

## UNIVERSITY SENATE MINUTES

<http://www.kutztown.edu/about-ku/administration/university-senate.htm>

October 3, 2019

4:00-6:00 P.M.

### ACADEMIC FORUM 103

**Present:** M. Cardoza, J. Carelli, K. Clair, J. Conohan, A. DeLong, S. Doll-Myers, M. Gabriel, J. Garcia, G. Bamberger, K. Hawkinson, B. Hudak, D. Immel, L. Irving, J. Jedwab, M. John, D. Johnson, C. Killebrew, E. Kraal, S. Lem, S. Mangold, P. McLoughlin, R. Portada, V. Reidout, S. Riley, A. Rodriguez, R. Salafia, M. Scheuing, J. Schlegel, D. Scott, M. Sims, G. Sirkakos, J. Sober-White, D. Stafford, C. Sunsay, M. Vaughn, V. Vlaun, A. Vogel, I. Waddelow, T. Wong, G. Yoppolo, A. Zayaitz,

**Absent:** H. Alviani, R. Courtney, J. Gehringer, C. Habeck, E. Johnson, L. Moss, F. Murshed, C. Price, W. Rogers, J. Suwak, F. Wei,

**Guests:** T. Alcee, E. Campbell, J. Downing, K. Evans, J. Figueroa, M. Gambone, K. Haynesworth, W. Hilton, A. Jefferson, S. Picus, K. Rauch, E. Simpson, L. Smith, E. Sweet, C. Wells, J. Werner, L. Yurchak, L. Runnel (substituting for A. Cordner)

#### I. Call to order

S. Lem called the meeting to order at 4:00 P.M.

#### II. Approval of the Agenda 4:03 P.M.

S. Lem: There are two changes to the agenda since it went out: addition of the Post Humous degrees and Human Subjects Research presented by Jeff Werner need to be moved up to the first order of business after approval of agenda.

S. Lem asks for a motion to approve the agenda, M. Gabriel moves, G. Sirkakos seconds; all in favor.

#### III. Announcements

1. Human Subjects Research (ACA-040):

S. Lem: Jeff Werner made changes to the Human Subjects Research Policy, these changes were sent to ASPC and were later posted. Endorsement is now needed by Senate.

S. Lem: Entertains a motion to approve the document; D. Johnson moves, A. Vogel seconds; all in favor.

S. Lem: Opens the floor for discussion.

Jeff Werner from the Office of Grants and Sponsored Projects presents changes to Federal Regulations on conducting human subjects research:

J. Werner: Federal Regulations changed thus current policy was updated: Changes were made to the consent form, exempt and expedited categories, biomedical side, definition of research, what counts and does not count as research. J. Werner noted that new guidelines must be followed.

J. Schlegel: Is IRB affected by system-ness?

J. Werner: All universities must follow the same policy

D. Johnson: The word research is not as friendly, the way it was reworded it is harder to see creative scholarship under the current definition.

J. Werner: Changes were made on what is not considered to be research due to vagueness of the definition; example: oral history.

J. Werner noted that all questions should be forwarded to his office and he would be happy to walk anyone through the guidelines.

S. Lem: All in favor of this new policy; all in favor, none opposed or abstained.

#### 2. *Bookstore Update – J. Downing*

- Adoption software is now open for winter and spring.
- Entries were made for faculty members calling for adoptions.
- The goal is to have all orders in by October 15th,
- There is an increase in interest in use of access program
- Infrastructure needs to be created - 10/15 hard deadline before billing happens
- Increase in savings of \$110 on average for students using open access
- Integration into D2L
- We are in position for a successful spring 2020

D. Stafford: E. Lindquist and D. Stafford will be hosting a resources workshop on Friday October 11<sup>th</sup> from 1 PM to 2:30 PM in RL 29. Effort last semester provided significant student savings.

J. Downing: Important to track OER in order to understand savings.

T. Wong: How can this be tracked?

J. Downing: Tab to select online and also contacting the office is best

### **IV. Guest Speakers**

#### *1. Enrollment Management - W. Hilton and K. Evans*

W. Hilton: Introduces K. Evans (Director of Undergraduate Admissions) Krista Evans is from Bethlehem, previously worked at Lehigh University as Interim Director managing programs and student open houses.

