September 25 in Sherman Hall and on the Quad Cities campus on Tuesday, September 26. WIU alumnus Senator Kirk Dillard, who Interim Provost Neumann told senators is a strong supporter of WIU and received an honorary doctorate from the University last year, will deliver the keynote speech. Interim Provost Neumann asked senators to make every effort to attend and encourage their students to attend as well.
- The Board of Trustees will meet on September 29. That week will also see a variety of Homecoming activities.
- The fall Career and Internship Fair will be held on October 3 in the Union Grand Ballroom and on September 28 on the Quad Cities campus. Interim Provost Neumann asked that faculty encourage their students to attend.

Senator Roberts stated that a panel discussion sponsored by the Department of History will be held at 4:00 p.m. on Tuesday, September 19 in the Union Sandburg Theatre. Senator Roberts, Law

Enforcement and Justice Administration Director Jill Myers, and Centennial Honors College Associate Director Erik Brooks will be featured panelists for a discussion on “Making Sense of Charlottesville: When Social Responsibility and Memory Collide.”

Senator Czechowski pointed out that Thursday’s Town and Gown event will feature the unveiling of the last round of Rockys, which will complete the \$25,000 endowment for the Department of Art which has allowed for the creation of several internships. She stated that the new statues will be installed following Homecoming.

Senator Czechowski announced that every Thursday is Wheel Throwing Thursday at the Art Department. Last semester over 100 students attended. It is held from 5:00-7:00 p.m. each week.

Senator Perabo announced that the annual Mary Olive Woods Lecture will be held at 7:00 p.m. on Thursday, September 21 in the Union Grand Ballroom. St. Louis University professor Tobias Winright will speak on “Just and Unjust Policing: Reflections from a Former Law Enforcement Officer Turned Religious Ethicist.”

Interim Provost Neumann reminded everyone to use WIU’s public events calendar to post events that are open to the public so that everyone can see what is submitted.

B. Student Government Association Report
(Madison Lynn, SGA representative to Faculty Senate)

Ms. Lynn reported that SGA has had trouble meeting quorum so has not yet voted on any major legislative issues. Vacant senate seats are expected to be filled by tonight’s SGA meeting so that SGA can begin their work for this year.

C. Other Announcements

1. Presidential Initiatives for Academic Year 2017-2018
(President Jack Thomas)

President Thomas thanked senators for all they do for the University, including last year’s letter writing campaign on behalf of Admissions. He will talk to all governance groups before putting his Presidential Initiatives on the web.

President Thomas reported that the University has received \$7.7 million from the state for FY 18, \$6.8 million for the remainder of FY 17, and \$11 million for Monetary Award Program (MAP) funding to reimburse FY 17 coverage of those payments. He stated that there is still no schedule for when universities will receive funding or how it will be disbursed throughout the year, but hopefully the state will come up with a plan soon. President Thomas stressed the need to continue to be very conservative with spending because WIU is “not out of the woods yet” from those years when the University did not receive state appropriations, so fiscal responsibility must still be carefully followed.

The President reported that overall enrollment for the University at tenth-day count was 9,441, including 823 new transfer students. There were 1,206 new freshmen this fall. International student enrollment stands at 459. President Thomas stated that the number of high school students taking college courses at WIU has more than doubled to 41 students. He related much of this increase is a result of the President’s Executive Institute’s visits and the summits held for high school principals, superintendents, and counselors. A summit was also held with majors and representatives of business and industry, all of which are beginning to help with recruitment efforts. He related that Admissions Director Seth Minor has various strategies for recruitment that he thinks will help as well, particularly as regards recruiting out-of-state students.

The President told senators the University has been trying to do more cooperative fundraising. President Thomas and Becky Paulson, Director of Development for the College of Business and Technology and Co-Chair of the President's Executive Institute, have been visiting various agencies and hope to get a good return for their efforts.

