



Faculty Senate Meeting Minutes
Wednesday, March 1, 2017
3:00pm-5:00pm
Virginia Dare Room, Alumni House
Approved April 5, 2017

Call to Order and Introductory Remarks

Anne Wallace, Chair of the General Faculty and Faculty Senate

- I was going to make a joke about having to be inside on such a lovely summer day, but the weather hasn't quite followed the forecast, at least not the one I saw. I guess we shouldn't be surprised anymore when events don't follow predictions . . .
- There is just a whole lot going on, in D.C., in Raleigh, and here. The meeting with Staff and Senate leaders, and the Chancellor's "external affairs" team, that I described to you in a recent email gives you some sense, I hope, of how we're keeping communications open so we can work together.
- At UNC Faculty Assembly, too, as I think mentioned, the leadership keeps close watch on legislative initiatives old and new, some of which you may have heard about in the news or through watchdog organizations—resurrected "open carry" bills, the so-called "restore campus free speech" bills that seek (among other things) to limit protests aimed at campus speakers, etc. On the positive side, the UNC system is getting a look at more draft bills than ever before, so FA can be alert as to when action may be needed. We'll bring you further details in the next Faculty Assembly delegation reports.
- I want to talk briefly about the business coming to our Senate over the next two meetings, because it's going to be a busy time. In the April 5 and May 3 meetings, you can expect to see: a number of resolutions from the Government Committee having to do with committee names and charges; recommendations from the Academic Integrity Task Force for changes in the AI policy; 2 resolutions from the Academic Policy Committee, one regarding faculty accessibility to students, and another following up on current withdrawal policies; and a resolution and discussion from GEC that will work toward launching a General Education curriculum review next year.
- So perhaps you can hear this between the lines: the May 3 meeting is a real business meeting, with important actions pending. Please, if you do not yet have a conflict (like giving a final) for that meeting, don't acquire one. We do need a good full roster of Senators present to engage these matters.
- This press of business may help explain to you why I took it upon myself to work with David Teachout through quite a bit of the early work on the Student Ratings

of Instruction initiative, and agreed that an ad hoc committee of faculty organized by Dave was the best way to go in these early stages. Now, with some draft materials and preliminary ideas ready for discussion, the Senate and faculty generally can have substantive, specific discussions about whether such a University instrument is needed, and if so, what it might look like. Today is the first such discussion, and Dave will be talking to you about the further avenues for discussion in his presentation.

- Let me close, then, by asking that you be sure that three Senate dates are on your calendar: March 22, when the SRI discussion continues in a Forum setting; April 5, when more on the SRI and other important matters will come before the Senate; and May 3, a real live business meeting. As a bad but beloved 1960s TV show used to put it—be there, Aloha!

Approval of the February 1, 2017 Faculty Senate Meeting Minutes

Brad Johnson, Secretary of the Faculty Senate (Enc. A)

- No corrections.
- Minutes passed.

Provost Remarks

Provost & Executive Vice Chancellor

- Remarks
 - Pace of the season (weather, meetings, etc.) has been fast so far this semester
 - Recent faculty searches indicative of expanding our faculty
 - Dean of the Library search is unfolding and is quickly wrapping up
 - 5th of 5 final candidates is on campus today
 - Hope to meet with search committee next week to make final recommendations
 - Presentations by candidates were videotaped and are available off the Provost's website
 - Yesterday, members of University administration and alumni spent time at the NC Legislature
 - UNCG was acknowledged for its 125th anniversary
 - Several visits to representatives were made to keep UNCG's agenda at the top of
 - Importance of funding our growth
 - Funding faculty and recruitment fund
 - Newly released budget does include the faculty recruitment and retention fund that was originally proposed
 - Grant Seed Awards have been announced (available on Provost's website)
 - Funded 10 research projects linked to strategic plan (3 community engaged, 7 general)
 - Funded 12 teaching projects tied to the strategic plan
 - Provost reminded us should have been working within our departments and units for resource requests

