

(Minutes to be considered for approval at the Senate meeting on March 16, 1999, 3:15 p.m.)

**SENATE MINUTES
UM-ST. LOUIS
February 16, 1999
3:00 p.m. 126 J. C. Penney**

Dr. Jeanne Morgan Zarucchi, Senate Chairperson, called the meeting to order at 3:04 p.m. Minutes from the previous meeting (held January 19, 1999) were approved as submitted.

Report from the Senate Chair -- Jeanne Morgan Zarucchi

Dr. Zarucchi announced that she attended the meeting of the Missouri Association of Faculty Senates (MAFS) in Columbia. At the MAFS meeting Senate Bill 265 was discussed. Senate Bill 265 has made it though the House Education Committee and is pending in the Missouri Senate. The Bill proposes to add a faculty representative to the Governing Boards (Board of Curators or equivalents) at universities in the state of Missouri. Representatives from the MAFS have asked Dr. Zarucchi to urge interested members of the UM-St. Louis Senate to contact local state representatives. Dr. Zarucchi said that the Senate web page has a link to Bill 265, which includes area representatives' telephone numbers and e-mail addresses.

Dr. Zarucchi congratulated Sue English on her 6-month anniversary as the Senate Administrative Assistant and thanked her for her work on the Senate web page and e-mail communications network.

(See Attached-Student Election Subcommittee)

Report from the Chancellor -- Chancellor Touhill

(See Attached)

Dr. Long asked Chancellor Touhill about the present status of Research II, as a goal on this campus. He said that a year ago President Pacheco reported that before we embark on Research II, an extensive planning process was needed to see if it was even feasible. Dr. Long said that it seemed the Research II status was accepted as a "given" by many people on the faculty.

Chancellor Touhill said that a year before embarking on Mission Enhancement we did have a planning process, and out of that came the Research II ideal. Dean Wartzok commented that our colleagues in Kansas City are maybe 20% ahead of us in terms of external funding, which is the main issue in terms of reaching Research II. Dean Wartzok said that the Spectrum reported that at the Board of Curators meeting President Pacheco complimented Chancellor Schwartz on progress made towards Research II. Dean Wartzok assumes that President Pacheco would have the same opinion of UMSL as UMKC, since we are basically running on parallel tracks. He said that we continue to have new Ph.D. programs approved, which is the other criterion.

Report from the Faculty Council -- Tim McBride

(See Attached)

Chancellor Touhill said that she is prepared to talk about a Backstop Plan for the Performing Arts Center with both Budget and Planning and the Faculty Council.

Report from Committee on Committees -- Gail Ratcliff

Dr. James Campbell was elected by acclamation to serve on the Committee on Committees.

Dr. Ratcliff announced that more than one-third of the student Senators were no longer eligible to serve on the Senate and that a ballot was prepared to fill the student vacancies on standing committees. Dr. Martinich moved that we save time and the environment and elect all students on the ballot by acclamation. A voice vote was taken, and all student replacements were elected.

The following committee replacements were elected by acclamation:

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|---|---|
| Bylaws and Rules- | Shaun O'Hara, Student |
| Committee on Committees- | James Campbell, Business Administration |
| Curriculum and Instruction- | Christopher Court, Student |
| Curriculum and Instruction- | Christopher Fleming, Student |
| Faculty Teaching and Service Awards- | Joshua Stegeman, Student |
| Faculty Teaching and Service Awards- | Nichelle Hunter, Student |
| Physical Facilities and General Services- | Jeff Mitchell, Student |
| Student Affairs- | Shaun O'Hara, Student |
| University Relations- | James Simpson, Student |
| Video and Instructional Technology- | Jacob Parker, Student |

Report from Appointments, Tenure, and Promotion -- R. Rocco Cottone

Dr. Cottone thanked Dr. Maryellen McSweeney for tracking down some important documents for the ATP Committee. A resolution proposed by the ATP Committee was distributed.

