

**Minutes of the Faculty Senate Meeting of the  
University of Missouri-St. Louis  
March 16, 2010 - 3 p.m.  
126 JCPenney**

The meeting of the Faculty Senate was called to order at 3:03 p.m. by Faculty Senate Secretary, Dr. Zuleyma Tang-Martinez. Faculty Senate Chair, Dr. Matthew Keefer, arrived shortly after the start of the meeting due to his attendance at an IFC meeting in Columbia. The order of the agenda was slightly changed (Chair's Report was given later) due to the IFC meeting.

Dr. Tang-Martinez asked for approval of the minutes from the meeting on February 16, 2010. Hearing no objections, the minutes were approved as written.

**Report of the Chancellor (Dr. Thomas George):**

Chancellor George introduced Lt. John Schupp from Institutional Safety to make an award presentation. Lt. Schupp read a portion of a letter from the City of Eureka that acknowledged the bravery of Police Officer Tracy Betz on December 30, 2009. Because of her quick action and courage, Officer Betz was able to subdue an individual with a knife and prevented a suicide attempt while she was off-duty in the City of Eureka. Lt. Schupp praised Officer Betz' actions and commented that even though Officer Betz was off-duty, she was in uniform and was representing the campus police with distinction. Chancellor George and Provost Glen Cope presented Officer Betz with a certificate and the Meritorious Service Citation for her outstanding work. The Meritorious Service Citation is the highest honor given at the university. The Faculty Senate acknowledged Officer Betz by giving her a standing ovation.

Chancellor George reminded everyone that the process is underway for making budgetary cutbacks. The Budget and Planning Committee has been meeting to discuss the recommendations. Last week, Provost Glen Cope presented her recommendations for Academic Affairs cutbacks. Mr. Curt Coonrod also outlined the cutbacks for Student Affairs. On April 9, the Budget and Planning Committee will meet again to vote on the recommendations. The entire list of budget cutbacks will be presented at the University Assembly/Faculty Senate meeting on April 27, 2010. Chancellor George will be attending upcoming meetings with the General Officers and the Board of Curators in April. He will provide any additional information from those meetings.

Chancellor George informed the attendees about Access to Success. It is a national program that encourages students with diverse backgrounds and is designed to assist universities in dealing with changing demographics. There are 24 university systems participating in this program. The goal for all participating universities is to increase undergraduate graduation rates from 47% to 74% by 2020. Additional information about this program will be forthcoming by Dr. Judith Walker de Felix.

Dr. George explained that there is a new survey coming out. The Chronicle of Higher Education is sponsoring The Great Places to Work Survey. It is a study designed to recognize institutions that have built great workplaces. Chancellor George introduced Larry Westermeyer, Director of Institutional Research, who will distribute and monitor the survey. Mr. Westermeyer explained that 600 full-time faculty, administrators and exempt professional staff will be randomly chosen to take the survey. It will be sent out on Monday, March 22 and the completion deadline is April 16, 2010. Chancellor George said that participation is strictly voluntary, but he strongly encourages participants to complete it.

### **Marketing Update (Mr. Martin Leifeld):**

Mr. Martin Leifeld, Vice Chancellor of Advancement, provided the attendees with an update on marketing. Mr. Leifeld established five committees (faculty, staff and administrators) to examine different facets of marketing the university: Internal Advisory Committee, Marketing Committee, Communications Committee, Technology Committee, and Implementation Committee. It was recommended that an agency be hired to provide the university with marketing research. Simpson Scarborough was hired to fill that need at the cost of \$191,000 (over a 6-8 month period). Simpson Scarborough has finished the qualitative portion of their analysis. They recommended that the UMSL website be improved, that an integrated marketing plan be implemented, that branding issues be addressed, and that a senior position for marketing be established as soon as possible. Mr. Leifeld is looking at two different search firms to find the right marketing person. He is hopeful the marketing position can be filled by July 1, 2010. After the quantitative analysis is completed in late spring, Simpson Scarborough will submit a report which will include final recommendations. Also, work is underway to improve the UMSL website. Soon faculty and staff will be asked to give feedback on new website mock-ups.

### **Report of the Chairperson (Dr. Matthew Keefer):**

Just back from an IFC meeting in Columbia, Chair Matthew Keefer showed the attendees the Academic Integrity Statement Draft that UM System prepared. He has expressed UMSL's concerns regarding academic integrity at the IFC meetings, but the other three campuses are in favor of this policy. Dr. Keefer will address the issues again at the next IFC meeting on April 13 and report if there are any significant changes.

At today's IFC meeting, President Forsee discussed shared services with all four campuses and stressed that it is financially prudent to increase shared services. Dr. Keefer expects that more campus interaction with all four campuses will be encouraged for the future.

President Forsee is also concerned about morale which was recently described as "somber". He suggests that more town hall meetings may be in order and that we celebrate and recognize the good work of faculty and staff.

## **Committee Reports:**

### **Curriculum and Instruction (Mr. Michael Allison):**

The following program change proposals were approved as well as the attached list of course changes:

- BS in Education: Early Childhood degree
- BS in Education: Elementary Education degree
- BS in Education: Secondary Education degree
- BS in Education: Special Education degree
- BS in Education: Physical Education, PK-9 degree
- BS in Education: Physical Education, K-12 Emphasis

### **Appointments, Tenure, and Promotion (Dr. Fred Willman):**

Dr. Willman reported that the committee met in January and evaluated 19 cases. Of those cases, 17 were reviewed for tenure and promotion. Two cases were reviewed for promotion to Professor. Some of the cases are awaiting final decisions by the Chancellor.

### **Administrator Evaluation Committee (Dr. Fred Willman):**

The committee has met several times to formulate and refine questions for evaluating administrators in Woods Hall. The positions to be evaluated this year are:

- Vice Provost for Research
- Vice Provost for Student Affairs
- Assoc. Provost for Academic Affairs/Director, Center for International Studies
- Assoc. Provost for Professional Development/Director, Ctr for Teaching & Learning
- Assoc. Provost for Academic Affairs/Dean, Graduate School
- Assoc. Vice Provost for Student Affairs/Director, Student Success & Enrollment Mgmt

The evaluation form will be available for use after Spring Break. Faculty and staff will receive an e-mail with a link to access the evaluation. A free MSC drink coupon will be sent to each faculty/staff member who completes the evaluation.

### **Executive Session:**

The Senate met in Executive Session to consider candidates nominated to receive honorary degrees.

There being no further business, the meeting was adjourned at 3:57 p.m.

Respectfully submitted,

Zuleyma Tang-Martinez  
Assembly/Senate Secretary

(Minutes written by Loyola Harvey, Faculty Senate/University Assembly Office)