- Deans' requests are due to Provost this Friday, who will then spend the next 6 weeks reviewing and prioritizing requests
 - If all goes as anticipated, will have growth funding in order to expand faculty size
 - Will learn this week if modest tuition increase has been approved by the BOG
 - General Education Council's review of General Education Curriculum
 - Provost has been working to garner interest in and support of this review
 - Gen Ed curriculum hasn't been reviewed in over a decade
 - Provost asks for faculty to be supportive of the proposal coming forward in order to support our students and be in line with accreditation
 - Recent accolade for the University
 - Education Trust has named UNCG as one for the top institutions in the nation in terms of closing the Black-White Achievement gaps--we are near the top of the list in terms of our peers
- Questions from the Floor
 - Rumors from faculty and staff regarding a shared services model of staffing--can you comment?
 - Origin of the rumors come from a consulting engagement from McKinsey & Co.
 - Working with McKinsey and their recommendations in terms of savings in shared services
 - Shared services may not mean the same thing--across the institution instead of within
 - Example: requested Ombudsmen office
 - Currently have 2.5 year initiative underway with the Banner XE implementation--involves review of all business processes to make sure we are as efficient as possible
 - This review may lead to suggestions for revisions in processes within and among units
 - Long-term strategy to make UNCG more efficient and effective in offering services
 - Rumors about layoffs of faculty or staff are not true
 - Provost asked that if further questions arise, please make her aware
 - She addressed this specifically at Staff Senate
 - Student brought a form from Athletic department that apparently
 - There is not a University policy requiring faculty to comply with those excused absences
 - Review of Athletics recommended that faculty entertain a policy with respect to this
 - Provost asked for faculty, when able, to cooperate with students and organized activities because they are representing the University

UNCG Communications

Jeff Shafer, Associate Vice Chancellor & Chief Communications Officer

- Remarks
 - Was introduced by the Provost
 - Jeff comes to us from Lenovo where he was involved in teaching and serving on University advisory boards in his previous work
 - Was part of global communications with Lenovo
 - Problem--as a University, the narrative we want out there is not yet out there
 - How do we define our narrative before others or crises define us?
 - His problem now--how to put the platform in place to convey all the interesting stories happening at UNCG
 - Has spent time speaking with various people at UNCG in order to learn as much as possible about who we are as a University
 - Tired of being the best kept secret in the UNC System
 - What do people think of when people shut their eyes and hear “UNC Greensboro”--people haven’t developed an image like they may have for other institutions throughout the state
 - Have an RFP out to examine our logo and brand
 - 125th anniversary will begin June 2, 2017 (125 days before Founder’s Day in October)
 - Follow Jeff on Twitter (@JeffShaferPR)
 - New head of media relations starts tomorrow
 - Feels his job is collaborate with the over 100+ people on campus whose responsibilities revolve around media and marketing and public relations--bringing these people together
 - Video link developed by HR and Communications:
<https://vimeo.com/200695515/3216a4c07d>
- Questions from the Floor
 - Senator encouraged Jeff to look at Beyond Academics program here at UNCG with respect to highlighting diversity at UNCG
 - Not the first marketing person to come and speak to us--listen really hard to the substantive things we could be doing (new degree programs) beyond just things like new logos, etc.
 - Appreciates that perspective
 - Giveaways and new building signs serve a purpose but they aren’t life-and-death scenarios
 - Have to talk about things that are important with faculty to help with recruitment
 - Faculty can help Jeff tell the story
 - Considered possibility of designing an app to give people in the world the opportunity to take micro excursions into what faculty are doing
 - Have talked about various opportunities--app may or may not be the best way, but other technology could be utilized to achieve the same goals and objectives