Former Macomb Mayor Tom Carper, who serves on the board of Amtrak, brought Amtrak personnel to talk to the President today about various kinds of programs that the company is considering doing with colleges and universities. He added that Vice President for Student Services Ron Williams spoke to the Amtrak representatives about expanding to other states the pipeline to bring students to visit WIU. Currently, WIU pays for students to visit the University from Chicago locations. President Thomas told senators that Amtrak has offered WIU discounts to do more of this type of recruiting. President Thomas stated that the goal is to stabilize enrollment at 10,000 students, only during these difficult times; he hopes this will be the end of the crisis of confidence WIU has been experiencing and that state funding for higher education will continue so that the University can get back to "the new normal."

President Thomas introduced Dr. Angela Webster from the University of Central Arkansas. Dr. Webster is an Associate Vice President for Institutional Diversity, Associate Professor for Leadership Studies, and an American Council of Education Fellow. President Thomas went through that program in 1998-99; it allows an administrator to shadow a university president, and President Thomas told senators he got a lot of value from being a Fellow. He added that Dr. Webster wanted to spend a year at WIU, but the University's budget would not allow for that, so she is shadowing President Thomas for one week. Dr. Webster will be placed at the University of Memphis.

President Thomas informed senators that Founder's Day will be a little different this year than in the past. Since the President gave the state of the University address at a University-wide assembly at the beginning of the semester and the Provost provided a faculty address as well, the decision was made to invite a guest speaker to Founder's Day. Senator Kirk Dillard will present the keynote address at this year's events on the Macomb and Quad Cities campuses.

On September 19, WIU will host the first Illinois Board of Higher Education meeting in over a decade. President Thomas, who serves on the IBHE Board, believes it is important for people to see what is being done at WIU. He noted that some of the university presidents and chancellors who will attend the meeting are new and have never been on the WIU campus.

The Presidential Initiatives, under the heading of Academic Programs, includes the goals to "Continue to review General Education" and "Continue strategic review of academic programs." Senator Rahman asked what the President is looking for in these reviews. Interim Provost Neumann responded that all academic programs are on a routine review cycle, regardless of anything else that is going on; input gathered from departments and deans during the reviews is used to prepare a report for the IBHE. She observed that some interesting things typically come out of these reviews; programs may be in need of some area of expertise, equipment, or resources that is currently unavailable, but through the reports a dialogue can begin with the goal of supplying what the program needs. President Thomas stated the University began bringing external reviewers into the process when he was WIU Provost; the external reviewers are experts well versed in their fields of study. He hopes that, after the University recovers from the recent lack of funding and crisis of confidence, steps can be taken to begin investing in those things that are recommended in these reviews.

The General Education review began last year and is ongoing. Interim Provost Neumann stated that it had been 13 years since the University last reviewed Gen Ed, so it was time

to undertake this job. She added that it is incumbent on the faculty, as educators, to take a hard look at the General Education requirement and the composition of Gen Ed.

Senator Boynton observed that under the Enrollment Management heading the Presidential Initiatives includes the goal to “Improve first-year retention rates.” She asked if it is known what the retention rates were last year for first-year students. Vice President Williams replied that it was 68 percent this fall, slightly down from 69.2 percent in fall 2016. Senator Boynton asked what the University aims for in first-year retention. Vice President Williams replied that 75 percent is very ambitious, and the national average is 65 percent. President Thomas added that WIU’s goal is to reach 70 percent for first-year retention. He added that WIU was at that point in the past.

Under the heading of Alumni Relations and Development, the Presidential Initiatives include the goal to “Prepare for a Capital Campaign.” Senator Roberts asked about the timing and priorities for this fundraising campaign. President Thomas responded that he has announced the desire to start a capital campaign and has spoken with Vice President for Advancement and Public Services Brad Bainter about this effort, but it takes time because of the need to lay the groundwork. He said there has not yet been a timeline set or a determination what the funds will be allocated toward, but he wanted to initiate the beginning stages of the campaign because the University has not had one for about four years.

