

## EXECUTIVE COMMITTEE MINUTES

**Present:** Anaya, Guevara, Lindquist, Nickerson, Rinkevich, Schubert, Shea, Varner, Wysocki

**Absent:** Irmak, LaCost, Struthers

**Date:** Wednesday, November 30, 2011

**Location:** Faculty Senate Office

**Note:** These are not verbatim minutes. They are a summary of the discussions at the Executive Committee meeting as corrected by those participating.

---

### 1.0 Call to Order

Schubert called the meeting to order at 3:02

### 2.0 Dean Alan Cerveny, Admissions

Schubert stated that the Executive Committee spoke to SVCAA Weissinger during a previous meeting about concerns relating to outreach and student recruitment activities. He noted that it is unclear how faculty members, particularly Extension personnel, should handle requests of information from prospective students. He stated that SVCAA Weissinger and Chancellor Perlman stated that the students should only go through Admissions which presently seems like a very top down strategy.

Dean Cerveny pointed out that the Chancellor indicated in his state of the university address the need to increase our enrollment and to increase retention rates. He noted that increasing the student population by 5,000 is a significant increase for the next few years but the administration feels that in order to truly become a Big Ten university we will need to make this increase. In conjunction with the increase in students, there will need to be an increase in tenure track faculty members. He pointed out that we are operating on a tight time schedule and the university is trying to put together ideas to develop a recruiting plan. Not only does the plan need to look at recruiting new students, but how to handle the increased student population once they are here. This includes reviewing classroom needs, housing, and all other services relating to students.

Dean Cerveny reported that the Enrollment Management Council, which he chairs, has been reinstated and the Council has been charged with coming up with a draft strategic plan on recruiting. He stated that the hope is to have the plan done by early January so the faculty, students, and alumni have the opportunity to take a look at the plan. He stated that the plan will look at how we can effectively recruit 5,000 more students and what needs to happen on campus to make sure that this can happen.

Nickerson stated that he believes the faculty is on board with the increase and wants to know how they can help to achieve this goal. He pointed out that the problem is that many faculty members are not sure who they should contact in different departments if a

prospective student wants to meet with faculty members. He stated that the Executive Committee thought there could be a list of contact people for each department that could assist in directing prospective students to a department or faculty member. Dean Cerveny stated that the faculty member just needs to contact the Visitors Center. He noted that the Visitors Center welcomes thousands of students and they have a list of contacts for each of the colleges. The Visitors Center can set up a meeting between a prospective student and a faculty member. Nickerson stated that he was surprised at the response the Chancellor and SVCAA Weissinger gave when this question was asked because it seemed as if they did not want departments to get involved with recruiting. Shea pointed out that he believes the concern of the administrators is that if recruiting is only through departments a prospective student may not get the full picture of the campus that the Admissions Office can provide. He also expects that the administration wants to keep track of prospective student contacts.

Dean Cerveny reported that the Admissions Office has a prospective student database system which provides a lot of information about the student including all of the contacts the student has made on campus. He noted that this allows for a small college feeling of recruiting and allows the Admissions Office to be helpful to the prospective student which is essential for successful recruiting.

Wysocki noted that while his department is considered part of UNL, it is housed up in Omaha and he cannot direct students to the Admissions Office at UNL. Dean Cerveny stated that the arrangement of having UNL students going through the UNO Admissions Office for programs delivered on the Omaha campus has existed for a number of years, although it is possible that this could be changed in the future. Wysocki pointed out that the problem with this arrangement is that UNO could convince the student to go to UNO instead of UNL. Dean Cerveny pointed out that while the academic program is important, students also want to know what student life is like on campus and this is why it is important for the UNO Admissions Office to be involved. He noted that we recruit UNO students here as well.

Lindquist stated that there are a large number of faculty members out in the state (extension educators) who interact with prospective students every day, and it is not clear how they can best serve those students. He stated that better communication between these Extension faculty members and the Admissions Office would be helpful. Dean Cerveny pointed out that we want to make sure we are operating with the best information we have available for the students. He stated that the university not being well coordinated can hurt us in recruiting and this is why it is best if recruiting efforts are centralized through Admissions. Shea suggested that the Admissions Office should contact the Extension Educators to explain to them who they should contact and the reason why they should go through the Admissions Office. In fact, he said, it might not hurt to periodically send this information to all faculty members. Dean Cerveny noted that we cannot ignore out state students and he wants to make sure they feel wanted. He realizes that Extension Educators play a pivotal role in recruiting the students throughout the state and he will see that the Extension Educators are contacted.