(See Attached-Approved Resolution)

Dr. Connett thanked Dr. Cottone and said that he appreciated his efforts to find out how Executive Order 6A came to be, and supported the resolution so that in the future faculty would be involved in changes to tenure regulations. Dr. Connett said that he was somewhat disappointed that we don't address the fact that we have this order in place, which appeared to have had no faculty involvement. Dr. Connett asked why Dr. Cottone did not include in the Resolution that Executive Order 6A should be brought back for a full discussion. Dr. Cottone said that the ATP Committee has formed a sub-committee to examine all procedures and policies. Dr. Cottone said that at the end of the year they are hoping to come back with recommendations and that it would be premature as a committee to bring forth recommendations without having let the process run its course this year. They may decide that 6A should stand and not be challenged, but Dr. Cottone said that according to Dr. Lemkuhle, there is not much opposition to 6A on the other campuses. Dr. Connett said that he feels there are some serious problems with 6A, and he does not believe it is in the best interest of tenure or the academics of the university.

Dr. Cottone said that the resolution was a result of Dr. Peck's question at the December Senate meeting, when she asked how can we prevent this from happening again. Dr. Cottone said that he and Dr. Peck drafted the resolution so that the IFC could take this and act on it.

Dr. Martinich said that he commended the ATP Committee for investigating this and coming up with this proposal. He thought that the committee is taking the right approach. Dr. Martinich said that we cannot go back to the President or the Board of Curators and simply object to 6A without thinking through specific recommendations. Dr. Martinich said that he feels it would be more effective if we can go back to the IFC with some specific recommendations for change and a rationale.

Dr. Zarucchi asked Dr. Cottone if the Resolution actually addressed 6A, or if it spoke to future changes in regulations. Dr. Cottone said that it speaks to future actions.

Report from Assessment of Educational Outcomes -- William Long
(See Attached)

Report from Budget and Planning -- Chancellor Touhill
(See Attached)

Dr. McBride asked if there would be another budget reallocation this year, in light of the Budget and Planning Committee resolution of February 5, 1999. Chancellor Touhill said that the Budget and Planning Committee is advisory to the Chancellor, and she would talk to a variety of people about the resolution. She had in essence said to the Deans, as of last August, that there was a possibility that cost cuts could be at the same level that they are this year. Chancellor Touhill said that she was not prepared at this moment to say what those figures will be, but she has taken the resolution to heart and will get back to Budget and Planning and the Senate to talk about the reallocations, if they happen.

Dr. McBride said that because student hours were up about 2% and student fees were up about 3%, he assumed that the financial situation should be better this year.

Chancellor Touhill replied that she hopes our financial situation will be better, but she is not prepared to say at this moment what it will be. Dr. McBride asked the Chancellor if she knew when the reallocations would be announced. Chancellor Touhill said that she is working on it as fast as she can.

Report from Curriculum and Instruction -- David Ganz
All action items (see agenda) were approved.

Dr. Connett asked if any statistics courses are required for the Certificate Program in Biochemistry. Dr. Harris answered that the statistics courses are required for the Major but not the Certificate Program. Dr. Ganz said that Biology and Chemistry are listing their courses separately by department.

Dr. Ganz announced that the deadline for new course proposals is March 1, particularly those that have graduate repercussions. If materials are received by Academic Affairs by March 1, and are Graduate in nature, they will have to be forwarded to the Graduate Council. The lead-time on materials that involve Graduate Studies is considerably longer because the Graduate Council has its own subcommittee that reviews this material. All course proposals are then brought back to Academic Affairs and then finally to the Curriculum and Instruction Committee. Undergraduate materials, if they are in by March 1 or shortly after, will be considered for action before the end of

the year. Course proposals that are received by this deadline can be considered by Curriculum and Instruction during the committee's last meeting in April, will make it into next year's bulletin.