W. Hilton will cover: what we are we doing to grow enrollment, what's on the horizon and the Strategic Enrollment Management Plan (SEM).

W. Hilton discussed the following:

- We extended the plan that was created and released in 2017
- This year we will embark upon an SEM process that is more inclusive
- Board of Governors adopted a new policy around tuition (universities can with justification set their own tuition)
- Chancellor is not suggesting major increases in tuition
- Financial Aid optimization (third party vendor to help with pricing strategy) capability and power to develop models for financial aid to increase new student enrollment
- Third parties will examine data, see gaps and see how we can increase student enrollment
- Data will be pulled from Institutional Research, regional and national data and how we have given aid in the past to come up with various models and this would affect new student enrollment.
- Pricing strategies (will be held off)
- SEM process: Have a process that includes faculty, staff, students from institutions that create realistic goals for SEM plan
- Goals must be based on data to create realistic goals
- This plan includes data as well as a team that has faculty and Natalie Snow from IR, Dan Haney, Pam Scampton from Financial Aid, and Kristin Ihling from the Budget Office.
- Members of data team have been working for a week and a half pulling all data sources and putting it in an accessible location

- Once data is available, recruitment council and retention council will create 3-4 strategic goals for new student recruitment and the retention council will create strategic goals around retention.
- They will develop goals based upon data; the goals will then be sent to steering committee for approval and suggestions. There are 6-8 goals overall for this plan.
- Recruitment Council consists of the Senate Enrollment Management Committee,
- Retention council consists of the Student Success Team
- Steering Committee is the Strategic Planning and Resources Committee, Executive team is the cabinet
- Both groups have students, faculty and staff,
- Before goals are created, an expert will talk about what strategic goals look like and how they should be developed
- Once subcommittee for each goal is determined and goals are created, subcommittees will be created and individuals will be trained
- The student success team meets every other week
- Enrollment Management Committee also meet regularly and is exploring additional times to meet.
- Timeline is up to individuals involved.

J. Conhan: How does the hold on the pricing strategy impact this?

W. Hilton: Does not know what the vendor will come back with, so cannot answer that question. Based on options presented, it is then up to the institution to decide which model works best with the advice of all entities. It will be up to the Board of Governors in January to decide.

Krista Evans Director of Admissions covered the following in her presentation:

- We increased the number of high school visits by 20%
- We added 2 recruiters in New Jersey (great fertile area)
- Joining the common application (will be up and running soon) used by over 900 colleges across the country.
- Five other PASSHE schools are using the common app: California, Edinboro Millersville, Shippensburg and West Chester
- We still have our KU app
- We have redesigned admissions communications
- New strategy to include school counselors and parents email in the recruitment process
- We designed two new post cards to go to student's mail
- It is important to have a presence in terms of direct mail, we should push students to visit, the second card is pushing them to apply, join and be in the pipeline,
- Email communications: academic offerings, outcomes, experiential opportunities, study abroad, internships,
- Parent email campaign: collect parent email addresses: another data point
- Counselor relationship strategies: connect with counselors because they are recommending and referring schools to students - general newsletters are being sent
- Updates will also be sent to over 6000 counselors
- Territory management: admission counselors now read territories in which they are recruiting to provide continuity and structure.

- We are looking at proposing ideas for new student events: May 1st is the deadline to deposit (national deposit deadline), in the past we had a reception in April, this is too late in the cycle, we need to design something new that could be presented which would reach students earlier, present new opportunity, have a broad portfolio of the events, meet students where they are. We are now proposing February or March events, meet students where they are, allow students to sit in on classes.
- New relationship with Hobson's for email blasts. Naviance is a technology in high school guidance offices, overlay strategies, a way for us to have presence in schools and digitally market KU more effectively. It is important to get in touch with students sooner, as students are researching schools, both Hobson's and Naviance are instrumental in increasing our presence.
- Territories that counselors will be covering will be posted to the D2L site.

