

Faculty Senate Meeting Minutes

Friday, March 27, 2015

Mahood Conference Room, Mahood Hall

Attendees: Jeff Bolton, Steve Bourne, Jan Czarnecki, Mike Lilly, Darrel Malamisura, Sheila Sargent-Martin, Norm Mirsky, Tina Nicholson, Adem Ozyavas, Luciano Picanco, John Snead, Terene Stiltner, Debbie Surface, Tony Woart. Guests: Dr. Marsha Krotseng, Shelia Hallman-Warner

I. Call to Order

The meeting was called to order at 11 a.m.

II. Approval of Minutes from the February 11, 2015 meeting.

Norm suggested the addition of one clarifying word; the change made, Steve moved to approve minutes; John seconded, vote unanimous, motion carried.

III. Old Business

A. IT Security audit report.

Discussion: It appears that these are being addressed, but the issue will continue to be monitored.

Darrel: The Technology Committee met for the first time, so we have a way of getting information.

B. Comments on the WV Code concerning Faculty Senate and terms

2014 West Virginia Code. Chapter 18B. Higher Education. Article 6. Advisory Councils. Section 18B-6-3. Institutional faculty senate.

Discussion: Changes will need to be made in current practices since the Code references new procedures. For example, the Senators serve two-year terms that begin in July of even-numbered years, and the Chair is elected from among the members of the Senate. The Faculty constitution also needs to be consistent with the Code. Mike, Norm, and Darrel agree to serve on a committee to determine elections and compliance with the rules.

C. Board of Governors (BOG) meeting last fall – Update

Discussion: Concern continues regarding the marketing budget and the proposed marketing director position.

Norm: The BOG did not discuss this issue at the last meeting although there were financial updates from Shelia Johnson.

Steve asked Dr. Krotseng to comment on the progress.

Dr. Krotseng: We had to wait for the budget. The state budget includes a .71 percent decrease from last year's state budget, which is better than what had been approved. That translates into about \$41,000 That information was just released this week. We needed to take a look at the budget; there are so many other needs – promotions, communication. We need to know precisely what is required of that position. Before I commit ourselves, we are looking at marketing in other ways. Before we codify that position, we need the right combination of skills put together. What are our needs? It is not forgotten; we just have to look at what is possible in the budget.

Tony: Sees this as an investment.

Dr. Krotseng: That is a good point; that is another way to look at this.

Steve: We presented that in our presentation. Bringing in \$6,000/student; 15 students is the break-even point. If a marketing director can't bring in 15 students after a year, then we have the wrong person in the job. There are a lot of job descriptions out there, other institutions do this. I hope we do this sooner than later.

John: I can't imagine a more important position to be filled on this campus.

Dr. Krotseng: Would welcome a job description.

Tony: How would the position be different from Enrollment and Management? Ultimate goal is retention. We have to make sure that it is not a replacement of that office. An additional person should be a major net ratio return on our investment. What do we do if that person does not produce?

John: An at-will position. What we are doing now isn't working – that's the bottom line. We are a little more technologically advanced than some other colleges. We need to market online courses.

Darrel: It would be cost effective to do it through Google and their AdSense.

John: It is a matter of priorities. We have a smaller budget. Maybe take a holistic position – have to flow from an overarching strategy as an institution. Go through every channel. Are we going to grow with traditional students or with online? Right now we have them, but they are not marketed. If we have online programs, then we have to have testing in place.

Steve: We have adopted this (e.g., Proctor U). We have a testing center. Asked for more online programs – Dr. Blevins and Dr. Jones supported this. We asked for five, got four. VA Western

CC in Roanoke – we have an articulation agreement. How much advertising have we spent on advertising this? Probably nothing. What we are doing isn't strategically sound.

Darrel: We shouldn't be sending people to other states to recruit.

Steve: The business department has 14 articulation agreements with other institutions. We need someone with experience with social media.

John: Concord is not savvy with what they are doing. We have a chance to beat them to the punch. If we don't, we will flounder.

Shelia: Is there a time frame?

Dr. Krotseng: I hear the urgency, but there are a lot of things going on, and I can't commit to that right now. Social media is critical. I ask you and your colleagues to share some specifics with me.

Luciano: If we are in a situation of losing students semester after semester, what is more important than getting and keeping students?

Norm: We had a report on retention and recruitment.

Luciano: What about a plan?

Norm: The Board isn't going to come up with a plan. They are going to have to come up with the money to pay for another non-classified position. Only allowed to have a certain percentage of non-classified positions.

Luciano: I would like to see things that are proposed.

Dr. Krotseng: Dr. Robinson said admissions were up 100 for next Fall. Actual admits.

Darrel: I don't trust her numbers. At this point, I want names, not numbers.

Tony: I think we can put together a concept paper.

Luciano: The specifics were given to the board.

Steve: The concept has been discussed. We need a specific job description.

Discussion: John will work together with Steve and HR on this.

Jeff: Some programs can't be taught online.

John: This has to be very strategic. Address what programs we need. What do we want to do? What do we want to become? This is a two-pronged approach. Need to get the word out.