Dr. Ganz said that in the next few weeks the Curriculum and Instruction Committee would be discussing two proposals that will be brought to the Senate. One of those items is the allowable time a student may enter a course in a regular semester. Current regulations allow students to enter up until 2 weeks into the regular semester. There has been a lot of opposition and concern about this issue. The committee must finalize this proposal before it can be brought to the Senate; it will be brought to the Senate in March as a first reading and will, hopefully, be voted on at the April Senate meeting. If this proposal is approved it may be implemented as early as winter semester of the year 2000. The Fall schedule is already going to press as we speak.

Dr. Ganz said that the second item that has received a lot of discussion in committee is the "Y and EXC grades" as they currently exist on this campus. Curriculum and Instruction has drafted a proposal that was sent out to the Deans on November 13, with request that they reply by the end of the 1st semester. There was a mixed reaction in terms of how that information was disseminated within the academic unit. The Curriculum and Instruction Committee has heard from many individuals, but the committee has only heard from 1 academic unit, the College of Nursing. All other units have responded by individual response. The committee will digest those responses and report to the Senate in March as a first reading in hopes that it can be voted on at the April Senate meeting.

Dean Wartzok said that the March 1 deadline would work with the Graduate School. Dean Wartzok also said that the Graduate School did reply to the "Y and EXC grades" proposal as a unit.

Report from Faculty Teaching and Service Awards -- Carol Kohfeld

Dr. Kohfeld announced that the Faculty Teaching and Service Awards Committee selected nominees for the Thomas Jefferson Award and the President's Teaching Award, and dossiers were submitted to the System.

Report from Research -- Fred Willman

Dr. Willman announced that the Winter panel has awarded a total of 22 small grants for a total of \$19,654. The panel will meet on Thursday, to consider 28 full research proposals that have been submitted.

Report from Student Publications -- Van Reidhead
(See Attached)

Report from University Relations -- Terry Jones
(See Attached)

Dr. Long asked what the cost would be of a one or one-half minute TV spot on one of the local stations. Dr. Jones said that a 30-second spot during peak time, such as the 10:00 p.m. news on the best-rated station Channel 5, cost between \$1,500 and \$2,000. Dr. Long said that he wondered if it would be cost effective to put advertising revenue into the Athletic Program so that we would receive free TV airtime on the sports news like SLUH, who receives very favorable 30-second spots. Vice Chancellor Grace said that he would take it under advisement.

Dr. Spaner asked about the results of the marketing consultant's report and the proposal to spend on advertising. Dr. Jones said that the committee did not raise the dollar issue. They felt that issues of how much money was spent on this activity were more appropriately dealt with by the Senate Budget and Planning Committee, and issues that were specifically targeted at recruiting students, as opposed to positioning the university, were better dealt with by the Senate Committee on Admissions, Recruitment and Financial Aid. A senator responded and said that the correct committee title is Recruitment, Admissions, Retention, and Student Financial Aid.

Dr. Spaner said that one thing not being talked about and not being investigated is why students don't return or why we can't retain them. Dr. Spaner said that an appropriate use of the consultant as well as an appropriate use of the funds would be to target this question. Vice Chancellor Grace said that he and Vice Chancellor Nelson have been co-chairing a task force on enrollment management for about a year, with numerous working groups. This task force will have a report by the middle of March that will be shared with all Senators. Vice Chancellor Grace said that the task force would also have hearings as well to look at the issue of retention and recruitment. This task force has been studying a lot of data and input from departments. Dr. McBride said that he recalled during the December meeting of the Budget and Planning Committee it was discussed that the \$700,000 would be released after the consultant is approved and the plan is in place. Chancellor Touhill said that the decision had not been made.

Dr. Harold Harris commented that our campus has its own media outlet, and he asked why it was not being used for marketing the campus. Dr. Jones said that using KWMU was a topic raised by one of the administrators, and it generated some interesting discussion. Dr. Jones said that any challenge to increase use of KWMU as a promotion instrument for the university would be difficult to achieve, having been witness to some previous attempts to try to make that happen.

Completing the business at hand, the Senate adjourned at 4:07 p.m.