- Need to think about how we get to people where they already are with respect to media
 - Senator suggested having library of podcasts, since they seem to be really exploding right now; maybe include students and faculty to highlight their research and projects
 - Jeff shared that there's an infinite amount of content out there and coming up with a few significant platforms is important
 - What do you do with what you have to get people to use the apps and opportunities
 - Need to create the infrastructure in order to engage people and allow them to share the content with others
 - Senator shared disappointed that Jeff said he wasn't going to consider changing name from Spartans--explained history of Spartans to students over the past years; Spartan culture overall doesn't necessarily relate to what UNCG values
 - Jeff shared not a groundswell to changing the mascot from the Spartans but doesn't completely negate a review of this
 - Minerva and Spartans don't always work well together as well, especially given history of UNCG
 - Jeff shared at the beginning of this exploration and he will continue to look at concerns that come up from the community
 - Senator struck by slide showing # of people who work in communications in some form--but we feel our marketing and communications haven't been very effective; Are we getting enough bang for our buck with all these people working on communications given that we feel what we do has been lost in the process?
 - End up with lots of people doing little things that don't necessarily match up with what others are doing
 - Have administrative support who may also be doing minor marketing and public relations in a very enclosed environment
 - Job of University Communications is to create tools and capability to help all these individuals to make all the efforts of these individuals add up to represent UNCG as best as possible
 - Senator also cited would like to not necessarily hire outside people to come and tell us how to do communications better when we have all these individuals working in this area already at the campus

Government Committee Resolutions

Greg Bell, Government Committee Chair and Senate Liaison

- Resolution on changes to P&T Regs on Asst. Prof/Prof. hires (*Enclosure B*)
 - This has previously been through the University P&T Committee as well as the Government Committee
 - Greg read the resolution to Faculty Senate

Revision made by Greg to resolution to change the line “BE IT RESOLVED that Section 3.E.ii be revised as follows” to “BE IT RESOLVED that Section 3.E.iii and Section 3F

- No further discussion from the floor and vote was called.

Resolution #FS03012017/1:

To Revise the UNCG Faculty Rank and Title Policy Changing the Policy for Hiring at Ranks of Associate Professor and Professor.

Passed unanimously.

- Resolution on changes to GEC chair election (*Enclosure C*)
 - Greg read the resolution to the Senators
 - Question from floor--why is this resolution coming up?
 - David Carlone shared that Provost’s Curriculum Review committee recommended this as a possible area to review
 - Would make work of council more transparent
 - Make it easier to chair the council
 - Question from floor--why was it originally in the College of Arts & Sciences
 - The rationale was that CAS provided so many of the General Education courses that the chair, as well as the majority of members, should be CAS.
 - Anne supported David’s statement and shared that earlier this Fall or last Spring that the committee went from 11 voting members to 12 voting members (library member became voting member)
 - Anne also shared that this was the only Senate Committee that has a set designation that the Chair be from a specific division
 - Question--if we strike this from bylaws, do we now lack a provision for how this chair is elected?
 - The Faculty Senate Bylaws of Constitution, which govern the Senate Committees, have a general provision for the election of committee chairs from among the committee members, so this provision would automatically take care of the GEC chair's election. [See Bylaws Art. I, Sec. 4.]
 - Question---what happens in a tie within the General Ed Committee?
 - A tie could exist if all 12 members are present and divided
 - Tie vote could go back to the Council again for further consideration before coming back to Faculty Senate
 - Provost suggested that if Gen Ed committee are tied on an issue, it may be important for the issue to come back to Faculty Senate for discussion
 - Question--previous ad hoc committee established by Anne that elected not to serve to come back to Faculty Senate to render a decision on that
 - If the motion doesn’t pass, doesn’t mean motion fails, just that it doesn’t carry
 - Vote last year was broken by the Chair of Gen Ed committee

- Senator shared that general education should mean liberal arts education and should be preserved under CASA
- Question: brought up question that resolution is addressing where chair is coming from but doesn't talk anything about voting
 - Greg shared that title doesn't really reflect change being proposed but that other chairs are voting members in their committee
- Steve Y. Shared that when the resolution verbiage is removed, all CAS members of GEC would vote, whereas in the current form the chair does not unless there is a tie.
- David C. Pointed out that faculty within the Arts & Sciences has become more diffused because of the creation of Colleges like Visual and Performing Arts and this would allow for their participation
- Anne called for vote of resolution: 3 nays; rest were yea; **Resolution passed.**