Senator Perabo noted that the last goal under Academic Programs is to “Continue to increase online, hybrid, and alternative delivery formats.” She asked if the University has data on the relative strength of these types of delivery formats as opposed to face-to-face delivery and whether the intention is to expand these types of delivery formats in any particular areas. President Thomas responded the Board of Trustees has charged him to increase the number of online and hybrid courses that the University offers. The number has been increased so far by ten percent. He added that after the summit with high school representatives, and considering general enrollment decreases and online enrollment figures, the administration thought they should look at some specific kinds of programs that they would like to put online. President Thomas explained the University is partnering with the military to develop online programs, but they want more options than just the Bachelor of General Studies. He added there are specific kinds of majors that the military is interested in, so the administration is looking at putting certain majors online that are beneficial to individuals already in their careers.

Interim Provost Neumann related that in the 2014-15 academic year, President Thomas gave permission for WIU to pilot hybrid programs, including three graduate programs. Hybrid courses are ones where at least 75 percent of the course must be offered online and no more than 25 percent face-to-face. The programs were piloted in the Quad Cities, with the face-to-face portion primarily occurring on Saturdays. Interim Provost Neumann said the program has been extremely well received with lots of positive feedback. She said President Thomas has now allowed this expansion to continue into all graduate programs and some upper-division courses as well.

Interim Provost Neumann explained that the alternative delivery formats were mentioned during the University Assembly. WIU is piloting a synchronous delivery model; classes are held at the same time, but not everybody must be in the same physical space to attend. Interim Provost Neumann said this is one step beyond the CODEC model because students do not have to be in classrooms on the Macomb or Quad Cities campuses. A soft launch is occurring this fall using ZOOM software. Some “speed bumps” have been encountered, but some technology-tolerant faculty have volunteered to participate in the soft rollout to work out the glitches. She thinks the launch is going quite well, and next year it is hoped that it can be rolled out further to allow students to attend class anywhere while replicating as much as possible the environment of being in a physical classroom.

Senator Tasdan noted “Stabilize Enrollment” is a goal listed under the heading Continue Support of the President’s Executive Institute. He asked if the University is exploring different strategies to bring more students to WIU; for example, Senator Tasdan saw a WIU billboard while on Michigan Avenue in Chicago a couple of years ago and wonders if that type of marketing is continuing. President Thomas responded that the University is doing a lot of marketing of its academic programs as well as its new admissions recruitment strategies, which he asked Admissions Director Seth Miner to address. Mr. Miner told senators there is a kick-off tomorrow night (Sept. 13) for WIU’s out-of-state presence. WIU’s Alumni and Admissions Offices will be participating in an event in Dallas, Texas that will be attended by approximately one thousand high school students and is being coordinated by a high school counselor whose two sisters are WIU alumni.

In addition to expanding the out-of-state market, Mr. Miner stated that WIU will be focusing more on its local territory. Rick Hardy, Honors College Director, has been distributing “WIU: The Right Choice” yard signs to raise awareness locally. The Admissions Office has been purchasing the names of local high school sophomores, juniors, and seniors. These names are used by the Admissions Office to communicate through digital marketing – email, phone, and text. Mr. Miner related that a faculty member recently brought him a bag full of marketing material his child had received from prospective universities, one of which sent 28 pieces of mail from the end of her sophomore year to the beginning of her senior year. Upon receiving this, Mr. Miner realized that WIU has been communicating with all of its markets primarily using electronic media. He related that often parents tell him that their child has not received anything from WIU, but that is because the contact was made electronically to the child only. Mr. Miner thinks what is missing in this strategy is the “kitchen table” element – something that parents can see and talk about with their child over a meal – and the Admissions Office is working to fix that piece. Admissions is working with a vendor to add a personalized piece that will introduce prospective WIU students to their admissions counselor, as well as adding a parent piece. Admissions plans to work to keep parents more involved in the recruitment process with emails as well. Mr. Miner just returned from meeting with high school counselors at a college fair in eastern Iowa. He added that the Admissions Office is also looking to increase awareness with billboards.