Respectfully submitted,


Joyce Corey
Senate Secretary

Attachments:

- 1) Student Subcommittee of Student Senate Elections
- 2) Report from the Chancellor
- 3) Report from the Faculty Council Presiding Officer
- 4) Appointments, Tenure, and Promotion/Senate Approved Resolution 2-16-99
- 5) Report from Assessment of Educational Outcomes
- 6) Report from Budget and Planning
- 7) Budget and Planning Approved Resolution 2-5-99
- 8) Report from Student Publications
- 9) Report from University Relations

Gail Babcock
Feb. 16, 1999
Student Subcommittee of Student Senate Elections

I am here today to ask for faculty and administrative assistance with the upcoming student Senate election.

I understand some of you feel that these elections are completely unnecessary due to the current atmosphere of disagreement among students and the faculty and administration with regard to student participation on the Senate. Students feel they get no respect from faculty and administrators. Faculty and administrators feel students are irresponsible and apathetic. These two positions represent a stalemate or impasse unless one side begins to act as if they care about the other side's viewpoint.

I know already that some of the faculty and administrators in this room understand the importance of student participation in governing bodies such as this Senate. I also know that some of you already encourage student participation - I know because of your words and actions. Today, I'm asking you to encourage students to run for office - students that you believe will accept the responsibility of participation along with the benefits of officeholding. I'm also asking you to encourage students to volunteer to help with running the election itself. I also believe it would be of great benefit for students to see participation modeled for them by the faculty and administration. With that in mind, my final request is that those of you who believe that student participation is important volunteer today yourselves to help with the election.

Sign-up sheets in front

Election - March 4th 10am-2pm
5pm-7pm

March 5th 10am-2pm

We need enough volunteers to cover 4 voting stations during each of those times.

Nomination forms for student candidates are in the Student Activities Office

The Office of Undergraduate Studies in Education

The Evening College Office

Deadline for nominations - Feb. 25, 1999 10am.

Mary Lindsley Marnie Rhae Myself Sue English

February 16, 1999
Senate Remarks
By Chancellor Blanche Touhill

The site visit by the North Central Association of College and Schools team was concluded last Wednesday and went very smoothly. The team has informed us that they intend to recommend full 10-year re-accreditation for this campus, with no follow up visits and no required interim reports. I would like to extend my thanks to all those who worked so hard and so long on our self-study and to those who helped make the site visit a great success. I am especially appreciative of the work, literally years of work, done by Doug Wartzok and his staff -- especially Mary Ellen Heckel.

As most of you know, Joan Rapp has been on a leave of absence since last July. The University of Cape Town, where she has been visiting, has offered her a permanent position and she has decided to accept. While Joan's resignation is a real loss to this campus, I am sure we all wish her the best as the new Director of Libraries at the University of Cape Town.

Vice Chancellor Nelson will be forming a search committee to conduct a search for Joan's replacement. He will be meeting with the Senate Library Committee to seek their advice.

The new, improved printed summer course schedule is now available on campus as well as being available on the Web. Rather than using a newspaper style, the new schedule has been printed in a booklet format. We felt this made the schedule more user-friendly. The fall schedule should be available by March 8. It, too, will be printed in the booklet format.

Please advise your students that on-campus interviewing for internships, co-op positions and full-time employment starts this week in Career Services and run through April 16. More than 50 companies are participating this year, including Anheuser-Busch, Arthur Andersen, Boeing, Buckeye International, Enterprise and the May Department Stores Company.

I am happy to report that students increasingly are taking advantage of university-sponsored activities. Last month more than 200 students attended the Foreign Language Film Series, the Third Thursday Kaffee Haus in Honors Hall and the Experience St. Louis Program at the Fox Theatre. This Thursday, we expect more than 250 students to attend the lecture featuring Nobel Peace Prize-winner Lech Walesa.

In addition to speaking Thursday, Lech Walesa also will receive the university's Global Citizen award. Last year's recipient, John Hume, went on to become a co-recipient of the 1998 Nobel Peace Prize.

Overall, we expect more than 500 people to attend the various activities associated with Mr. Walesa's visit.

