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April 15, 2016 Minutes

USM Council of Chairs

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Council of Chairs Minutes
April 15, 2016
Noon-2 p.m.
Chain Technology Center, Room 102

Members Present: Wayne Kelly, Ann Marie Kinnell, Thomas Lipscomb, Ray Newman, Bernd Schroeder, Teresa Welsh, Tisha Zelner, Bonnie Harbaugh, Tim Rehner, Mary Lux, Bill Powell, David Sliman

1.0 **Call to order** – The meeting was called to order at 12:00pm by Chair, Wayne Kelly

Guests: David Sliman, James Coll [re update on all things wireless & web]

Updates: Jim Coll passed out a few copies of Office of University Communications advertising campaign reports for review. Public Relations PRISM and Judges' Award were given to Southern Miss for advertising campaign and materials. Quickly changing landscape- Twitter, Snap Chat, Instagram, Face Book, Linkd In. Shifts include going from print to digital, consistency of communication across campuses (integrated office across campuses) and focusing on prospective students for recruiting. USM leading in media mentions statewide. Social/Digital media are 24/7, and can get instant feedback.

Strategic Communication Initiative - Recent campaign- "My Southern Miss Story" across multi-platforms. Hattiesburg, Gulf Coast, Jackson, and Louisiana heavily covered with billboards, etc. Steering students to [Http://:Choose.USM.edu](http://Choose.USM.edu) or #ChooseSouthernMiss websites. Jim showed You Tube vignettes for GP and HBG.

Long-term- Asking for feedback on University Communications- now collecting data. Will progress to data analysis, message development and testing.

Resiliency, determination, we do more with less, warm and hospitable environment are all core characteristics of Southern Miss that are likely to still come through in the data.

Server migration and USM.edu upgrade is necessary to restore foundation of the Choose.USM.edu student recruitment website, and other engagement needs can be developed and improved. Content/ template development is the biggest long-term challenge, keeping up with all of the different platforms and the webpages.

David Sliman spoke to us about Network & Wireless Services Changes. He expressed importance of moving from Drupal 6 to Drupal 7 to protect website security, and will be more responsive to use in Smart phones and other devices. Though Drupal 8 is available, USM is not ready for it. He also said students are viewing website videos more than other information. He asked that we consider using self- produced student and faculty vignettes that change from time to time for our department websites. A discussion about getting consistent and equitable levels of help in the Colleges to keep up Department and College Web content/Information sites resulted. Dr. Vinzant wants to put more information out on the web, and the University will hire 2 Drupal staff to support that initiative.

After Spring 16 semester, all USM faculty, staff and students need to move to eduroam, which has no connection timeouts and unrestricted bandwidth. A handout was provided that provided directions for connection. For those who cannot authenticate to eduroam, EagleAir Network will remain active, but hidden from discovery. We can call Help Desk for assistance: 601.266.4357. or use "How to use the eduroam installer" link on iTech website. The move to Office 365 has happened over a year ago. It is now available to Students. SOAR email address for students now is name.eagles@usm.edu, which will change to

firstname.lastname@usm.edu on August 24, 2016. An issue with the calendar function was brought up; whether students can see your calendar, or other faculty's. David said he would check on the settings for privacy. Issue was brought up about keeping email for life and how much it was being used. David gave numbers of retirees, alums, etc. who were using email for life, with implications for what it costs.

2.0 Approval of Agenda- We don't have a quorum. Agenda approved unanimously

3.0 Approval of Minutes (?)

4.0 Executive Committee Reports

4.1 Executive Committee meeting with Provost 4/14 – W. Kelly, A. Kinnell

1. Handbook issue or Process issue? Anne Marie discussed problem with Chair role in curricular issues. Provost says he is in favor of chain of command. Faculty own the curriculum, but implementation and costs need to be considered, and are the responsibilities of chairs and deans. Problems between faculty and chair should be mediated by the Deans. Maybe account for process issues by utilizing the form.

2. Other issue with Academic Strategic Planning- Provost called attention that we are likely spread too thin on programs for a university our size. Shared Key Performance Indicators (KPIs) for each college, which will be used to help make strategic decisions.

5.0 Committee Reports, external / Liaisons to university committees

5.1 **Policy on Academic Policies** (Bill Powell)

Creating a Policy on Academic Policies stems from concern of SACS. Substantive changes and approvals need to be tracked so University and SACS requirements can be met. How academic policies and changes are communicated broadly is the issue. Other USM bodies, including Deans, have reviewed the policy with some small changes. **This will need to be reviewed by CoC before August.**

Evaluation of Teaching SACs Recommendation- Need the Annual Review documents sent to Bill, not just for Regular Faculty, but also for Adjunct and Visiting. He provided examples for use. Can be in one document, or several documents. They don't have to look exactly alike. The need is urgent.

5.2 Summer teaching track committee recommendation & Provost's endorsement (Tisha Zellner)

The recommendations of the Teaching Track Committee were presented to the Executive Cabinet, and the provost approved it, with some exceptions (in hand out). We can't vote on the Document, due to lack of quorum. **Please send feedback to Wayne.**

5.3 Faculty Handbook committee re chairs' role in establishing/changing curriculum (Tisha Zellner)

Discussion was held, but no voting due to lack of quorum. The phrase "Chairs having final approval authority" proposed by the CoC was met with some concern about shared governance by the Handbook committee. It was brought up that usually curricular changes are done with cooperation between faculty and chair. Another member stated that the director/chair has responsibility for the academic integrity of the curriculum. Is this a Handbook/policy problem or a procedural problem? Perhaps this also has to do with the chairs' roles in prior parts of the

handbook that has to do with who does what regarding the curriculum. Perhaps the transmittal memo needs to say changes “were approved with agreement with the faculty”. Or perhaps the transmittal memo language needs to be fixed by affected bodies. Perhaps this problem has more to do with Academic or Graduate Council creating the guidelines for Faculty curriculum committee votes, chair endorsement, dean endorsement. CoC will participate in a collaborative resolution of the problem. Wayne will bring this suggestion to the Handbook committee.

6.0 Old Business, New Business

Karen has no report, was going to talk about Office 360, which David talked about.

8.0 Adjourned at 2:15pm.