Presentation: Student Ratings of Instruction

David Teachout, Director UTLC, and Carl Lashley, Faculty Senator

- David shared Provost approached he and Anne with this in the Fall to involve them in this process (get David's notes)
- No particular Faculty Senate committee whose responsibilities this would fall under
- Anne suggested David set up ad hoc committee to address this
- UTLC interacts with faculty from across campus (slide with membership of SRI ad hoc committee)
- Committee started with set of evidence-based materials assembled by UTLC
- Committee drafted 26 items based on evidence of SOTL material as well as reviewed tools used by institutions across the company
- David broke down 10 members into 2 groups to work on policies and items because of scheduling conflicts
- Carl shared that 1 group discussed policy alternatives that could be presented
 - Group also discussed procedures that could be implemented to support the policy
- 2nd group developed set of university-wide items that are being recommended to appear on every SRI
 - Came from review of literature on quality of instruction
 - Looked at items on other institutions' rating instruments
- Carl shared we have drafts of policies and instruments/questions that are to start the conversation
- Carl shared timeline--now through remainder of spring, the committee will continue to work on language in the policy and the items
 - Will be collecting information about aspects of the policy as well as items that need to be changed
 - Committee will continue working on these drafts based on feedback collected

- Would like to get policy in place this Spring so rest of the plan can continue into the Fall but work will continue until agreement about policy and Faculty Senate have approved the policy and items
- Carl shared that Dept. chairs will be invited to work with UTLC on department-specific questions that could be added to the university-wide questions.
- Hope policy procedures, and rating procedures will be used for the first time in Spring 2018 semester
- Carl reiterated this is a work in progress and are looking forward to feedback and suggestions from the Faculty Senate
- David shared discussion is most valuable if put in a form that the committee can access and review (Google form link will be sent out shortly)
- SRI is a hot-button topic and David feels students have something to tell us but also SRI shouldn't be the only form of feedback or data collected, especially given critical decisions being made on promotion and tenure
- Questions or Concerns from Floor
 - Senator shared for a common set of questions provided that it deals with context-specific issues that depts may have
 - Most other campuses do something like this
 - As institution, can do interesting analyses with common set of questions
 - Some senators have problem with the name (SRI); do we need to develop other instruments to discuss pedagogy
 - Suggested collecting what kind of assignments professors require? How are those assignments evaluated?
 - Committee may need to provide something about the theory of education and what constitutes good teaching
 - Some questions on draft questionnaire are too broad (#6 was pointed out as example)---could elicit more of an affective response
 - Ask questions to students: How much time did you spend for this class? Was this class challenging?
 - Expressed fear or concern articulated by others that we should be mindful that these ratings are often used to determine decisions about who should teach certain courses, who to hire, etc.
 - David shared that senator take these ideas and put in the Google form to help the committee
 - David shared that SRI is culmination of the common items and dept-specific items that current exist
 - Good opp to reexamine dept-specific items that are desired in each dept
 - Most dept-specific items are between 16-20 items
 - David discussed item #6 (overall rating)--is reviewing materials to see what is currently included in all ratings--this particular question appear in over 60% of evaluations vs. #1, which only appeared in 16% of the instruments reviewed

- Senator shared University Libraries found 1991 document related to Constitution in the Archives
 - Document made it clear that all units should have no less than 2 Senators
- Anne shared that communication has happened between Faculty Senate and University Libraries
 - Language of the Constitution has changed but Anne can't find any way to change the number for this election cycle
 - Anne hopes that by mid-August to have resolution for Government Committee asking that the Constitution goes back to requiring that each unit has at least 2 faculty senators
- Senator shared that University Libraries fears that something could happen without representation if the 1 Senator happens to be absent; also allows for mentoring between 2 Senators for the Libraries (new and returning)
- Stoel shared that because faculty is larger now than when it was first founded, its membership should reflect that growth
- Stoel hopes to continue the discussion on this so a resolution can be made next year

Announcements

- Faculty Forum on March 22, 2017 from 3pm-5pm
 - 3p-4p on UNCG Sustainability by Marianne LeGreco
 - 4p-5p with David Teachout and UTLC on the Student Rating Inventory

Adjournment

- Move to adjourn. Seconded
- Adjourned.

Respectfully submitted,
 Brad Johnson
 Secretary of the Faculty Senate
Approved April 5, 2017