EXECUTIVE COMMITTEE MINUTES – Approved 10/30/14

October 2, 2014
University Hall, Room 277

Members Present: Chong, Frehlich (Chair), Michaud, Schwartz, Simon, Spector, Swenson, Thachuk, Wolfbauer (Recording Secretary)

Members Absent: Grant, Hellenbrand, Lisagor

Guests: E. Adams, J. Burstein, M. Neubauer, T. Zaich

Faculty President Frehlich called the meeting to order at 1:07 p.m.

1. Approval of SEC Minutes

MSP to approve the SEC minutes for August 28, 2014 as distributed.

2. Announcements

a. Frehlich thanked those who attended the Student Success Fee open forum last week. He said it was well attended and there was good feedback. Comments from this campus were positive.

b. Frehlich, along with other faculty and administrators from the CSU campuses, will attend the CSU Graduation Initiative 2025 Executive Leadership Summit on October 15. They will discuss the four-year and six-year graduation rates and how each campus can work towards helping the CSU reach a six-year graduation rate goal of 60% by 2025. They will also talk about determining FTES targets for the campuses. Frehlich asked SEC for any input they may have on these topics.

c. Chong invited SEC to hear keynote speaker, Sarita Maybin talk about “High Touch, High Tech Times” on October 21, from 12:00 – 3:00 p.m. in the USU Northridge Center. There will be breakout sessions on civility, gratitude, and communication for success.

d. Michaud announced that CSUN will be hosting a “Women in Los Angeles Politics” event on Thursday, November 6, from 6:00 – 8:00 p.m. in the Oviatt Library Presentation Room. Councilmember Nury Martinez, the Honorable Wendy Greuel and the Honorable Joy Picus will be featured. Seating is limited so attendees must RSVP (cscs@csun.edu).

e. Thachuk announced that the student production of “Carmen” will be on Oct 31-Nov 2 in the Great Hall of the Valley Performing Arts Center.
3. **Introduction and Update on Associated Students Activities**  
   Tiffany Zaich, AS President

Zaich shared some of the main initiatives that Associate Students will focus on this academic year:

- AS recently “rebranded” their services and departments.
- AS is developing a Sustainability Center that will house the Recycling Center and Institute for Sustainability; it is expected to be completed by Fall 2016.
- AS will represent and help AB 540 students to succeed.
- AS will work toward getting five percent of the student population to register to vote.
- AS is investigating having a Farmers Market on campus. They will collaborate with “Raw Inspirations” on this venture.
- They will focus on increasing student participation and involvement in AS activities.
- Zaich highlighted some of the programs and services offered by Associated Students: Big Show, Zip Car, Big Comedy, Big Lecture, Swap-Out, Rideshare are among a few.

4. **Revisions to the Visionary Community Service Learning Award Criteria**  
   Joyce Burstein, Director of the Center for Community Engagement

The Director of the Center for Community Engagement typically serves on the Visionary Community Service Learning Award selection committee each year. As the current director, Burstein suggested a number of revisions to the criteria so they are clearer and more focused. This would make it easier for those putting together supporting materials and for those on award selection committees when reviewing the materials. An SEC member asked whether a faculty member must be teaching a designated “service learning” course to be eligible for this award. Burstein said that as long as the course meets the definition of service learning, the faculty member is eligible; the course does not have to be officially tagged as service learning. It was suggested that the Center for Community Engagement website address be added to the criteria document. Burstein will revise the document taking SEC’s feedback into consideration. SEC will consider approving the revised criteria at their next meeting.

5. **President’s Extended Cabinet Meeting Report** – Shane Frehlich

The President’s Extended Cabinet met on Monday, September 15 and September 22. Frehlich reported the following:

1. On September 15, Dr. Daryl Smith from the Claremont Graduate University talked about diversifying the faculty. Our campus has made zero progress in the last 10 years, as the number of tenure-track faculty from historically underrepresented groups has essentially stayed the same. Dr. Smith shared some ways for CSUN to increase diversity hires. She said that for diversity initiatives to have traction, it must be an imperative on the campus. Frehlich will ask for permission to forward her PowerPoint slides to SEC.

