

Kutztown University Kutztown, Pennsylvania
UNIVERSITY SENATE MINUTES
<http://www.kutztown.edu/about-ku/administration/university-senate.htm>
September 7, 2017
ACADEMIC FORUM AF 202

Present: A. Arnold, D. Aruscavage, D. Beougher, M. Cardozo, A. Christman, J. Conahan, A. M. Cordner, R. Courtney, S. Dewey, S. Doll-Myers, R. Flatley, M. Gallagher, J. Garcia, M. Gober, K. Hawkinson, K. Hudak, D. Immel, J. Jedwab, M. John, D.A. Johnson, D.B. Johnson, E. Kraal, P. McLoughlin, E. Nieves, L. Norris, A. Harmer (for R. Perkins), A. Pfeiler-Wunder, R. Portada, V. Reidout, S. Riley, W. Rogers, J. Ronan, T. Stahler, M. Vaughn, C. Walck, A. Walz, D. Wingrove, T. Wong, A. Zayaitz, T. Hussain (for Y. Zhang)

Absent: K. Clair, R. Gross, E. Johnson, M. Johnston, D. Lea, L. Moss, M. Scheuing, A. Vogel

Guests: D. Mace, C. Wells, J. Umberger, T. Witryk

I. Call to Order

University Senate President A. Arnold called the meeting to order at 4:04 PM.

II. Announcements – A. Arnold

A. Parliamentarian: R. Portada has agreed to serve as Senate Parliamentarian. A. Arnold thanked him for his willingness; a substitute will be appointed for his Spring 2018 sabbatical leave.

B. Welcome New Senators: A. Arnold asked new Senators to identify themselves. He thanked them for their willingness to serve. New and returning Senators will be tasked with ongoing involvement to continue to advance Senate efficacy.

III. Approval of Agenda – A. Arnold

A.M. Cordner moved to approve Agenda; second S. Riley. Objections? None; Agenda approved.

IV. Approval of the Minutes – A. Arnold

T. Stahler moved to accept May 4, 2017 Minutes; second J. Ronan. Substantive corrections? None; Minutes approved.

V. Special Reports: - J. Umberger

J. Umberger conveyed KU's ongoing initiatives in Marketing and Branding.

-Internal Rollout began Spring 2017

-At core of the brand is that all of us are works in progress; "It's Good to be Golden."

-External campaign begins this Fall with Admissions

1. Admissions has a Microsite that guides applicants through the process. Currently in its testing phase; all are encouraged to visit Microsite and report any glitches.

-New Materials

1. High School Seniors in inquiry pool will receive a mailed search piece that details the Top Ten Traits of a Golden Bear

2. Viewbook for undergraduate travel

3. New Packet for accepted students: much more current, designed to be a celebratory and socially shareable piece

- Comprehensive marketing plan that parallels Admissions timeline

-Markets

1. Primary and Secondary: 15-20 year olds in the region; also our competitors' regions

2. Tertiary: Parents and communities in the region

-Marketing outlets

1. emphasize presence where audiences spend most of their time: web, social media outlets; and streaming services.
2. Traditional advertising like billboards and newspaper advertising will be utilized much less due to lesser return on investment and inability to track.

J. Umberger then played the new short video that will be used:
https://m.youtube.com/watch?v=JKpDYAbP_CM&feature=youtu.be

Discussion:

L. Norris: We're focusing on traditional college age; current literature shows fastest growing group for college is older. Is a marketing campaign being developed for them?

K. Hawkinson: Not the right time as delivery methods such as fully online programs aren't yet in place. In development.

D.B. Johnson: What about updating department websites to align with this Brand?

J. Umberger: Glad to work with departments on this; overhaul of KU's entire web site is in development.

T. Wong: Some platforms KU uses don't work in other countries like China, or even for those who have lived in the US for a long time but have not migrated to platforms typically used here.

J. Umberger: International Admissions is using this Brand in their advertising and initiatives. Our international students often assist with platforms that we do not have ready access to here.

A. Arnold: asked for return to "Our Message" - "we are all works in progress." This is a powerful message; asked Senators to share this with their constituents. Will this statement be accessible?

J. Umberger: Yes. Notices will be posted in the Brief. Here it is: "At Kutztown, we're all works in progress. Whether you know exactly what you want to do, or you're still deciding, this is your time to explore. To try, to fail, and to go places you never thought possible. And you'll never do it alone. We believe in having each other's backs. That creating a strong community empowers individual freedom. And that with the right support, resources, and challenges, you'll grow, not into someone new, but into yourself. Because at your best, there's no limit to what you can do. **It's good to be golden.**"

A. M. Cordner: Can this presentation be placed on the Senate page?

J. Umberger: No, would provide too much information to competitors.

A. Arnold: Thanked J. Umberger for her report.

VI. Unfinished Business - A. Arnold

None.