The Alumni Association is encouraging faculty and staff to join with alumni as they travel to Jefferson City February 24 to meet with state legislators about issues affecting the university. The Alumni Association will pay all expenses. During the trip, faculty and staff will be briefed on issues important to the university and will be given a presentation in the Capitol Building on the state's budgeting process.

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Senate Remarks
By Chancellor Blanche Touhill
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Our party will leave the Kirkwood Amtrak station about 7:50 in the morning next Wednesday and will return about 8:30 p.m. It's a long day, but a very important activity for this campus.

Please call the alumni office at 5747 if you are interested in helping the Alumni Association make our case to the legislators.

The Alumni Association also has joined with Student Activities to create a week-long Homecoming Celebration. Among the activities are:

- A Homecoming Happy Hour & Dance February 19 beginning at 5 p.m. at the America's Center - Downtown
- An Alumni Night at the Basketball Game February 20. It begins with the women's game at 1 p.m. followed by a 2:30 p.m. buffet and men's game at 3 p.m. -- all in the Mark Twain Building.

Call the Alumni Association Office for more details 314.516.5833.

The Center for International Studies opened a German Culture Center February 1 with a start-up gift from the German Foreign Ministry. The center is located in the Southwestern Bell TeleCommunity Center building.

I continue to be pleased and amazed at the number of university faculty and programs which are featured in the media. In recent weeks. . .

- Rick Rosenfeld from criminology has been featured in both the New York Times and Washington Post, while his colleague Richard Wright was featured on National Public Radio.
- Vicki Sauter of business and Bob Bliss of the honors college were featured in separate article in the St. Louis Business Journal.
- Monica Harris and her colleagues in optometry were featured in the St. Louis Post-Dispatch and on two local television stations for their work with students at the Special School District.
- Dave Robertson, Rich Pacelle and Steve Caliendo of the political science department have been featured on literally every local broadcast news outlet. . . bringing perspective to St. Louisans on the now-concluded impeachment saga.

PRESIDING OFFICER'S REPORT TO THE SENATE

February 16, 1999

The Faculty Council met on February 11, 1999. Three major agenda items were discussed: concerns about the campus's mail service; a backstop agreement regarding the Performing Arts Center; and the campus's budget processes and policies.

1. Based on an informal survey I conducted over the Faculty Council listserv in December, it appeared that problems have persisted with the campus's mail service. Faculty members in five units reported that a significant percentage of mail delivered to their units was actually addressed elsewhere. When I polled these individuals again in January, it appeared that the situation had improved somewhat, but that problems continued. In the Council's meeting of February 11, several faculty members reported problems with mail service. Based on this information, I have asked Bill Connett, chair of the Senate Physical Facilities Committee, to conduct a campus-wide survey to determine the nature and extent of the mail service problems, if any exist. Soon I will meet with Bill to discuss this matter further.
2. At her presentation to the Faculty Council on November 13, 1998, Chancellor Touhill indicated that she would be willing to make a firm commitment that no portion of the current operating budget of the campus would be used in the event that the Performing Arts Center were to show operating losses. Her statement was instrumental in laying to rest the controversy over the PAC on our campus. On the basis of a resolution passed by the Council at its December 3 meeting, I wrote letters to the Chancellor on December 21 and January 18, requesting that she put into writing her commitment to backstop the Center. I had received no replies by the Council's meeting last week, though the Chancellor has verbally expressed her willingness to meet with the Council. After an extensive discussion, on February 11 the Council instructed me to write again to the Chancellor, to re-emphasize the Council's request that she put a backstop agreement in writing.
3. The Faculty Council conducted an extended discussion of the campus's budget processes and policies. A strong consensus exists that the campus should operate on a "pay as you go" principle that would require the campus to invest in new programs at a rate not to exceed its annual growth in revenues. Several faculty members talked about the effects of the annual reallocations that have been imposed in the last several years. This discussion will continue at the next meeting of the Council, on March 11. I want to remind all of you that the meetings of the Council are open to all faculty members.