Dean Cerveny reported that he hears from faculty members that they have been asked to help with recruiting, but they are not sure what to talk about with prospective students. He stated that what is important for faculty members to talk about is their department and discipline, this gets people excited. He stated that the Admissions Office can deal with all of the other questions about the university.

Nickerson asked if the Admissions Office has the context it needs from the different departments to be successful in recruiting. Dean Cerveny stated that his office has a network of people working to support the Campus Visits Program, but there is always a need for more people. He pointed out that the biggest impact with recruiting 5,000 more students will be felt in this program. He noted that there will be four times as many students visiting the campus. He stated that Admissions is always trying to see how we can put our best foot forward and if a student is coming to visit campus they want to be able to meet with a faculty member. He noted that the Admissions Office tries to be respectful of a faculty member's time though because they are aware of the pressures on the faculty. Shea noted that this is the reason why many departments have a contact person for recruiting. Someone who will cover the broader ground about the department and then get in touch with particular faculty members a student may want to meet. He suggested that the Admissions Office might want to see if each department has such a person. Dean Cerveny stated that the Admissions Office would be happy to work with these people.

Nickerson asked what the staffing times are for the Visitors Center. Dean Cerveny stated that it is open Monday through Friday, 8:00 – 5:00, on football Saturdays, and for special events in the evenings. He pointed out that there is a Visitors Center on East Campus which helps for those students coming from small towns who might be initially intimidated by City Campus.

Shea noted that Dean Cerveny mentioned the goal of needing to increase tenured faculty members as the reason for wanting to increase student enrollment. He stated that he does not recall hearing any other administrator saying this. Dean Cerveny pointed out that the Chancellor and SVCAA have linked this connection before. He stated that increasing enrollment will increase tuition thereby enabling us to hire more faculty members. Shea reported that the Chancellor has stated that part of the increase in enrollment will come from graduate students, particularly Masters students, but in some disciplines many of these students come here with tuition remission through assistantships. Dean Cerveny stated that the thrust will primarily be with undergraduate students. He pointed out that we have done well by increasing the percentage of Nebraska high school students who attend UNL, 15% of all Nebraska high school graduates attend UNL, but the number of these students will decrease due to Nebraska's demographics.

Dean Cerveny stated that we have a wonderful opportunity with our affiliation with the CIC to recruit out-of-state students. He noted that we are seeing a significant increase in interest in the campus since joining the Big Ten with more students coming in from Chicago, Minneapolis, and even Kansas City. Shea asked if this change is in part due to a change in our recruiting strategy. Dean Cerveny noted that he worked here in the

1980's and can remember a time when the Board of Regents did not think we should go out of state for recruiting, but this view has changed. In 2002, when he came back to work at UNL the Chancellor stated that we needed to develop a national recruiting plan. He stated that the hope is that in the next six years we will have more dramatic growth in our student population.

Schubert asked if there can be a compiled list of faculty in departments that can assist the campus in recruiting efforts. He realized that there are many levels of recruitment but faculty members who want to engage with prospective students may not know what to do if a groups of students from elsewhere begin to ask questions about visiting the campus. Dean Cerveny stated that there is a website for campus visits (<http://admissions.unl.edu/visit/index.aspx>). Schubert stated that it would be beneficial if faculty members had a list of different contact people who are educated with the idea of what Admissions is doing so they can direct prospective students to the right people. Dean Cerveny stated that the Admissions Office has a list of people by college and by department that are already involved in the admissions process. He pointed out that reviewing this list might be a good point to find the gaps to see where things need to be enhanced. He stated that he is very supportive of any effort that will help enhance the campus. Nickerson asked if the list is on the Admissions Office website. Dean Cerveny stated that it is not a public list but he sees no problem in sharing it with the faculty.

Guevara pointed out that what the Executive Committee is trying to avoid is giving students the sense of being run around. He noted that not all departments are organized with recruiting efforts. He asked if the higher administration is willing to assist departments with coordinating recruiting efforts. He pointed out that students who want to bypass going through the Visitors Center are usually more ambitious students and some families invest a lot of time and money coming to the campus to check it out. As a result they need to talk with a person who is directly involved in the area of interest of the student. He noted that he understands the need for Admissions to control some things, but students need to be able to meet with faculty members. Dean Cerveny stated that he thinks there may have been a misunderstanding when SVCAA Weissinger spoke to the Executive Committee. He reported that the Admissions Office utilizes faculty members all of the time and our recruiting efforts would not be successful without them. He stated that there is a process in place for getting students in touch with faculty members although it could be that it needs some improving. He noted that there are more visitors coming to campus every day and it would be helpful to identify people who will be willing to speak to these visitors.