Senator Tasdan remarked that visibility is the main thing that brings students to WIU. He has observed that graduate and particularly international students often tell him that they hear about WIU from their friends. He added that international students often prefer to attend college in someplace that is manageable, like Macomb. Mr. Miner stated that his office is finalizing a faculty/staff referral form for potential students that they will be rolling out in the near future. Faculty and staff will be asked if they can recommend any high school student that could be added to the Admissions Office communication plan so that they can begin to receive information from WIU. Mr. Miner explained that high school student names are purchased from ACT, SAT, and survey services and are provided to a vendor who digitally sends three pieces through marketing, social media, and email. Once a student visits campus, requests information, or applies, the Admissions Office has an inquiry communication plan that it follows. This plan includes sending two postcards, 12 emails, and a text message that will let potential students know about WIU’s automatic scholarships, clubs and organizations, and encourage them to visit the campus. Mr. Miner stated that this is the type of pro-active approach that has not been fully followed in the past. He thinks that Admissions needs to build value within its communication plan so that students will come to WIU’s campuses.

Senator Czechowski asked what range of student scores are purchased from SAT and ACT. Mr. Miner replied that this varies but is primarily admissible students – students with GPAs of 2.5 to 3.0 and who attained an 18-36 on the ACT test. Senator Czechowski asked if these students must pay a fee to apply to WIU; Mr. Miner confirmed that they do. Senator Czechowski stated that she knows of a senior who was told by four colleges that she did not have to pay an application fee because of her good ACT score. Mr. Miner

explained that an initiative that WIU is trying this year is that the \$30 application fee will be waived for seniors who visit either campus and fill out an application while they are there. This will be rolled out for juniors, as well, during Discover Western events in spring 2018. The application fee is also automatically waived for any student in WIU's 16-county region. Mr. Miner stated that the University yields students at a much higher rate after they visit campus, so he wants to create that access for them and make it a much easier process for them to see what WIU has to offer.

Senator Allison related that on a campus visit with her daughter this summer an admissions officer told her a particular university was not requiring student test scores any more for admission and that this has become a movement in the state of Washington. Mr. Miner admitted that some universities are now doing this, particularly private institutions. He added that WIU is considering joining other institutions that have students self-report their standardized test scores but will still require that students submit their transcripts after their graduation from high school.

Senator Delany-Barmann asked if Mr. Miner works with international student recruitment; Mr. Miner replied that this falls under the office of Jeff Hancks, Director for the School of Distance Learning, International Studies, and Outreach. Senator Delany-Barmann said she would like to know how WIU is reaching out to international students and what geographic regions are the most targeted for both graduate and undergraduate international recruiting. President Thomas visits embassies along with Dr. Hancks, who is also working on articulation agreements with more foreign countries. Vice President for Student Services Ron Williams related that he spoke about this with Dr. Hancks during the last few months. He said the primary focus for recruitment is Asia, particularly China and South Korea. He told senators that many of the international students who were accepted to begin this fall experienced visa issues preventing their enrollment. Dr. Hancks has said these students would like to try to enroll in the spring 2018 semester, and his staff is trying to work with people to get their visas approved because this is causing some consternation. President Thomas agreed there are many issues involved in getting international students to WIU and working through all of the paperwork; while the institution tries to be as accommodating as possible, much of it is out of WIU's hands. Senator Lino asked if there has been any thought given to using international faculty to improve recruiting. President Thomas responded that WIU has done some of this already, and if there are other faculty that want to participate they are welcome to be included in these efforts. Chairperson Rock asked the Senate Recording Secretary to invite Dr. Hancks to visit a future Faculty Senate meeting to talk more about these topics.