Thank you.

Approved by the Senate of the University of Missouri-St. Louis on 2-16-99

RESOLUTION of the Senate of the University of Missouri-St. Louis

WHEREAS the University of Missouri system "Regulations Governing Application of Tenure" (section 310.020) clearly state that Board of Curators "recognizes that matters related to faculty status are primarily a faculty responsibility";

WHEREAS the University of Missouri system Executive Order (number 6A) on "Policy and Procedures for Promotion and Tenure" (section 320.035) was implemented without the counsel, advice, or approval of the faculty of the University of Missouri-St. Louis (through its representative bodies);

WHEREAS regulations, policies, and procedures related to appointments, tenure, and promotion have major implications for the future of the University;

BE IT RESOLVED THAT the Senate asks the University of Missouri Intercampus Faculty Council to request that the University of Missouri system administration will fully consult with the faculty and seek the approval of the faculty of the University of Missouri (through its representative bodies) regarding any proposed changes of regulations, policy, or procedures pertaining to appointments, tenure, and/or promotion of faculty members.

Assessment of Educational Outcomes

The Senate Committee on Assessment of Educational Outcomes has written a letter to Vice Chancellor Nelson requesting that someone be assigned to the specific task of gathering and analyzing data gathered from the many university assessments of student outcomes and opinions. At present, instructional research and statistical analyses are accomplished on an ad hoc basis.

1. Currently, data for the assessment instruments are only sporadically analyzed.
2. A study of available instruments is necessary but has not been conducted.
3. Accreditation agencies such as North Central Association and the National Council for the Accreditation of Teacher Education expect the assessment process to ultimately improve education of students. Unless we have a means of interpreting data from testing to our departments, changes, and improvements will take place by happenstance rather than in an organized, purposeful manner.
4. Design and creation of more effective assessments is timely and necessary.

Other issues include the formulation of reports for enrollment, management and retention as well as those reports required by state agencies such as the legislature, the Coordinating Board of Higher Education and the Department of Elementary and Secondary Education.

REPORT OF THE SENATE BUDGET AND PLANNING COMMITTEE

February 16, 1999

The Senate Budget and Planning Committee met on Friday, February 5, 1999. This meeting was the first of a series of meetings scheduled throughout this semester to discuss various items suggested by the members of the Committee. Prior to the February 5th meeting, Dr. Dennis Judd proposed a budget resolution which was considered at the meeting. This resolution calls for the campus to follow a "pay as you go" principle for new initiatives outside of the "core programs." Core programs was defined by the Committee as those academic programs and initiatives in the schools and colleges presently offered by the campus. This resolution would apply to new initiatives, i.e., initiatives other than what is presently being offered.

The resolution states:

- overall campuswide reallocations will occur only under exceptional circumstances;
- each new initiative that may require reallocations must be brought before the committee
- reallocations must not be imposed on a percentage basis across units and must identify the program and/or services to be cut and each reallocation must be brought before the committee for its recommendation.

The Committee agreed that:

- this resolution applies to both rate and cost cuts
- this resolution does not apply to the Chancellor making adjustments among deans and their units.

The resolution was passed unanimously by the Senate Budget and Planning Committee and the approved resolution is attached to my report.

Also at the February 5th meeting, the Committee discussed of the position paper presented by Professor Tim McBride on the enrollment shortfall.

There are six additional 2 hour meetings of the Committee scheduled for this semester. This concludes my report.

BUDGET AND PLANNING COMMITTEE RESOLUTION

Unanimously passed by the Budget and Planning Committee on February 5, 1999

WHEREAS for the last several years the University of Missouri-St. Louis administration has imposed overall campuswide budget reallocations even though the campus's revenues have increased each year;

WHEREAS these reallocations have weakened core programs and services on the campus;

WHEREAS WE FIND THAT a primary cause of reallocations has been the fact that the cost of new initiatives has exceeded the rate of increase in campus revenues;

THEREFORE BE IT RESOLVED THAT the Budget and Planning Committee recommends to the Chancellor that the campus follow a budgetary policy based upon a "pay as you go" principle, with the following components: (1) overall campuswide reallocations will occur only under exceptional circumstances, (2) each new initiative that may require reallocations must be brought before the committee for its recommendation; (3) reallocations must not be imposed on a percentage basis across units, but must instead identify the specific programs and services to be cut, and each reallocation must be brought before the committee for its recommendation.