Nickerson asked if Admissions steers students to an undergraduate advisor in a department or to the faculty and who would they contact if they want a tour of the building. Dean Cerveny stated that this can vary and it is often a combination. He pointed out that with 60 – 100 students coming in during a day, the coordination of these visits can be complex.

Shea noted that there are increasing numbers of international students on campus and the goal of having 5,000 more students can almost be achieved strictly through these

students. He asked if there is some kind of ideal goal of how many of these new students would be international. Dean Cerveny stated that a significant percentage of the new students can be from overseas but there are no specific numbers in mind regarding whether they are domestic or international students. He noted that in 2003, due to the budget cuts, the international recruiting program was gutted in order to save the domestic recruiting program. He stated that Admissions has never recovered from these cuts. He reported that the Chancellor has talked about this with him and is willing to invest in putting together a first class international recruiting effort.

Shea noted that there are tremendous opportunities with international recruiting. He noted that at a recent conference of Big Ten faculty leaders Purdue stated that they are placing a surcharge on international students and that analysis showed that this surcharge did not reduce the number of applicants applying for admission. He stated that this was brought up to the Chancellor but he did not seem interested in the idea. Shea pointed out that an additional \$500 for a student may not seem significant to the student but could add up to a lot of revenue for the university.

Schubert asked if there is anything that the Admissions Office would like the faculty to focus on. Dean Cerveny pointed out that it is going to require efforts by the entire campus to increase student enrollment by 5,000. He stated that getting people to campus and meeting people personalizes their visit and people are surprised at how nice the campus is once they get here. He stated that as visits increase keeping this sense of personalization to the visit is critical and the willingness to get faculty involved is extremely helpful.

Dean Cerveny stated that the Enrollment Management Council is putting together a strategic enrollment management plan which is the first time the university has done this. The plan is being developed by associate deans and other members of the Council and he would like to share it with the Executive Committee when it is ready for distribution. Schubert stated that the Executive Committee would be happy to follow up on this.

### **3.0 Graduate Student Association – Sylvia Jons, Executive Chair; Jared Leighton, Vice Chair of Internal Affairs; Grant Forssberg, Vice Chair of External Affairs**

Jons reported that priorities for the GSA this year include looking at how they can better serve graduate students. She noted that they have received numerous emails from graduate students involved in distance learning courses as to how they can be a part of the GSA. She stated that the GSA is looking at how it can serve this unique group of students.

Jons reported that the GSA is also working on issues relating to open access. She noted that UNL has the second largest digital repository in the U.S., and the GSA wants students and faculty to be aware of the repository and for faculty to put articles or course materials into it.

Jons stated that the GSA is looking at how it can sustain relationships with different organizations on campus. She noted that the Executive Chair of the GSA and the ASUN

President are now required to meet every month to discuss issues relating to students. She stated that the GSA would like to meet with the Senate Executive Committee once a semester. She stated that the GSA is looking at graduate student governance throughout the Big Ten and whether the current status of the GSA coincides with other graduate student organizations. She noted that UNL is unique because we have a combined student government while most of the Big Ten schools have separate organizations for graduate and undergraduate students. Jons stated that seven out of the eleven Big Ten schools have a separate governing body for graduate students. Leighton pointed out that many of the other Big Ten schools also have funds available campus wide for graduate student travel. These funds are distributed by the campus Graduate Student Association.

Leighton reported that the GSA recently conducted a survey and received a 15% response rate. He stated that it was determined that 55% of graduate students are completely unfamiliar with ASUN and 88% of the graduate students felt that ASUN did not adequately represent them. The majority of undergraduate students surveyed felt that ASUN represented them well. He pointed out that the needs of graduate students are different from undergraduate students and there are issues that are only relevant to graduate students.

Leighton stated that the GSA is still attempting to work within the existing system of student government and ASUN has created a separate graduate student task force to look specifically at graduate student issues. Jons noted that the task force developed as a result of the responses received from the survey. She pointed out that the survey asked which form of government would be best for graduate students at UNL. Leighton stated that many respondents favored a separate committee and the idea of creating a graduate student task force received the highest votes.