J Schlegel: What is the number one thing you need from faculty to support your efforts?

K. Evans: Communicate: faculty visiting high schools may not be ideal, staff are generalists and can be a better representative, support is needed but also communication is key.

E. Kraal: When thinking about accepted students' days, we should make sure faculty are present to showcase what we offer.

K Evans: Current open houses are fragmented. We need something that is more ideal: open morning session for general admission overview, students then go to respective colleges/department, broad portfolio of events is important. Current marketplace is a bit intimidating.

K Haynesworth: How do you know where to focus recruitment?

K Evans: Historical data drive a lot of decisions, we have bus trips that come to campus, schools reach out that are interested in visiting campus, we then circle back to make sure that students are recruited.

## **V. Approval of the Minutes from September 5, 2019**

S. Lem: Makes motion to approve September minutes.

M. Vaughn moves to approve September minutes with corrections, C. Killebrew seconds; all in favor of approving September minutes with corrections.

## **VI. Reports**

### **1. Senate President – S. Lem**

Final Exam Taskforce: Committee is working on a survey that would be circulated to all faculty based on final assessment.

Appointment Nomination and Election Committee: Jason Garcia, Valerie Reidout, Mario Cardozo. In November the floor will be opened for nominations for the Secretary and Vice President if you are thinking about serving.

Enrollment Management Guests

- Please watch Dr. Hilton and Ms. Evans' Enrollment Update during the Faculty and Staff Convocation and Celebration prior to the meeting.
- [https://www.youtube.com/watch?time\\_continue=6&v=APe6w0z0F64](https://www.youtube.com/watch?time_continue=6&v=APe6w0z0F64) (10:30-27:30)

Undergraduate Academic Forgiveness (ACA-055)

- Current policy requires student to be separated from KU for at least four years
- Enrollment Management Committee and ASPC are considering additional pathways for

- students to reset GPAs. Preliminary discussions include:
  - Obtain an Associate’s degree and return to KU
  - First semester forgiveness

#### Early Warning (ACA-XXX)

- Divide early warning into two parts
- Resolution: encourage faculty to assess students and post feedback early in the semester
- Policy: Senate Exec & APSCUF-KU discussed a midterm grade reporting policy; is midterm too late in the semester to be useful for corrective behavior and intervention?

#### APSCUF-KU Counseling & Psychological Services Resolution

- Passed Rep Council; seeking endorsement from Senate and SGB

#### Human Subjects Research (ACA-040)

- Revised in compliance with new Federal guidelines

#### Pass/Fail Grading (ACA-013)

- ASPC revising to remove outdated general education language. ASPC asking for feedback from Senate on criteria (30 credits, GPA, etc).

#### Items in the Senate Pipeline

- Course Grading – Undergraduate Students (ACA-048)
  - Under consideration at ASPC (report due to Senate by December 2019)
- Final Examinations (ACA-025)
  - Senate Ad Hoc Task Force, formed September 2019
- Academic Honesty – Undergraduate Students (ACA-027) & Academic Honesty – Graduate Students (ACA-087)
  - Under revision at ASPC based on Senate feedback, September 2019
- Revision of the Senate Constitution
  - Senate Ad Hoc Task Force, formed September 2019
- Consultation/Collaboration with PASSHE shared governance leaders (systemwide “Senate” discussions)

## **2. Senate Vice President – A. Cordner**

### I. Committee Positions

The Committee on Committee would like to present the following candidates for approval by the Senate body:

- Center for the Enhancement of Teaching Advisory Board: CVPA Representative—Soo Goh (8/2021)
- Institutional Climate Committee: At-Large Minority Faculty Member Representative—Juliana Svistova (8/2021)
- Honorary Degree Committee: At-Large Faculty Representative—Michelle Savescu (8/2021)

There will be further appointments coming in the November meeting.

S. Lem: We will approve ICC and HDC representatives; all in favor.

### II. Constitutional Task Force

The Constitutional Task Force is nearly complete. We are still looking for a professional staff representative. This member would preferably come from the Senate body, so we are looking for a volunteer. If no Senators are able to participate in the task force, suggestions of non-Senate

staff persons who would be good members of the committee would be greatly appreciated.