REPORT FROM THE SENATE COMMITTEE ON STUDENT PUBLICATIONS

February 16, 1999

The Student Publication Committee met twice in the Fall semester, first to review committee duties and second to review the budget of the Current. Our next meeting is scheduled for March 3rd, at which time we will review the interview and hire procedures for the position of Editor-in-Chief of the 1999-2000 Current.

Current Budget: On November 20, 1998 the Committee conducted a review of the Current budget. At that time there was a sound positive balance. Historical data as well as current year projections were provided. From these data we were satisfied that the Current is being managed in a financially responsible manner and that it will finish the fiscal year in the black. In light of the impressive job that the Current's all-student staff does in maintaining the paper's solvency, we want to formally acknowledge the exemplary budget management of:

- Mr. David Baugher, Editor-in-Chief, a major in the Department of Communication, and
- Ms. Pamela White, Business Manager, a major in Accounting.

We also want to formally acknowledge the marketing and sales skills and hard work of the advertising staff, who sustain the Current's healthy cash flow, namely:

- Mr. Thomas Wombacher, Advertising Director, a major in the Department of Music, and
- Ms. Mary Lindsley, Advertising Associate, a major in Marketing.

Editor-in-Chief Recruitment: Under the leadership of David Baugher, the Current is now running ads seeking applications for a new Editor-in-Chief to manage the paper through the 1999-2000 year. Senators are invited to encourage students to apply for this position. Applications will be accepted at the Current through March 5th and should be addressed to the attention of David Baugher.

REPORT TO THE UNIVERSITY SENATE

Committee on University Relations February 16, 1999

The Senate Committee on University Relations met February 12, 1999 to review the Draft Marketing Plan for the University of Missouri-St. Louis. In addition to Vice Chancellor Kathy Osborn, an ex officio member of the Committee, Vice Chancellors Gary Grace and Jack Nelson and University Relation staff members Bob Samples, Cindy Vantine, and Maureen Zegel also attended the meeting. Also attending was Scott Dieckgraefe, Vice President and Director of Media Services for Adamson Advertising, the external consultant on this assignment.

The discussion concentrated mostly on the external consultant's recommendations about the "positioning statement" for UM-St. Louis. For the primary positioning statement to be used in building the University's image as well as recruiting and retaining students, the consultant suggests "The University of Missouri-St. Louis's academic quality is high and the costs are reasonable (and) it is unquestionably St. Louis's best education value."

As a secondary position statement for image and community campaigns, the consultant advocates "The University of Missouri-St. Louis works closely with the government, regional businesses, research and cultural institutions, offering student internships and other experiences to enhance their learning and future career opportunities (and) the University of Missouri-St. Louis is providing partnerships for a brighter future."

In both recommendations, the consultant stresses that the precise wording is yet to be drafted.

The Committee expressed two concerns. First, any marketing stressing the reasonableness of the educational costs at UM-St. Louis needs to be very careful to avoid connotations that we are cheap or shoddy. The consultant agreed that this is a potential danger but that the advertising firm was confident that such an unfortunate impression could be avoided.

The second concern was there has been inadequate research on what specific messages best convey the institution's quality to external audiences. A lively discussion at the meeting generated numerous items that express UM-St. Louis' quality but there was general agreement that none of the participants knew which would work best with potential students or the general public. Both the consultant and the Office of University Relations indicated that they were open to more research on this point and would consider conducting it.

The Committee will meet in April to review the Office of University Relation's activities for the current fiscal year and provide advice for priorities for the next fiscal year.

E. Terrence Jones, Chair