Jeff: Demographically, if we look at the statistics about what is happening, we are going to have to go online.

Steve: The marketing director can push what we want to see pushed. Other than the press releases, we don't get the information to people.

Shelia Warner: Have to address the present before we can address the future.

Dr. Krotseng: These have to be addressed at the same time.

Shelia Warner: No resolutions. Lot of talk.

D. Student textbooks.

Problem: Students not getting books due to Financial Aid and Waiver paperwork not being processed.

Darrel: This is not being addressed. Too many students leaving us – going back to New River. Specifically as to how they were treated by the administration.

Discussion: numerous reports from multiple faculty that this is a serious student issue. Some problems lie with bad advisement and not realizing they had to take 15 credits to receive some funds. However, some students took enough credits but still did not receive funds. Students taking 15 hours should receive their funds by the third week

Darrel: This is a failure in the process. If we fail the students, then we are going to lose them.

Luciano: Should put students first. Things should be solved with vouchers or some way. Things aren't being done to solve the students' problems.

Tony: We have to understand the socio-economic conditions of our students. We have a social and moral responsibility to the students.

John: This is not the time to make it difficult for students. There appears to be a real disconnect. We have to have a sense of urgency.

Luciano: This has to come from the president and the administration.

IV. Committee Reports.

A. Assessment(Luciano) – Meeting on April 27th.

B. Budget (Mike) – supposed to meet April 3.

C. ACT (Mike) –

Legislature has met. The proposal to revoke the Common Core standards did not pass. Continuing issue of Relative Market Equity. Senate Bill 2439 regarding Transfers did pass. Uniform classes and transferability – 70 percent rule will come into play. General Studies credits will have to be transferred. On April 2 – Amendment to Policy 59 regarding college credit for prior work experience will be implemented. BSC will have to implement policies rewarding prior work experiences using portfolios.

John: To a marketing director, it's an opportunity.

Mike: We dodged the bullet on the budget. WVU had more money taken away. WV State got hit pretty hard. The common view from WV Tech is that the Montgomery campus will be closed and moved to Beckley. If that happens, then that will have a major impact. Tech has athletics and Criminal Justice.

Dr. Krotseng: This would require, at the minimum, approval of the Policy Commission. HEPC and the Legislature are aware of the duplication we have with VA tech. I do believe our legislators are going to fight for us.

(John, Steve, and others voiced appreciation for those fighting for the college.)

D. Curriculum (Mike):

Numerous proposals. In the interest of time, Mike agreed to make copies available to the Senators for an electronic vote.

VOTE: Of the 14 Senators voting electronically, 13 voted via email to the Chair and Secretary to approve all proposals as submitted. One Senator (Luciano) voted to approve all proposals except for the changes to the Humanities program.

E. Promotion and Tenure (P&T): Will meet April 7th.

F. Faculty Rights and Responsibility: No report

G. College Council: Just met on recruitment and retention. Will have another meeting in April.

H. Student Academic Appeals: No report.

I. Student Disciplinary Appeals: No report.

J. Safety Committee: Will meet next Friday

K. Faculty Salary Pay Plan: No report

L. Technology Committee (Darrel):

Sent a notice to the administration that we have a say in new policies. The response was that we are an advisory committee. Will meet with Dr. Hossain over spring break. Discussing some issues. He has put together a committee for minimum content online. No faculty – all staff. There are still committees on this campus that have no faculty representation.

(Discussion as to what is sufficient - e.g., posting syllabus on department website. Have to be uniform in treatment whether students are required to be on an LMS like Blackboard or Moodle, or no portal.)

V. New Business:

A. Chair report.

Darrel: Dr. Krotseng was not invited to attend the Faculty Senate meeting. Admin does not care what we think. Standard response is referring to HEPC. Just see us as advisory committee.

Discussion: Concern that academic decisions are made without faculty input.

Senators were asked about their feelings and comments regarding a vote of no-confidence concerning the Provost.

Discussion: Any action is premature, particularly since the Faculty Senate report to the BOG was just the previous semester. Such an action would not be productive – we need to be working on solutions. More time is needed, and this proposed action would not have the support of the majority of the Faculty Senate members or the full faculty. At present, the BOG has confidence in the President.

B. Dr. Hossain attendance at FS meetings.

Proposal: Possibility of Dr. Hossain coming to Faculty Senate meetings for only 15 minutes and for only questions from the Faculty.

Discussion: Tabled for discussion next year.

C. Faculty of the Year award.

Mike introduced the following motion:

Deans and Department Chairs and Program Directors should not be eligible for Faculty of the Year award.

Discussion: Anyone who has any role in any administrative capacity, people who evaluate others, particularly faculty, should not be eligible.

Seconded by Shelia. Vote: Unanimous. The motion carried.

D. Program Waivers.

Discussion: Difference between a substitution and a program waiver. Need to be flexible with students. Transferability will address this issue.

VI. Other

A. General Faculty Meeting: Third week in April. Will have elections at that time.

VII. Adjournment.

Following a motion from Terene and second from Debbie, the Senators voted unanimously to adjourn.

Respectfully Submitted,

Jan Czarnecki, Secretary