### **3. Senate Secretary – M. John (no report)**

### **4. University President – K. Hawkinson**

- Dr. Hawkinson returned from speaking at the UN in NYC as a guest of the German Ambassador
- The German Ambassador visited the PA German Heritage Center and the Folk Festival when he last visited Kutztown so we were put on the list for special events
- The Ambassador mentioned KU in front of thousands of attendees
- German Ambassador will be coming back to KU to speak about the Fall of the Berlin Wall.
- Visited NYC Monday night, students performed in Carnigie Hall, 230 members of the public, paid high prices to see students perform
- We have hosted State System Presidents at in August, KU and its facilities were showcased,
- Trustees visited from Cheyney Westchester, Millersville, Shippensburg and KU, they were very impressed by our beautiful schools
- Board of Governors, Chancellor, State System individuals will be hosted in a couple weeks
- We completed some important construction, delighted for the opening of Keystone field, PA German library and archives will begin construction. KU will soon start work on a Mallet Percussion Center, and PA German Library and Research Center. These projects are funded by foundation money, actions of our student government and from generous donors.
- Last year the foundation raised 6.2 million dollars, 21 million dollars raised since 2016 and 4 million dollars just this year. They are getting ready to launch a comprehensive campaign.
- Hope faculty were at the convocation, state of the university address is listed on Presidents website.

### **5. University Provost – A. Zayaitz**

- All meetings about system redesign continue,
- Chancellor will make redesign announcements later this month,
- Accreditation visit for Computer Science and Information Technology programs are underway, we will know by summer 2020.
- Moving summer study abroad forward to Council of Trustees
- Total enrollment of 8199 reported in freeze file

### **6. Student Government Board – B. Hudak**

- Budget Packets Distributed by finance committee
- Packets are due Friday Oct. 18th for the 2020-2021 academic year
- Fourteen SGB members leaving tomorrow for Millersville University for conference
- Academic Success survey -1200 student responses
- House of Representatives Event Oct 8th@7:00pm in this room
  - Guidance for budget packets

Rally – KUAB – In place of pep rally (October 25th)

- various activities
- student organization
- presentation of homecoming court
- dance team and marching band

- free food and t-shirt giveaways

Planning for fall fest (27th)

- fall celebration of all aspects of KU student life
- 20 student organizations
- several student performers

### **7. Assessment Office – K. Rauch**

- Monday is deadline to apply for the CET faculty director position. This position is open to all full-time faculty and it starts in January 2020.
- The CET is hosting two important discussions on FYS: Tuesday October 8h at 11 AM in RL 22 and Thursday October 10 RL 22 Open forum for FYS. More information can be found in Moe Folk's email.
- Moe is starting a new initiative for open classrooms during homecoming.
  - Eleven alumni signed up to attend open classrooms.
  - About 24 faculty have invited students, alumni, faculty and administrators to attend their open classrooms the week of homecoming.
- Assessment day went very well, we are currently working on updates

### **8. Committee Reports - SPRC – E. Simpson**

E. Simpson: Strategic Planning and Resources Committee,

- Key to develop strategic plan is resources (money)
- Really critical that we have: enrollment, retention, completion, assessment
- Getting sub committees active again
- This was previously done without consultants under former KU president.
- Strategic Planning and Resources Committee should ask a lot of questions
- Classic problem: too many goals: process says you should do three goals, 3-5 are optimal, 3 goals are better than 5 goals

T. Wong: Do we put professional development and research into the strategic goals?

E. Simpson: More students have come to do research in the last 2 weeks than the last 5 years, students that are at risk will be prioritized, professional development is critical to development, students should be actively involved as a way to recruit.

J. Schlegel: Strategic Planning is only successful if there is good strategic process, how is this different from the SEM plan, are we duplicating?