Senator Boynton asked about the Presidential Initiative to "Continue to enhance and elevate the Centennial Honors College" and what that will look like. President Thomas related that when he came to WIU as Provost, he saw the difference between WIU's Honors College and those at other universities; WIU's Honors College was treated more like a program than like a college. He is not ready yet to unveil specific plans to enhance the Honors College, but it may involve a different space and ways to put the Honors College at the forefront of the University. He noted that Honors has grown a lot since he was Provost, and there are now 899 students in the College. Senator Boynton asked if this goal, then, is aspirational; President Thomas affirmed that it is. He related that at his former institution, Middle Tennessee State University, there was an honors building and considerable donor support. He thinks WIU also needs more donor support for its Honors College.

Senator Czechowski asked what the University is doing to collaborate with city officials to make the community of Macomb more appealing to prospective students. President Thomas related that a few years ago he presented a State of the University address which discussed ways the University could partner with the town, and students talked about things they would like to see in Macomb, and things started to happen after this. The President was given a seat on the board of the Macomb Area Industrial Development

Corporation (MAIDCO) and voiced his concerns there. President Thomas encouraged senators, as citizens of Macomb, to attend public meetings and voice concerns. He stressed that WIU needs to continue to partner with the city and let city officials know what is needed from them, which will benefit not just the University but also the city of Macomb. He observed that recruitment and retention are everybody's job and encouraged senators to reach out as well. Senator Czechowski stated that the University Union would be a great place to start, particularly the food served in the Union Concourse. She thinks food offerings need to be more contemporary and healthy because Burger King and Sbarro are not what students want. President Thomas encouraged senators to try out residence hall dining, which offers very healthy foods. He stated that many students do not choose to eat in the dining halls and would rather go to the Union. President Thomas would like to see more faculty visit Corbin/Olson or Thompson dining halls.

Senator Roberts asked if SGA surveys students about quality of life issues and if that data is available to the administration. Ms. Lynn responded that she is an incoming freshman, so she is unaware whether SGA does anything like this but will bring up that question at tonight's meeting and report back to the Senate. Vice President Williams remarked that students are surveyed every year about living in the residence halls, but there is no formal survey for off-campus students. The survey of residence hall students asks about the food, including the cost, and Vice President Williams related that during the last few years the sentiment has been that residence halls are providing a good variety, from pizza and burgers to veggies and fruits. He added, though, that the survey has not asked as much about the quality of the food as it does about the *a la carte* model for food service. Senator Boynton asked if the University Union is the only option for off-campus students. Vice President Williams replied that off-campus students can eat in the residence halls with Rocky dollars or cash, which is one of the good things about this campus.

Senator Allison asked if there is a way to get more small eating venues, similar to Dividends, located in other areas across the campus. She noted that there are no longer any eating places on Adams Street now that Chubby's has moved to the Macomb square. She thinks the campus needs more Dividends-type eating places in different buildings. Interim Provost Neumann responded that Dividends was created as a partnership between the College of Business and Technology, Sodexo Food Services, and a bank. The College renovated space that was formerly used as a loading dock, the corporate donor helped make the space more appealing, and Sodexo agreed to serve food there. She added that Dividends has been well received, in Sodexo's opinion. Vice President Williams does not believe that Sodexo has surveyed offering other Dividends-type spaces elsewhere, but he agrees that there has been positive feedback about Dividends. He thinks expending the model would require support from donors. Senator Allison thinks that Simpkins would be a good location for a future Dividends.

Senator Boynton asked if WIU has been completely reimbursed for the MAP funding that the University paid up front to students last year; the President confirmed that it has been entirely paid back by the state. He added that while he is grateful that MAP funds have been reimbursed, coming up with the funding on the front end strained the University.

President Thomas announced that he will begin having brown bag luncheons in the Union Brattain Lounge or Lake Ruth in order to facilitate open discussions.

