

Fall 10-4-2013

## Faculty Senate Minutes - October 4, 2013

USM Faculty Senate

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**The University of Southern Mississippi**  
**Faculty Senate Meeting**  
**Thad Cochran Center Rooms 216**  
**October 4, 2013**

**Business Meeting 2:00 p.m.**

Members Present and Represented (by proxy): J. Anderson, L. Agler, T. Barry, A. Beck, D. Booth, R. Buchanan, G. Chen, S. Cloud, D. Daves, K. Davis, K. Dillon, D. Douglas, M. Dugan (Story), M. Elasri, D. Fletcher, K. Goodwin, A. Haley (Iglesias), B. Hayden, D. Holt, S. Hrostowski, L. Iglesias, J. Lambers, M. Lux (Nored), , M. Miller (Hayden), E. Molaison, M. Naquin, L. Nored, W. Odom, J. Olmi, S. Piland, R. Press, S. Reischman-Fletcher, T. Robinson, K. Shelly, C. Sirola, J. Smith, L. Story, C. Tardy, T. Welsh, J. Wiggert, J. White, K. Zantow, T. Zelner

Members Absent: C. Meyers, T. Robinson, J. Wiggins

- 1.0 Call to order 2:05 p.m.
- 2.0 Approval of agenda  
Pres. Fletcher requested that a report from the Gulf Coast Faculty Council be added as 6.7  
Sen. Smith moved to approve the agenda with this addition. Sen. Reischman-Fletcher second.  
All approved
- 3.0 Approval of September Minutes  
Sen. Davies moved to approve. Sen. Naquin second. All approved.
- 4.0 Officer Reports
  - 4.1 President  
Pres. Fletcher expressed gratitude for Dr. Bennett gathering more than 70 people together for the Dual Campus Committee. The committee has been divided into three subcommittees to look at specific issues. Those subcommittees are currently working through their charges and will bring back reports on that work at the next full committee meeting Monday October 7.  
  
Tornado Relief Committee has met. Numerous applications have been received. The application due date has been extended.  
  
SACS QEP topic selection committee has met. Notifications will be sent to community, SACS, among others to begin the process. Next meeting scheduled for November.  
  
SACS Institutional Leadership Team and Compliance Task Force have met. Work has begun for reporting year 2015. Pres. Fletcher's role is to look at academic freedom issues.  
  
Faculty Law Seminar Scheduled for October 11 at 2:00 p.m. in Trent Lott 2a  
  
Due to military cutbacks, our ROTC program has been cut (13 nationwide, only one Mississippi to be cut)  
  
COIA – See attached document.

#### 4.2 President-Elect

Please send feedback on the suggestions sent out by email regarding how we can help Dr. Bennett meet his goals for the year presented at the Faculty Senate Retreat. Also circulate these suggestions to faculty in your college.

Faculty Senators are planning college wide meetings as listening sessions to open the line of communication to the Faculty Senate.

The President is planning an extensive tutoring plan to assist students having issues.

Faculty Senate has passed a resolution to have representation to the President's cabinet. We ask the President to consider adding the FS president to the cabinet.

Pay raises remain a concern.

#### 4.3 Secretary No report

#### 4.4 Secretary-Elect

Sen. Anderson will get a link to the drop box to senators. No inbox comments this month.

### 5.0 Introduction of Guest Speakers

#### 5.1 Dr. Bennett, President

ROTC program is scheduled to be closed within the year. We plan on objecting to this closure and going through the appeals process. Our ROTC is prominent within the University and the state. There is no justification for the cut that has been offered. This issue has been brought to legislators' attention.

The Dual Campus Committee and its subcommittees are meeting to maximize the potential for the coast and relationships between the two campuses. Monday will be the first conversation about the draft recommendations.

Enrollment matters. Credit hour production matters. We have asked two or three committees to look at retention and student success. Those committees will be reporting at the end of the year to make suggestions on what is working and what needs to be changed. In the meantime, we cannot sit idle in the current semester waiting on the suggestions. We are looking at how we can impact retention this semester. We have reviewed which classes seem to have the highest failure rate. We have identified 8 prime areas (33% or higher have received a D,F, or W; some have as high as 50%):

- ACC 200, ACC 325
- MAT 99, 100E, 101
- ANT 101
- BIO 103, 110, 111
- CHE 100, 106, 107
- GHY 101, 104
- HIS 101, 102
- ENG 203

We are initiating Student Success Sunday as a pilot program to help address these areas starting Sunday October 13 from 2-5. These sessions will include tutoring by faculty and/or students. We need faculty to help get the word out.