E. Simpson: No duplication, we cannot duplicate the way we do things

J. Schlegel: We have not heard anything about mission and vision. Is our story going to change?

E. Simpson: We have a picture of what KU is, mission is something that is so similar, it is hard to differentiate, how do we do this? Branding process is critical to a university, marketing is very important, Higher Ed has one product-- educating the students,

J. Schlegel: We are all responsible for the mission; this is not an appropriate way to go

E. Simpson: Our mission is broad and generic, so we need a good Strategic Plan, then we can connect to that. It is hard to connect certain processes to our vision and mission; it then becomes watered down.

E. Simpson: PASSHE put measures out, that have been the classic measures from the 60s, they will have to be in some kind of Strategic Planning. Structure of the institution and PASSHE have not changed

D. Johnson: We hope that in our initiative language, we explicitly talk about our initiatives with diversity at KU as you revise these initiatives.

E. Simpson: Yes, diversity is part of the measure

## **VII. Unfinished Business**

### **1. Undergraduate Academic Forgiveness (ACA-055) S. Lem**

- Many students struggle when they arrive at KU
- Under current policy, current students that do not perform well separate from the university for four years, before they can apply for a reset of GPA
- Committee is currently re-working this policy and we will be updated.

### **2. Early Warning (ACA-XXX) S. Lem**

- Senate Exec met with APSCUF-KU and discussed the following:
- Splitting early warning into a resolution
- Resolution: Faculty to provide feedback early in the semester
- Policy: How do we report? Midterm reporting is not early enough
- Three questions of interest for the body (open to feedback)
  1. Timing: how early in the semester should we do this?
  2. Which students should be reported on?
  3. What information should we report (grade, S, U,)

D. Johnson: Consult with A. Kirshman, she has access and speaks with colleagues. National literature is the third or fourth week.

T. Wong: Due to bad weather in Spring weeks five and six make sense. By that time, we will have around a third of the course completed and meaningful material should be covered

T. Wong: It is confusing to only report on a specific group, we should report on all students

E. Kraal: Who is the information reported to? Do advisors want to be informed? Looking at national research there are best practices, we should follow it.

## **VIII. New Business**

### **I. PostHumous Degrees:**

S. Lem: PostHumous degrees to be awarded to the following students:

1. Yanira Barona
2. Venessa Fisher
3. Sallie Redekop

K. Clair makes motion to award PostHumous degrees at Decembers' graduation, J. Garcia seconds; all in favor.

### **2. APSCUF-KU Counseling & Psychological Services Resolution**

S. Lem: President Hawkinson asked to say a few words before we begin discussion on this.

K. Hawkinson: Administration places high priority on the health of our students, students are the utmost importance to us. We did not know about the resolution, some of the misrepresentation could have been corrected and some of our own suggestions would have been added to improve services. A dispute between the union and administration, should be resolved through meet and discuss, Senate and SGB should not be new venues to replace meet and discuss - it is not

appropriate to discuss issues at open meetings because much of the information is confidential and deals with personnel.

There are intense discussions going on in Harrisburg negotiating language that may resolve many of these issues, and we should wait until negotiations are completed. Resolutions should be referred to meet and discuss, or if Senate wants to have discussion, it should be referred to the Senate Executive Committee so we can talk about these issues in a confidential setting.

S. Lem: The resolution went through APSCUF, SGB now it is back at Senate. Motion to endorse, postpone or refer back to Senate Exec are all possibilities.

S. Mangold: We should table this discussion, refer to meet and discuss, and wait for PASSHE to resolve.

S. Lem: Motion to postpone the issue until Harrisburg makes a decision.

B. Hudak: Second

S. Lem: Discussions?

M. Gambone: This issue has been on meet and discuss for many years, meet and discuss has made recommendations, but discussions were rebuffed and dismissed. This is a community issue and should not be tabled. The current CBA negotiation does not talk about scope or service, nor does it talk about lines from the administration.

P. McLoughlin: Not for or against, APSCUF rep brought it up an issue of missing faculty in CPS or faculty being on leave. He feels confused and not comfortable to decide

M. Gambone: The position is vacated, we are asking to restore a tenure line that is 4.5 years old, it is part of meet and discuss from May to August.

K. Hawkinson: These are confidential issues. There are seven FTE positions in the Counseling Center that are filled, there are many personnel issues.

