

EXECUTIVE COMMITTEE MINUTES

Present: Anaya, Guevara, LaCost, Purdum, Rinkevich, Schubert, Shea, Woodman,

Absent: Lindquist, Struthers, Varner, Wysocki

Date: Wednesday, January 11, 2012

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

LaCost called the meeting to order at 3:04 p.m.

2.0 Amber Hunter, Director of Admissions

Hunter reported that Admissions is focusing on three areas, the first being increasing our presence and maintaining our market share in Nebraska. She noted that Nebraska's demographics are changing and there will be fewer high school graduates each year until 2019. She reported that ten years ago 89% of Nebraska high school graduates were Caucasian but by 2017 that figure will be 69%, 19% of the students will be Latino, and 6.7% will be African American. In order for us to maintain our presence in Nebraska there will need to be increased efforts in recruiting a diverse student body and we will need to increase recruiting efforts of first generation students.

Hunter reported that increased recruiting efforts are taking place in the Chicago area as well as in other major cities in the Midwest. She noted that the University of Iowa recruits approximately 1500 students from the Chicago area and we will need to be competing against Iowa for these students. As a result, the demographics on campus will be changing as we recruit more students from out-of-state. She stated that about 41% of new students will need to be from out-of-state if we are to reach our goal of 5,000 more students.

Hunter stated that there is a real focus on recruiting international students. She stated that there has been some growth in the Chinese and Malaysian student population but we want to expand into Singapore, Korea, Vietnam, India, and Brazil. She stated that some headway is being made in recruiting students from Sri Lanka because we have some natural connections there with some of our faculty. She reported that another country where increased efforts will be made is Turkey. She noted that the university traditionally recruited there but had to cut back on these efforts during the years of extreme budget cuts.

Hunter reported that another area that we need to focus attention on is with transfer recruitments. She stated that there is a high yield of transfer students but we do not get many of these students interested in us because we currently have a system of evaluating

course eligibility for transfer after students are enrolled while other universities allow transfer students to view whether their courses will transfer prior to enrollment. She stated that the administration is looking for ways to simplify the process of transferring courses.

Woodman asked what the numbers are for international students. Hunter stated that Chinese students from UNL's Partnership programs make up the largest percentage (45%) of international students this last fall. She stated that this is in part due to our partnership degree programs with two schools in China. She noted that faculty members have been hired by the university to teach these students in China to prepare them to come here. She stated that students from Vietnam and India are the next two highest groups. Woodman stated that he is surprised to hear that the student population from India is not higher. Hunter stated that most of graduate recruiting is from India. She reported that she just reached out to VC Paul and Associate VC Zeleny to see what faculty members we have here that have connections with India. Woodman pointed out that the top level schools in India are as expensive as it would be to come to school here. He stated that India is a country that would have a great number of potential undergraduate students. LaCost asked if India typically sends many undergraduates to other countries for higher education. Hunter stated that India doesn't.

Hunter stated that one way the faculty can support Admissions is in helping with international recruiting. She pointed out that we need some connections within countries and faculty members can help with these connections. She stated that she wants to communicate with the Associate Deans to see if they can provide information on which faculty members have connections in other countries. She noted that the degree completion programs have been very helpful in recruiting students. She stated that faculty help on international recruiting will be a key factor in moving the campus forward to its goal of increasing enrollment.

Hunter reported that statistically faculty support is very important for freshman recruitment. She stated that a prospective admitted student receiving a call from a faculty member in an academic discipline of interest to that student is very helpful. She noted that one of the advantages of us being a smaller school in the Big Ten is that students have a greater opportunity to meet with a faculty member here than at many of the other Big Ten schools. She pointed out that this is also helpful in the retention of students.