2. On September 22, “160over90,” a branding agency hired to help the campus raise its reputation and visibility, presented two creative concepts to the Extended Cabinet. The theme for both concepts is “rise.” 160over90 shared a few tag lines and billboard ideas. Frehlich said he liked both concepts but preferred one over the other. There will be open forums in November to obtain campus feedback.
6. **Student Success Fee Feedback**

The ASCSU has asked for feedback on Student Success Fees (CSUN’s Campus Quality Fee) from each campus. Feedback from SEC include:

- Students need to be involved in the discussions from the beginning. They should vote or opt-out with a minimum number of students required to vote on the referendum.
- Campuses need to be specific about what the fees are being used for before the students vote on the referendum, and then it should be revisited every couple of years.
- We do not want to send a message to the legislature that student fees will cover faculty salaries.
- Expenditures of these funds need to be transparent (easily accessible and clear).
- Should there be consistency across campuses on whether Student Success Fees replace lab/course fees?
- Should there be an upper limit on how high the fee is?

7. **Provost’s Report** – Michael Neubauer

Provost Hellenbrand was unable to attend the meeting. Elizabeth Adams and Michael Neubauer met with SEC to talk about impaction. Neubauer said that this is something that we will have to consider, given the potential penalties of going over our FTES target. This Fall, we are 11% over our FTES target. Impaction is a process and can take over a year to go into effect. Neubauer said that this should be a regional discussion, because when one campus impacts, it affects enrollment at other CSU campuses.

Adams said that there are two kinds of impaction – regional and program. We are already regionally impacted for first-time freshman. One possibility for controlling freshman admission is to change our local service area (make it smaller) and raise the out-of-area (tier 2) index. Currently, we are not impacted for transfer students so we must admit all transfer students that meet the minimum requirements. The regional impaction conversation that we are having is: Should we regionally impact for transfer students and how big should the area be? If we do impact, we can still admit students outside the region if we have space. Another option is full program impaction -- every program impacts, we shrink the local service area (tier 1) significantly, and each department gets a quota to fill enrollment (from both tiers). This option is not ideal and changes our culture. The lack of space and qualified faculty prohibits us from continuing to grow without something changing. Adams said that it’s difficult to do enrollment management until we do admissions management. Frehlich said that after the Graduation Initiative Summit on October 15th, he will take the feedback to the ASCSU for discussion.

The Chancellor’s Office sends out the request for new and continuing impaction in December. By January, we must make a decision and then we are required to hold public hearings. Provided the public hearings go well, we can then ask the Chancellor for approval to impact. SEC will invite Adams to report about impaction at the next Senate meeting.

8. **Statewide Academic Senate CSU Report** – Sandra Chong

Link to written report: [http://www.csun.edu/sites/default/files/sasreport082814.pdf](http://www.csun.edu/sites/default/files/sasreport082814.pdf)

Chong highlighted the following items:
• Five Senators were elected to serve on a new Faculty Trustee Recommending Committee.
• The CSU received $1 million from a Bechtel Grant to offer ways to support a new generation of teacher preparation in the CSU. Campuses sent in RFP’s and they will be reviewing them soon. Second level RFP’s will then go out.
• Dr. Soraya M. Coley was named the new president of Cal Poly Pomona.

In response to a question, Chong said she will provide more information about the “automatic cluster scheduling” being implemented on all campuses.

9. Review of Standing Committee Minutes

Educational Policies Committee (2/12, 3/12, 3/26, 4/23 – Faculty Authored Materials and Written Syllabi policies were discussed; 5/7 – EPC approved a revision to the Written Syllabi Policy; 9/3 – EPC discussed revisions to the Faculty Authored Material policy; revisions to the Written Syllabi policy need approval by GSC and then EPC will consult with ATC).

Personnel Planning and Review (5/14 – no policies)

10. Set Agenda for October 16, 2014 Senate Meeting

• Impaction Discussion (E. Adams/M. Neubauer)
• Senate Reports

Meeting adjourned at 4:37 p.m.

Submitted by: Terri Lisagor, Secretary of the Faculty and Heidi Wolfbauer, Recording Secretary