The provost and I will send a memo to academic deans/chairs asking faculty during the week of midterms to: (1) clearly post office hours on office doors and syllabus, (2) remind students of those office hours in the classroom, (3) invite students who are underperforming to come to office, and (4) share Student Success Sunday flyer with students. Every student matters, and we cannot afford to lose a single student.

President-elect Press reminded senators to give the administration full support.

Sen. Cloud asked why higher administration has not been more vocal about the additional 1.4 million the University received for PERS. Dr. Bennett stated that the additional amount was a match for the increase in employer contribution and operational cost.

5.2 Dr. Vinzant, V.P. Finance and Administration

We are taking a multi-year approach – Good financial planning is built on multi-year planning

USM revenue sources – (1) tuition and fees (27%) and (2) state appropriation (26%) IHL formula. State appropriations used to be the largest source but has flipped with tuition, which is consistent with other universities in other states. 84% of unrestricted appropriations from IHL will be weighted to completed student credit hours. The largest revenue sources are going to be enrollment driven. With the IHL shift to the new funding formula, we could stand a significant loss (~7%) if we do not turn around enrollment. Dr. Wiesenburg added that we are behind UM and MSU because they made adjustments ~5 years ago.

Our increases in non-resident and resident students and tuition rates have increased modestly when compared to other state institutions. Our resident tuition rates are highest in the state while our non-resident are the lowest.

Revenue generated by tuition increases — 1% across the board will generate ~\$900,000.

Selective investment in enrollment includes student demand, pricing, quality, and convenience. Must determine the market based upon these criteria and get better at targeting those students. Student demands provide an indication of the market and how we can grow a program.

Multiyear planning will include three basic strategies: (1) cut programs and eliminate positions, (2) adopt comprehensive enrollment growth, and (3) combine enrollment growth and efficiency/reallocation processes. The 3<sup>rd</sup> is likely the best approach. Must have a growth strategy built upon enhanced recruitment and retention efforts while making selected investments where there is significant revenue generation capabilities. We can increase revenue through tuition rate increases, recruitment initiatives, and increasing persistence (retention). If we grow our number of students by 300, we can make a significant difference in revenue.

Sen. Olmi requested more information on expenditures and how we compare to other institutions. Dr. Vinzant stated that looking at expenditures would follow under #3. We still have more work to do. We need: (1) improved management and resource allocation decision-making processes, (2) growth strategy to build on enhanced recruitment and retention efforts, (3) reallocation and efficiency improvements.

If we grow our enrollment by 300 students, we grow more than \$2 million.

Sen Zantow asked who was going to be responsible for recruitment and will goals be set for the individuals responsible? Dr. Vinzant stated that we have to determine who is responsible then make the investments to make it happen.

Sen Holt asked if we lose 300 students will we lose the \$2 million. Dr. Vinzant noted that we have to explore all scenarios. President-elect Press pointed out that 300 students is only 7 per senator. Dr. Vinzant agreed that it is very manageable.

Pres. Fletcher asked how we plan to take these categories and make sure they get realized. Dr. Vinzant stated that all those issues have not been worked out. This presentation has been given to the cabinet and the deans in order to engage people in the choices we face.

Sen Daves asked if the numbers presented were based on last year's numbers or this year's drop. Dr. Vinzant stated that the numbers were based on a 3-4 year average.

Sen. Welsh asked about international student numbers. Dr. Wiesenburg added that we have not had a recruitment plan in the past for international students. We are now working on that.

Sen. Smith asked how many of the 300 students would have to retain. Dr. Vinzant stated we need to keep them all. We need to consider how we help the students who are underprepared.

5.3 Dr. Wiesenburg, Provost  
No report.

President-elect Press asked if we were moving more classes/programs online. Dr. Wiesenburg stated that our online programs have grown over the last couple of years.

Sen. Zantow asked if we had any idea of how many online students were place bound versus those who were taking live classes as well. Dr. Wiesenburg suspected that there was a mixture of both.