Anaya reported that Varner from Extension Education had a question about whether there is a list of people in different departments that can be contacted if a prospective student wants to speak to a faculty member. She asked if this list is being developed and how Admissions is obtaining the information. Hunter stated that Admissions is contacting the college recruitment coordinator for each college and initially these people are contacted. After that, information for recruiting is filtered down to the departments by the college recruiter. She pointed out that the colleges do their own campaigning and some colleges make phone calls to prospective students. She noted that the colleges will request a list from Admissions about students interested in their academic disciplines but going first through Admissions gets the students into the database and allows for follow ups to

ensure that the student is receiving all of the necessary information they need. She noted that someone from Admissions is working closely with IANR and she hopes that Admissions will be able to do more with the other colleges. She pointed out that Admissions having the most up to date information on what is occurring in departments is beneficial to both prospective students and the departments. She stated that each unit should have a strategy for recruiting in order for UNL to meet its admission goal. She pointed out that the Admissions Office will assist departments in developing a strategy to increase student enrollment.

Woodman suggested that comparing the rates of tuition at other Big Ten schools to us should be helpful in recruiting. Hunter reported that UNL is much cheaper than the other Big Ten schools and this enables us to compete for some of the best scholars from the Big Ten conference area.

Hunter stated that recruiting efforts are running into a perception image of the University by out-of-state students. She reported that a firm has been hired to look at how people from other states perceive the University and preliminary indications are that people don't know who we are and they are not familiar with Lincoln. She stated that the perceptions people have of Nebraska can also be a hindrance. She reported that the feedback from the firm is being used to work with University Communications and a marketing firm is going to be hired to help create brand awareness for us.

Woodman asked about the advertisements used during football games. Hunter stated that a private marketing company will conduct focus groups and the information gathered will help us message some of UNL's directions with advertisements. She stated that currently the advertisements are done internally but it would be helpful to get an outside perspective on them.

Purdum noted that improvements with student services on campus and getting a new recreation center on east campus will help with recruiting but she wondered about housing for students on east campus. Hunter stated that she did not know what the plans are for residence halls but she does know that the students prefer new housing like the Robert Knoll Residence Center. Griffin pointed out that the Chancellor stated that residence halls will need to be built on east campus because there are not enough facilities on city campus to accommodate an increase of 5,000 students. Shea noted that the Chancellor indicated that we are trying to get away from the notion that only agricultural students are on east campus. He stated that the goal is to bring the two campuses closer together. Purdum pointed out that Innovation Campus will lend an opportunity to bridge the two campuses.

Purdum reported that although her department, Animal Science, has the largest enrollment of students in CASNR, they trail other schools such as Colorado State, Kansas State, and Iowa State in terms of student enrollment. She pointed out that Nebraska students go to these other schools because the other schools are serving their pre-vet interests better.

Shea pointed out that it will be difficult to keep all of the Nebraska high school students here and that we will definitely need to recruit more from out-of-state. He noted that not only do we need to market the university, but also Lincoln and life in Nebraska. He stated that many people are not aware of what Lincoln or the state has to offer. He pointed out that we have a golden opportunity to recruit out-of-state students because many of the Big Ten schools are at their capacity for student enrollment.

Hunter stated that another advantage to UNL is that at many of the other Big Ten schools students can only be pre-enrolled into a major while here they are automatically enrolled in a major providing they meet the requirements. She stated that articulating what courses transfer here will help recruit transfer students, particularly those from community colleges who are looking for degree completion programs.

Hunter reported that a company, Phenom Blue, out of Omaha has been hired to create a virtual tour of campus. She stated that it is important for prospective students to be able to see the campus regardless of whether they come or not. She stated that we are also trying to provide opportunities for students to come to campus. She stated that there is a plan to bus in prospective students and their families for \$100 per person, from areas like Kansas City, Minneapolis, and Chicago. She noted that these people will stay in a hotel in south Lincoln by South Pointe which will provide them with the opportunity to see more of Lincoln when they are brought to campus. Shea stated that he likes the idea of virtual tours and noted that it would be helpful to have one on Lincoln too. Hunter noted that the goal is for each of the colleges to have its own video so students can see both the academic side and the student life side of campus.

Woodman asked if there has been any discussion on how to accommodate the increased number of students. He pointed out that the current laboratory space is already not adequate. Hunter reported that the Strategic Enrollment Plan is in the draft stages but should be coming to the campus soon for review. She stated that the Enrollment Management Council and others are working on the plan and they are looking at things like teaching capacity and the impacts on student services that the increased enrollment will have. She stated that she believes the draft plan will be going to the Deans Council and the hope is to have it finalized by the end of March. She pointed out that the majority of the growth in student enrollment will be from undergraduate admissions. She stated that Graduate Studies wants to increase graduate student enrollment as well, but this cannot be accomplished without more faculty members. Because of this, Graduate Studies is having some difficulty in estimating their goals. She stated that another part of the plan is retention of students.