2. Chairperson Rock introduced new Senator Brian Bellott, an assistant professor of Chemistry, who was elected to fill a one-year vacancy on Faculty Senate, representing the College of Arts and Sciences. Two petitions were received from the College of Business and Technology to fill an additional one-year vacancy on Faculty Senate. Ballots have been mailed to eligible faculty to fill that vacant seat.
3. Chairperson Rock noted that the Executive Committee had originally asked Vice President Williams, Mr. Miner, and representatives from the Scholarship and Financial Aid Offices

to come to Faculty Senate today in response to a request from a senator, but Mr. Miner was scheduled to be away from campus, so this was rescheduled to September 26. Mr. Miner will now be away from campus on the 26th, so Vice President Williams requested that this conversation occur during today's meeting. Chairperson Rock asked if senators have any objection to continuing the previous conversation with Mr. Miner; there were no objections.

Mr. Miner related that it has been brought to his attention that some information from the communications plan related to financial aid award letters needs to be clarified. He told senators that WIU was one of the first, if not the first, institution to send out financial aid award letters last year. This letter includes direct and indirect costs and out-of-pocket estimates and is very easy to read. Mr. Miner related that all other state public institutions send their award letters at the beginning of January, so WIU had to remind students that they already received their letters in the fall. Admissions had conversations with departments about how to enhance this process because departmental scholarships do not appear on the initial financial aid award letter; these scholarships are dependent upon when students apply to the University and submit their FAFSA documentation. Students will not receive their financial aid award letters until they file with FAFSA. Admissions is considering adding a line to the award letters informing students that additional departmental scholarships are available and that they should contact the department chair for that information.

Mr. Miner has had conversations with Macomb School Superintendent Patrick Twomey about getting the names of high school students sooner so that they can be inserted into the communication plan at a younger age. He has also reached out to other local high schools, such as West Prairie and Quincy. The WIU Admissions counselor for the local territory, Melissa Telles, formerly also had responsibility for all Illinois community colleges as well, so she had to complete high school and community college recruiting visits. That role has now been split, and Ms. Telles now is responsible for transfer students in community colleges. The Admissions Office is in the process of hiring a counselor for the local territory who can be in the local high schools more than just one or two times in the fall and once in the spring, which will increase WIU's visibility. Mr. Miner believes splitting the duties will also enable the local Admissions counselor to partner more easily with high schools for financial aid workshops so that first generation college students know their next steps, not only for WIU but for whatever college they choose to attend.

Mr. Miner announced that representatives of Illinois colleges and universities will be on the Macomb campus on Thursday, September 14 when WIU hosts the Illinois Regional College Fair, which will enable potential students to speak to WIU representatives as well as those from surrounding institutions.

Mr. Miner told senators he is very open to any kind of feedback, adding that the bag of marketing materials provided by a faculty member stressed for him the importance of soliciting feedback from WIU's faculty and staff. Mr. Miner related this showed him that historically WIU has not had the presence the University needs; although Admissions made changes last year, the "kitchen table" piece was still missing. He would like to hold forums or informational sessions and invite faculty and staff to share their ideas with him. Mr. Miner noted that many faculty and staff have students in high school, and he thinks this would give him a better idea of what students want from their college searches and what types of information need to reach parents throughout the process.

Senator Delany-Barmann asked if students that attend Discover Western in October and November will be able to fill out a free application to attend WIU. Mr. Miner replied that any time students are on campus they can fill out an application for free. He related that one department at WIU holds an overnight career fair, and he reached out to that chair to make sure that those 15 seniors fill out applications while they are on campus so that their fees can be waived.