VII. New Business - A. Arnold

None.

VIII. President, Committee Task Force Reports

A. Senate President's Report – A. Arnold

1. A. Arnold thanked former University Senate Presidents D.B. Johnson and J. Schlegel for this body's growing role in addressing academic and other matters efficiently and effectively. Over these years, Senate has developed a better ability to handle difficult matters; we can build on that.

2. the new marketing mission stresses "we are all works in progress" - this is critical. In order to progress, students, faculty, and administrators all need to go the extra mile. Senate, itself a work in progress, will consider policies that support this mission.

3. To that end, Senators will have more work to do. It is important to relay significant matters to Constituents. Also, Senators should access materials for upcoming meetings and communicate quickly with Constituents to get their input for productive and timely progress in monthly Senate meetings. A D2L discussion board has also been established to encourage ongoing dialog and work between meetings.

4. General Education Redesign: Senate will need to do a lot of work; consider much information between now and November, when we are likely to vote to endorse. This is the most important academic matter right now. Let A. Arnold know if you are interested in attending interim meetings on this subject.

B. Senate Vice President's Report – J. Ronan

1. Senate Executive Board Elections: We will need to elect a new Vice President; Secretary position is annually elected. Per Senate Constitution, President will appoint a Nomination Committee.
2. Senate VP is also Chair of Committee on Committees (CoC). CoC has been working to complete all new/revised bylaws using a standard template by end of J. Ronan's term. They are also working to stagger committee memberships to pair experienced with new members.
3. J. Ronan encouraged Senators to consider running for the VP/CoC Chair position; it is a great way to understand how the university works and to work with colleagues across the University.
4. Fall Willingness to Serve: This year there are only five openings due to retirements and similar factors. No need to run a Fall Willingness; the major one is always in the Spring. CoC will use the Spring 2017 Willingness to Serve to appoint these vacant positions.

C. General Education Liaison – L. Norris

1. At its August Retreat, Gen Ed Redesign Committee finalized:
 - a. 8 Student Learning Outcomes (SLOs) and matched two to each Gen Ed category
 - b. Finalized draft of proposed Gen Ed program
 - c. Approved draft of First Year Seminar
 - d. Matched existing Gen Ed courses to specific categories in the proposed program. These were distributed to department Chairs and await their responses.
 - e. Approved the process for making course proposals to the new program.
2. A more complete report will be posted here:
<https://www.kutztown.edu/about-ku/administration/university-senate/ad-hoc-task-forces-and-links.htm>
3. Senators will also receive copies of these documents. Senators should share them with Constituents and solicit their input for productive discussion at the October Senate meeting.

D. University President's Report – K. Hawkinson

1. New Faculty and Staff Convocation: focused on celebrations: awards, progress on Presidential Initiatives, and the rollout of the new KU marketing campaign.
2. Good news:
 - a. KU included in Best of Northeast in Princeton rankings; more positives on that soon.
 - b. 2017 alum J. Morgan drafted by Chicago Bears.
 - c. National Publicity: KU in American Airlines magazine in Lehigh Valley article with two million potential readers; Wall Street Journal article on retention featured KU's Warren Hilton.
3. Council of Trustees meeting today: accomplishments were highlighted, including agreements with Community Colleges. Senators are encouraged to attend these open meetings.
4. Student Attendance Compliance Policy: All faculty need verify attendance to ensure that students receive their Federal funding and KU doesn't incur another penalty for failure to comply. In 20015, KU penalized \$400,000 for inability to comply.

D.B. Johnson: noted Personnel changes over Summer 2017 and asked for a comprehensive list of updates for these positions.

K. Hawkinson: listed administrative personnel changes. He noted that the Foundation is in transition with T. Thompson's resignation. Currently there are co-executive Directors while a national search is conducted for a new Director.

A. Arnold: noted an organizational chart of the Administration can be shared with Senators.

F. Student Government Board (SGB) Report: – M. Gallagher

1. SGB elections: 30 ran for one seat for new/transfer students; 10% of students voted, a good turnout
2. SGB has its annual retreat this weekend to set the agenda for the year.
3. SGB secured the honor of hosting the PASSHE SGB leadership weekend this October.
4. SGB is promoting the pilot program expanding shuttle hours into the evening. It is already being used;

pilot ends in October.

IX. As May Arise

A. Arnold asked Senators to stay alert for updates on Gen Ed Redesign.

X. Adjournment:

R. Portada moved to adjourn; second A. Zayaitz. Meeting adjourned 5:01 PM.

Respectfully submitted:

L. Norris

Secretary, University Senate