Hunter stated that anyone interested in becoming more involved with student recruitment should contact the director of recruitment for their college and they can contact her as well. LaCost asked if there is a list of college recruiters. Hunter stated that there is a list. LaCost asked that it be sent to Griffin so she can distribute it to the Senate.

3.0 Announcements

3.1 February and March Faculty Senate Meetings

Griffin reported that VC Paul will be speaking to the Senate at the February 7 meeting and Dan Duncan, Executive Director of Nebraska Innovation Campus will speak to the Senate at the March 6 meeting.

3.2 TeamMates

Schubert reported that he is hoping to get Athletic Director Tom Osborne to speak to the Senate at the February meeting about Team Mates.

4.0 Approval of 12/14/11 Minutes and 1/4/12 Minutes

Anaya moved approval of the revised 12/14/11 minutes. The motion was seconded by Rinkevich. The motion was approved.

Anaya moved for approval of the revised 1/4/12 minutes. The motion was seconded by Rinkevich. The motion was approved.

5.0 Unfinished Business

5.1 Honorary Degrees

Anaya reported that she will be meeting with Associate to the Chancellor Nunez and Professor Boudreau next week to discuss possible changes to the requirements and procedures for the honorary degrees. She noted that she will report back to the Executive Committee on this meeting.

5.2 Executive Committee Member

Griffin reported that she spoke with Professor Ruchala, School of Accountancy, who is very interested in serving on the Executive Committee. Shea noted that Struthers has missed a number of meetings and should be contacted to see if she still has conflicts with being able to attend the meetings.

6.0 New Business

6.1 Agenda Items for Chancellor Perlman and SVCAA Weissinger

The Executive Committee identified the following agenda items for the Chancellor and SVCAA:

- Possible Violation of Responsibilities by the Chancellor's Commission on the Status of Women and Lack of Diversity on the Commission
- Difficulties in Obtaining Short Term Housing for Visiting International Scholars and Other Obstacles to Having Greater International Participation
- Enrollment Management Council Plan
- Update on Campus Master Plan
- Update on Dean of Architecture Search
- Update on Dean of Fine & Performing Arts Search
- New Email System
- International Security Issues
- Faculty Attendance at Graduation Ceremonies

Shea stated that getting faculty to attend graduation has been an ongoing issue. He noted that it can be a bit of a chore, but feels it is important and rewarding. He stated that he thinks the Chancellor should mandate that each department is required to have a faculty member or the unit administrator at graduation. He pointed out that at some other universities faculty members are required to attend the ceremony and having such a poor attendance is not a good reflection on the University. He stated that attending graduation should be part of a unit administrator's job responsibilities. LaCost pointed out that the Marshals constitute a great number of faculty members but they do not sit with the other faculty members at the ceremony so people may not be aware of how many faculty members are actually in attendance.

Shea stated that if a faculty member plans to wear academic attire during the ceremony they need to plan in advance for attending. He questioned why a faculty member should be required to wear academic attire during the ceremony. Purdum said she believes academic attire is available at graduation for those who decide to attend at the last minute.

Schubert noted that the issue of low faculty attendance at graduation is a constant problem. He stated that the Executive Committee should suggest to the Chancellor that department chairs be required to attend graduation. He pointed out that this way chairs can motivate their faculty members to attend graduation. Guevara noted that the Deans are required to have a certain number of Marshals and the same could be done for faculty attending graduation.

LaCost stated that graduation is a significant step forward for students and their families. Shea noted that it is an event and provides the faculty with a chance to be recognized. He noted that people often want to thank the faculty members after the ceremony.