Senator Roberts related that the Department of History recently met with Mr. Miner to talk about faculty postcard writing, meeting parents at Discover Western, and participation in the phone-a-thon. Mr. Miner stated that he is still trying to work out the logistics with the phone-a-thon, but one of the things he has liked that Admissions has done over the last few years is the personal notecards sent by faculty to interested students. Faculty Senate participated the last two years in reaching out to undecided students with handwritten cards. Mr. Miner thinks the timeline for sending these cards needs to be moved up, and he plans to roll that out this fall; they are a great personal touch, but need to be stepped up. Mr. Miner related that Admissions is considering opening their office on designated nights M-Th where faculty from each college could come in to make phone calls to students; whether students are reached or a message is left, it is powerful when a professor takes the time to personally call a potential student, and it is important to make those connections. Mr. Miner thinks WIU needs to reach students earlier in the process.

Senator Boynton asked if there is any sustained effort to have faculty reach out to parents, adult to adult, about their children possibly attending WIU. Senator Boynton has read that the two biggest factors determining where students attend college are parents and campus visits. She thinks it is important to make connections with parents because WIU has so many first generation students, and that would be another link the University could provide. Mr. Miner responded that Admissions is looking at how the University can meet that need, which is why Admissions is trying to connect with parents via email so that students can be reached through their parents.

Senator Boynton asked if there is a coordinated effort to use WIU alumni to help recruit. Mr. Miner replied that Admissions asks the Alumni Office to identify alumni within target markets to help recruit. An alumnus in the Denver, Colorado area, for instance, has agreed to attend a weeklong college circuit for out-of-state institutions and represent WIU. Senator Boynton remarked that History has many WIU graduates teaching in Illinois, as well as in South Carolina, Florida, and elsewhere, and the department makes sure that they have information that they can share with their students about WIU. She thinks this type of outreach by WIU alums really helps. Mr. Miner is working with Counselor Education to reach high school counselors who are WIU alums. Senator Macchi observed that when WIU alumni have children it is announced in the Alumni Magazine. She asked if there is any follow-up with these children as legacies of WIU; Mr. Miner replied that there is.

Senator Allison observed that Mr. Miner is wearing WIU gear, and when her daughters wear WIU clothing out of town they are often stopped and asked if they are from WIU. Senator Allison would like to find some type of pin or jacket that she could wear to represent WIU but would prefer not to wear a t-shirt. Interim Provost Neumann asked what she would prefer to wear; Senator Allison replied that she would like a piece of clothing that looks more adult, such as a fleece pullover with a WIU logo. Associate Provost Parsons remarked that Lil' Stitches on the downtown Macomb square will embroider any WIU logo on a piece of clothing for about \$5-\$6. Mr. Miner agrees that the WIU logo is very recognizable across the country. Admissions has explored whether WalMart would carry WIU items in their stores in certain markets but they have been told that WalMart only carry gear from local universities; this is not strictly correct, however, since Macomb's WalMart carries not only WIU gear but also clothing from the University of Illinois.

Senator Roberts asked what occurs during graduate recruiting. Associate Provost Parsons, who is the Director for Graduate Studies, pointed out that that Faculty Senate is typically considered an undergraduate body; the Graduate Council considers issues of graduate affairs. Each program has a graduate coordinator who meets with the Office of Graduate Studies; on Wednesday, September 20, all graduate coordinators and department chairs will meet from 3:00-4:30 p.m. in Horrabin Hall to talk about graduate issues. Last year

every department was given a ten-step plan to focus on for graduate recruiting, and 20 of the 40 programs increased their graduate enrollments this year due to their hard work.

Senator Czechowski thinks that financial aid and telling first generation students what to expect in the way of college costs needs to be emphasized more. She related that many students do not understand that they will need money for books and supplies beyond the amount needed for tuition. She routinely sees students come to WIU with no money for things like materials fees; of the 16 freshmen in her current class, four have no money whatsoever. Mr. Miner stated that Financial Aid has a session during Discover Western where they go over these types of things; they are also discussed during the Summer Orientation and Registration (SOAR), so the information is not only available in letters. Admissions realizes the importance of financial issues, which is why it is stressed at their various events. Senator Czechowski stated that, as WIU's recruitment efforts go deeper, it is important to realize that some students are not ready for college and have no idea that they will have these expenses once they arrive. Senator Boynton asked if the awards letter includes an estimate for books; Mr. Miner replied that it does, as well as the different payment plans. Senator Hironimus-Wendt added that the award letters are very good. Vice President Williams has provided the Faculty Senate office with sample award letters which will be sent out to senators.