5.4 Bill McGillis -- Athletic Director  
Early observations – We have about 350 student athletes covering 16 sports (9 women and 7 men sports). It is a 24 million dollar enterprise. I am 8 weeks in the position.

I have met with all the student athletes at the beginning of the semester to inform them of my expectations, which include: maximizing their potential (in the classroom and on the field); being a good teammate; and representing themselves, their family, departments, the University and community well.

We are doing a good job graduating student athletes, but we need to work on preparing them better for life after graduation.

Vision for the program includes: an excellent student experience, improved graduation rates, increased competitive success, operating with integrity, and being a credit to the University.

We have an excellent foundation for success. We have good people and leadership among the coaches, talented student athletes, and a passionate fan base. No significant surprises.

We just announced the hire of a senior assistant athletic director for a compliance position with a dual reporting line. We remain under compliance probation for tennis. We also just hired a new men's tennis coach from Loyola in New Orleans. We must strengthen our compliance program with strong oversight from the President's office. We have formed a University Compliance Committee made up of faculty, athletes, and administration.

Academic achievement: the average GPA for student athletes is 2.7-2.8. Men's basketball and football GPAs are improving. I am impressed with both coaches in these programs. They are very committed to academics.

Our budget is very lean. We are near the bottom of other universities within our conference. We are working on building a relationship to improve donations. Annual giving is at 2.2 million, but we need to improve.

We need to invest in our facilities, particularly our academic support center and the coliseum. The coliseum is 48 years old with infrastructure failing and has issues with disabled access. We do not need a new arena, just need to renovate.

Southern Miss has a national brand. We need to get back to what we are known for. Need to get a new logo since we lost the court case.

We play football, volleyball, and softball at home this weekend. I ask that everyone come out and support our athletes this weekend.

We will remain in CUSA. We need to focus on being a strong competitor in our conference. There is talk about moving away from the football bowl subdivision, but there are no schools making serious efforts to move.

There are a couple of lawsuits (obanon case, pay for play, increase scholarship up to cost of attendance) that will impact athletics.

The Hall of Fame Induction Ceremony is tonight.

McGillis asked if they communicate effectively especially regarding our student athletes? Most senators agree.

- 5.5 Chase Kasper -- Director, Office of Technology Development  
Office developed in late 2012 by Dr. Cannon to manage intellectual transfer generated by scholarship. Dr. Kasper reviewed the technology transfer process and the responsibility of the office.

President-elect Press asked for more explanation of CRM and asked if this office was just a closer surveillance to what we are doing? What is our relationship to the FBI and NSA? Kasper elaborated that CRM is customer relations management. Technology transfer, one of the things that the office does, is to connect companies to individual researchers and/or researchers on campus who could collaborate. This software system tracks that. No NSA or FBI involvement.

## 6.0 Committee Reports

### 6.1 Academic and Governance

Sen Sirola and Smith reported that many suggestions are coming out of the Dual Campus Committee meetings and verbalized a desire for action. Sen. Olmi reminded

senators that the meetings are not merely regarding issues concerning the coast, but they are focusing on how to effectively manage the University.

- 6.2 Administrative Evaluation — No report
- 6.3 Awards — No report
- 6.4 Budget — No report
- 6.5 Bylaws — No report
- 6.6 Elections  
Sen. Zelner reported that plans are being made for retrieving a list from HR in the spring.
- 6.7 Handbook — No report
- 6.8 Research and Scholarship  
Sen. Buchanan reported the Center for Undergraduate Research is kicking off grants for research. Information will be disseminated to the departments soon.
- 6.9 Student Life — No report
- 6.10 Teaching and Service  
Sen. Naquin reported the Online Teaching Policy is finalized, approved by the Provost, and moving forward. Sen. Naquin will forward the policy to senators.
- 6.11 University Relations  
Sen. Daves noted the Legislator Forum is set for November 20<sup>th</sup> from 3-4:30 p.m. More information to follow regarding location. We plan to meet with Dr. Vinzant in regard to the coast relations.
- 6.12 University Welfare and Environmental Concerns — No report
- 7.0 Old Business — None
- 8.0 New Business — None
- 9.0 Adjourn 5:05 p.m.  
Sen. Smith moved to be adjourned. All in favor.