E. Kraal: Multiple faculty expressed support, expressing fear, feelings of helplessness. Department has asked to support this resolution we should do honor out of concern,

G. Sirrakos: If we wait on movement from state level, how does that relate to KU?

K. Hawkinson: State System and APSCUF are negotiating this issue. An agreement will come out within the coming months, issues are misrepresented, and incorrect. There is also a lot that is confidential and this setting is inappropriate.

J. Schlegel: I will be in favor of this motion only if ASCUF, Senate and Admin can have an emergency resolution, we cannot wait on contract. We can look for emergency funding, a third way to proceed.

S. Mangold: This problem is not unique to KU; this is happening in schools across the nation. A resolution suggests that we need to be held to best practices for therapy. People are expecting universities to have community counseling centers available to students at no cost. This is an unrealistic expectation. Due to faculty contract issues we are being held back which is ultimately hurting our students.

Garcia: Looking at other situations, if this body endorses this, does it open the door for other departments to come up with resolutions for their own staffing?

M. Gambone: Counseling faculty are unique among all faculty. The CBA does not address the real problem, this will not be addressed effectively in Harrisburg

P. McLoughlin: Could resolution be changed to include J. Schlegel's language (representatives from all entities come together and find temporary solution, creative alternative)? Pursue all the grants, all the initiatives that are out there.

S. Lem: Should we then amend the motion to refer this back to APSCUF KU?

D. Johnson: Unclear on what we are being asked to do with this motion. If we reworded this it may help. One suggestion: The Senate strongly recommends prioritizing if possible, the counseling services. What is the actual motion on the table?

S. Lem: Motion is to postpone an endorsement on the resolution until State System and APSCUF settle the new contract language for this particular issue

J. Conohan: Is there an agreement on what the problem is? Is the same problem being perceived by management and the union? We need an agreement on what the problem is. If this cannot occur, we should stick with the original motion

D. Johnson: Move to amend motion to refer to Senate Exec board who can get more information and clarification and bring back to the body. I do not feel comfortable voting for or against the motion

S. Lem: Motion to amend the current resolution and refer it back to Senate Executive Committee for clarification

J. Schlegel seconds.

S. Lem: Motion to amend the current resolution and refer it back to Senate Executive Committee for clarification, if there be no objection we will report back at the next meeting.

S. Lem: Discussions?

C. Sunsay: Concerned about students who need help now, can we take emergency measures?

S. Lem: This cannot be part of motion right now as it stands

G. Sirrakos: Whether we approve, not approve or amend, what is the next step?

S. Lem: If the resolution passes through the governing body it goes to President Hawkinson's desk

S. Lem: Motion to close the debate on the amendment, K. Clair seconds; all in favor of closing debate: 32 in favor, opposed: 0, abstentions: 3.

S. Lem: All in favor of voting on amendment to refer back to Senate Exec. for additional information to present to the body at the next meeting? 18 yes 5 no, 7 abstentions

S. Lem: Motion passes and has been amended

D. Johnson moves to close; there are no objections so we move to close the debate

S. Lem: Motion to refer to Senate Exec. for additional discussion before the next meeting: yes 24, 6 no, 6 abstentions, motion passes

S. Lem: We will take this amendment back to the Senate Executive Committee for clarification and will bring this back to the body.

### **3. Pass/Fail Grading – Undergraduate Students (ACA-013)**

S. Lem: This came out of ASP; they are soliciting Senate for feedback. Issue is that language refers to old old gen ed, ASP, cleaned up language.

S. Lem: Are GPA and credit level appropriate? Feedback solicited

K. Clair: 18 credits in a major seems excessive

A. Zayaitz: Clarifies that pass-fail can only be on general education courses

A. Vogel: How often does this happen?

T. Wong: Just a handful per semester

S. Lem: Grade D counts as no credit

A. Vogel: What are the motivations?

S. Lem: Further clarification will be provided.

## **IX. Good of the Order**

**X. Adjournment**

K. Clair moves to adjourn, G. Sirrakos seconds; all in favor.

Respectfully Submitted,  
Mauricia John  
Secretary, University Senate

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