Jons stated that she is chairing the graduate student task force. Members consist of seven graduate students, two of which are chosen by the GSA, and four appointed by the President of ASUN, who appointed students after consultation with her. She noted that there is one undergraduate student on the task force. She stated that the major issue that the task force wants to address is the idea that graduate student fees should go to things that graduate students need rather than to some things that graduate students do not participate in. She pointed out that they are not asking to increase graduate student fees, but to reallocate them. Lindquist asked how much graduate student fees are. Jons stated that there two funds that student fees go into. Fund B cannot be changed because they cover things like the health center. Fund A goes to supporting things like ASUN, the Daily Nebraskan, and the Lied Center. Lindquist asked if there were any distinct graduate student fees. Jons replied that there are no distinct fees. Leighton pointed out that ASUN receives a budget of \$533,000 a year.

Jons stated that her goal is to actively advocate for the GSA because it can address more permanent graduate student needs. She stated that last night there was a graduate student town hall meeting. Forssberg reported that the meeting was somewhat animated and there was strong support for graduate student autonomy and control of graduate student fees. He stated that there is the pragmatic worry that graduate students are a perpetual

minority on campus and that they have to collaborate with ASUN to have access to their student fees. He noted that many undergraduate students do not understand the things the graduate students value such as assistantships. Shea asked how many students were in attendance. Jons stated that there were about 40 – 50 in attendance. Shea asked if those who showed up supported separate governance for graduate students more than those who responded to the survey. He noted that it appears that the majority of Big Ten schools support separate governance which he believes is completely justifiable. Jons pointed out that creating a separate governing body for graduate students here will be a struggle, but creating the task force first and trying to work within ASUN shows that efforts have been made to work within the current structure. She noted that the task force is scheduled to report back to ASUN on February 29.

Shea asked what it would take to create a separate student governing body for graduate students. Griffin noted that there is a section in the Regents Bylaws on student governance and this might have to be changed to accommodate a separate governing structure. Leighton stated that ASUN would need to vote to separate and provide the graduate student fees to the GSA. He pointed out that the GSA would need to have some kind of funding in order to operate and would like to have a travel fund that graduate students could apply to. He stated that the GSA will have to plead with ASUN to let them separate. Jons pointed out that many of the undergraduate students on ASUN do not have much experience with the GSA which makes it difficult to work on becoming a separate government. She noted that ASUN will more than likely be reluctant to separate the fees. Forssberg stated that there is also interest in organizational continuity and the administration is probably interested in having one student governing body. Jons noted that ASUN President Carr is receptive with reservation of the separation as well as Graduate Dean Dussault.

Leighton pointed out that if the GSA became separate and received graduate student fees, having a fund for graduate student travel would make UNL a more attractive place for prospective graduate students. Shea stated that this would be helpful to faculty members as well.

Schubert stated that he is hearing that there is a lack of organizational structure for graduate students and they have totally different goals and task that undergraduate students may not understand. He pointed out that the graduate students have a strong voice, they just need to find it and the GSA needs to get more graduate students involved. He suggested that the GSA officers work on getting this support by speaking with all of the graduate students and informing them that they have the opportunity to create a separate governing entity that can address their concerns and needs. Shea stated that he believes it is reasonable for the GSA to ask for faculty support too. He stated that he thinks most of the Senate would support the idea of a separate organization.

Lindquist pointed out that creating a separate governing body for graduate students will require changes to ASUN bylaws and the Regents Bylaws. He suggested that the officers make proposed changes to these documents and they could run them by the Senate

Executive Committee for feedback. He stated that they will need to get ASUN approval before bringing it to the Senate.

Nickerson asked how many graduate student associations are on campus. Jons stated that each department has a representative on the GSA. Nickerson suggested contacting all of the graduate student associations to get more people involved with GSA.

Lindquist asked if there is a way that the GSA can bring a resolution to the full student body or whether resolutions have to go through ASUN. He is wondering if the GSA would be successful in its quest to become separate if it can only rely on the ASUN Senate voting on it. Jons stated that a referendum must be approved by the ASUN first before the full student body can vote on an issue.