6.2 Review of Senate Meeting

Schubert noted that during the January Faculty Senate meeting two issues arose in regards to the Chancellor's Commission on the Status of Women (CCSW). He stated that the CCSW documented in its report to the Faculty Senate that the Commission has done something beyond the scope of the Commission's responsibilities and he believes the Executive Committee should decide whether to take action on this possible violation. He stated that he is strongly convinced that the Commission is not correctly constituted according to the university's goal of diversity because the only members on the CCSW are women. He questioned how a committee can make an unbiased suggestion when it does not have a diverse membership. Purdum pointed out that members of the CCSW are appointed and the membership is not in the Senate's purview. She noted that people have to apply to be on the CCSW. Shea suggested that these concerns should be directed to the Chancellor.

Schubert stated that he believes the CCSW violated its charge by speaking directly to the Daily Nebrakan incoming and current editors regarding concerns the CCSW has about specific articles and advertisements printed in the DN. He pointed out that the CCSW is only an advisory committee to the Chancellor and that it should have reported its concern

directly to the Chancellor and not to the DN editors. It should then be up to the Chancellor to make a decision whether to instruct the CCSW to take action or for the Chancellor to handle it himself. LaCost noted that she spoke with Professor Simpson, chair of the CCSW, asking if the Chancellor was aware of the concerns with the DN, but she did not receive a clear answer. Shea suggested that this be discussed with the Chancellor because it needs to be determined whether the CCSW was instructed by the Chancellor to take action or whether the Commission took action on its own accord. LaCost noted that when she was Chair of the CCSW she had to meet and report to the Chancellor about what the Commission was working on.

Griffin wondered about what happened to the Chancellor's Commission on the Status of People of Color. Anaya stated that the CCSPC has been gone for awhile. She stated that she thinks there may have been attempts to revive it but there was no formal undertaking.

Schubert moved to investigate the possible violation of the Chancellor's Commission on the Status of Women of its responsibilities and to investigate any violations of the UNL or Regents Bylaws relating to the composition of the Commission. Guevara pointed out that it is the duty of whoever is making appointments to the Commission to follow the guidelines of the university. The motion was seconded by Rinkevich. The motion was approved.

6.3 Housing for Visiting International Faculty

Schubert questioned whether the university is in support of faculty's efforts to have greater international participation. He noted that the Chancellor's goal calls for widening UNL's international participation by 2015, yet the University has certain obstacles in place that make participation difficult. He reported that he recently tried to get short term University housing for an international visiting professor, but Housing requires that a person have a UNL ID before housing will be provided. He stated that as a result arrangements have to be made at least two months in advance and making reservations is an issue. He noted that students waiting for their visa to enter the U.S. are sometimes pre issued an ID even before they enter the States. He pointed out that this process may be illegal. Shea stated that departments might be able to issue an ID in advance but it could not be used unless the person is allowed to enter the country. Schubert pointed out that the Payroll department is also involved and the process is laborious. Purdum stated that there was more flexibility with this kind of housing when the Barkley Center was still operating but now space is limited. Schubert pointed out it is expensive to have someone to stay at a hotel for a period of time.

Shea noted that with the growth in international activities it would be beneficial if the process for obtaining short term housing was made easier. He stated that he thinks the Chancellor would be interested in helping to facilitate these needs because it will help us to achieve our goal of greater international participation.

Schubert stated that he has spoken briefly with the Director of Housing and has asked if she would come and speak to the Executive Committee. He suggested that someone

from International Affairs who is familiar with federal regulations in these matters be invited to speak to the Executive Committee too.

Purdum stated that another international issue is concern about international student applications and security issues. She stated that she is aware that there are some countries that have restrictions and she is unsure whether she should even respond to some requests coming from students in these countries. She stated that the faculty needs to know what the university policies are regarding these security issues and who the faculty should contact with questions. Schubert noted that someone in the Office of Research and Economic Development has to traffic data knowledge regarding these security issues. He pointed out that there are some students who come from specific countries that cannot have access to certain laboratories or buildings on campus.

The Executive Committee agreed to discuss the issue with the Chancellor.

The meeting was adjourned at 4:55 p.m. The next meeting of the Executive Committee will be on Wednesday, January 18 at 3:00 pm. The meeting will be held in 201 Administration Building. The minutes are respectfully submitted by Karen Griffin, Coordinator and Pat Shea, Secretary.