

## FACULTY SENATE

November 19, 2008

### MINUTES

**Present:** Tim Collins, Barbara Evans, Seema Imam, Renee Judd Rebecca Lake, Phillip Moulden Jim Nowotarski, [Brian Reynolds](#), Kathy Sheridan, Gale Stam, Howard Zacks

**Guests:** Tom Bergmann, James Britt, Mark Burnett, Craig Cunningham, Jeannie Hartig, Tom Heaney, Ellen Karp, Kent Kay, George Litman, Richard Pappas, Marisa Spooner, Todd Price (via phone)

#### **Approval of Minutes –**

Gale Stam moved that the minutes be approved as presented; Rebecca Lake seconded the motion. Motion passed.

#### **President's Report –**

President Richard Pappas reported that the downturn in the economy has affected NLU's endowment. The endowment was \$29 million; it is down to \$22-23 million. However, he expects that the university will get this back eventually.

Enrollment is down 2% for the fall with a loss of \$700,000 over the summer and fall quarters.

He envisions marketing and recruiting students by quarters. Fall and winter are our biggest quarters. Dr. Pappas explained the "quarters within a quarter" concept. This would allow for more convenience and a shorter time span for students to complete courses. There will be a build-up in spring for this.

"Get It Online" Ad Discussion - Dr. Pappas asked that NLU personnel communicate directly with each other when a conflict arises. He encouraged everyone to treat each other with respect at all times, even in the midst of disagreement.

Jeannie Hartig was asked by Dr. Pappas to address the issue of the online ad which some faculty and staff have found offensive. She proceeded to explain the origin of the ad's terminology which came out of the pop culture of the 60s. In October, the ad had garnered 46,000 hits, many of which led to hits on the NLU website.

Ms. Hartig explained that social networking is here now, i.e. YouTube and My Space. This is the convergence of media and culture and is the new and current platform for advertising.

When asked who determines the content and placement of NLU advertising, Ms. Hartig said that she is the final determiner and takes full responsibility for the work of her department.

She emphasized that no photographs or quotes of faculty or staff are used in advertising pieces without the consent of the individual via a permission slip.

Ms. Hartig stated that measurements of inquiries will be done within a couple of months, i.e. which inquiries become admits/enrollments.

FWCC Concerns - Todd Price expressed concern about the Faculty Welfare and Compensation Committee and its charge. How does its work interface with the work of the Full-Time Salary Task Force Committee which is convened by the President. This dilemma will be looked into at a later date.

### **Provost's Report –**

George Litman reported that the recommendations from the committee on sabbaticals have been received and will be submitted to the Board of Trustees at their December Board meeting. The state of the economy may impact decisions on granting sabbaticals.

The Promotion and Tenure Committee is working in a timely manner. P&T members cannot serve on the committee in two consecutive terms. Dr. Litman suggested that the faculty may want to address this policy.

Alison Hilsabeck has resigned as Dean of NCE and a search will be conducted.

Dr. Litman addressed the issue of grade monitoring. The I-grade policy is in process and being implemented. Letters are sent to students with an I-grade and they are monitored. However, grade point averages are not monitored, mainly because of the variety of “start” dates for cohorts, classes, groups, etc. There can be 306 different start dates during an academic year.

The Undergraduate Advising Center receives reports of students with less than a 2.0 grade point and those transfer students with the same. Students are encouraged to make appointments to talk to an advisor, but this rarely happens. Dr. Litman agreed that students at risk grade-wise should be identified with early intervention.

### **Financial Report –**

Kent Kay reported that NLU's letter of credit through Chase has been changed to 95 basis points from 72 basis points beginning January 1, 2009. This is due to the decline in market value of investments. Chase will revisit this decision when the market rebounds and NLU's investments return to values comparable to those of June 30, 2008.

### **Advancement Report –**

James Britt reported that fund-raising in the difficult economic times is more critical now, not less. He introduced a faculty/staff campaign to create an institutional culture of philanthropy. Generous giving by faculty, administration, and staff gives more leverage when Advancement is

seeking grants and donations from external sources. This campaign will become the foundation for the capital campaign and will be launched in March.

Ellen Karp explained the process. Gifts will be tax-deductible and can be directed to specific programs, departments, or colleges. She encouraged Senate support of this campaign. The Senate agreed to table this to a later date.

**Old Business –**

University Leadership Charter – Gale Stam suggested that the comments and the edited documents be sent to the entire NLU community so that there is transparency for everyone.

Discussion followed on how to enable a process to garner the most faculty votes as possible. It was suggested that the January meeting of the colleges include a faculty association meeting where the AQIP committee could address concerns of the faculty on the charter and then take a vote. Dr. Stam suggested that the Faculty Senate officers arrange the logistics of the January meeting.

**New Business –**

SFDC Questions re Faculty Development Proposals – It was agreed to table this discussion.

Meeting adjourned at 1:45 PM.

Respectfully submitted,

Kathryn Osen

Administrative Assistant to the Vice Provost

November 25, 2008