Jons reported that members of the GSA attended the National Association of Graduate and Professional Students Conference. She noted that of the 70 – 80 schools represented at the Conference, UNL had the second lowest budget for its GSA. Leighton reported that UNL gave a presentation on the recent survey conducted of graduate students and received good advice from other graduate students. He noted that discussions were held on the major obstacles that GSA's face in trying to become a separate governing body.

Leighton stated that another issue discussed at the Conference was open access. Jons stated that she talked about how the Faculty Senate and the campus advocates open access. She noted that UNL is considered a super star in regards to our digital repository and open access. She reported that there was a lot of interest in this issue. Shea noted that at the Big Ten faculty leadership conference open access was discussed and among those in attendance it was definitely supported and promoted. He stated that there was discussion on how this resource could be used in faculty evaluations. Jons suggested that department annual review forms might include a list of open access articles. She reported that in recent conversations with Dean Dussault he suggested that these publications are important even if they do not carry weight in an evaluation. Schubert pointed out that using open access articles in faculty evaluations is all subjective to the discipline. He reported that he recently returned from a NSF meeting and participants were specifically told that they have to have publications, not open access articles.

Anaya noted that faculty members can sometimes negotiate for putting a published article into the digital repository if the article is being published in a journal. She stated that Paul Royster, Coordinator of the Digital Repository, can assist in making this kind of negotiation with journals. She pointed out that our repository is considered one of the best in the world and many places are trying to model their repository after ours.

Schubert stated that he is not clear why there is such a push by the students to have open access when they have access to the library already. Anaya pointed out that the University Libraries pays millions of dollars to have subscriptions to journals that professors publish in. Jons stated that there is the larger issue of the public being able to have access to research that they have helped fund.

Jons reported that the GSA is also working on forming a Big Ten Graduate Council. She stated that they hope to be meeting with other graduate students from the Big Ten to see how they can collaborate. She reported that there is an idea to create a database where graduate students can access information about each other to see if they have similar interests. Nickerson stated that the GSA should make sure that faculty members are comfortable with this because there could be potential conflicts in research efforts. Lindquist stated that interacting with other graduate student associations within the Big Ten is fine though.

Jons stated that the GSA has a diversity committee that is focusing on the international graduate student population. She noted that the administration is working on how UNL can better serve the international students because many of these students do not feel that they are a part of the university. Schubert suggested that the diversity committee be called the integration committee because the goal is to integrate them to the campus. Lindquist pointed out that in his experience, the most successful international graduate students are those that integrate themselves as much as they can within our system. He stated that they do not do as well when they remain isolated. He pointed out that we do need to integrate these students so we can all learn from each other.

Jons reported that she has heard from some international students that they feel they are treated differently by international faculty members. Anaya pointed out that a lot of this is cultural and the expectation from particular cultures may be the reasons for the difference in treatment.

Jons stated that the GSA Academic Affairs Committee plans to work with departments to see if they provide travel money for graduate students. If so, the idea is to make graduate students more aware that funding is available. She suggested that this information could be provided on the department's web page. Guevara stated that in his department they provide some money for travel for graduate students, but the amount can vary depending on the availability of department funds. He noted that his department notifies the graduate students of the funding, but the students need to indicate their interest in the funds and pursue them.

Schubert thanked the GSA for meeting with the Executive Committee. He suggested that the GSA meet with the Executive Committee when they have their plans more solidified.

#### **4.0 Announcements**

##### **4.1 Meeting with Chancellor Perlman and SVCAA Weissinger**

Griffin noted that the Executive Committee will be meeting with the Chancellor and SVCAA next week. She asked the Committee to let her know what items they want on the agenda.

#### **5.0 Approval of 11/16/11 Minutes**

Wysocki moved for approval of the revised minutes. The motion was seconded by Guevara. The motion was approved.

## **6.0 Unfinished Business**

### **6.1 Conflict of Interest Policy (Lindquist)**

Due to lack of time the item will be placed on next week's agenda.

### **6.2 Professors of Practice and Graduate Faculty Status**

Schubert suggested placing this item on the agenda to discuss with the administrators next week. Lindquist pointed out that the administrators will state that it is up to the departments to make this determination. Guevara agreed and stated that this is an issue that is better if approved by each department.

The meeting was adjourned at 5:07 p.m. The next meeting of the Executive Committee will be on Wednesday, December 7 at 3:00 pm. The meeting will be held in 201 Administration. The minutes are respectfully submitted by Karen Griffin, Coordinator and Pat Shea, Secretary.