III. Reports of Committees and Councils

A. Council on Curricular Programs and Instruction (Anita Hardeman, Chair)

1. Curricular Requests from the Department of Chemistry

a. Request for New Course

i. CHEM 114, Chemistry of Health, 3 s.h.

Senator Boynton asked if the department will eventually request General Education designation for the Natural Sciences category; Senator Bellott confirmed this is correct.

NO OBJECTIONS

B. Senate Nominating Committee (Ginny Boynton, Chair)

SENATE COUNCILS AND COMMITTEES:

Council for Instructional Technology

Ricky Sepulveda-Rodriguez, Music	replacing	Ilon Lauer	FA&C	2018
Rebekah Buchanan, English	replacing	Brian Bellott	A&S	2017-18
Redina Herman, Geography	replacing	Jim Olsen	A&S	Fall 17 only

Writing Instruction in the Disciplines (WID) Committee

Courtney Blankenship, Music	replacing	Terry Solomonson	FA&C	2018
Nathan Miczo, Communication	replacing	Amy Burke	FA&C	2018

UNIVERSITY COUNCILS AND COMMITTEES:

Center for Innovation in Teaching and Research (CITR) Advisory Committee

Eun Go, Broadcasting/Journalism	replacing	Ilon Lauer	FA&C	2018
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There were no further nominations, and the slate of candidates was declared elected.

IV. Old Business

A. Election of One Senator to Serve on Committee on Provost and Presidential Performance

Senator Bellott volunteered to serve on the Committee. There were no further nominations.

V. New Business

A. Election of Two At-Large Representatives to Provost Search Committee

Chairperson Rock announced that Jim LaPrad, Educational Studies, was appointed to represent the College of Education and Human Services on the Search Committee, and Khaled Zbeeb, Engineering, will represent the College of Business and Technology. These were the only petitions received from their colleges.

No petitions were received by the deadline from the College of Fine Arts and Communication. That deadline was extended until Friday, September 15.

Four petitions were received from faculty in the College of Arts and Sciences; Peter Cole, History, was elected to represent that college. The three candidates who submitted their petitions by the deadline and who were not elected to represent their college had their names submitted to senators to vote for two at-large representatives to the Search Committee. Those candidates – David Banash, English; Brian Bellott, Chemistry; Linda Zellmer, Library – were given the opportunity to make statements in support of their candidacies; Ms. Zellmer could not be present, so Chairperson Rock read her statement.

Senator Boynton asked what department the chairs' representative was elected from. Parliamentarian Kaul replied that there are four candidates for the seat, and the election is going on now. Only one chair will be elected to the Search Committee.

Senator Hironimus-Wendt stated that if Senator Bellott is elected to the Provost Search Committee, he questions whether it would also be appropriate for him to serve on the Committee on Provost and Presidential Performance (CPPP). He noted that, should Interim Provost Neumann run for the Provost vacancy, Senator Bellott will have information on one candidate that he would not have on the others. The Executive Committee members agreed that, should Senator Bellott be elected to the Provost Search Committee, they could then determine if he would still be eligible for service on CPPP.

Election for the two at-large seats was by secret ballot. Dr. Banash won the first ballot; a second ballot was distributed to break the tie for the other seat. Ms. Zellmer won the election to fill the second at-large seat.

Chairperson Rock stated that President Thomas has the ability to appoint additional members to the Provost Search Committee, but the faculty majority must be maintained.

Motion: To adjourn (Roberts)

The Faculty Senate adjourned at 5:37 p.m.

Susan Czechowski, Faculty Senate Secretary

Annette Hamm, Faculty Senate Recording Secretary