SENATE EXECUTIVE COMMITTEE MINUTES – Approved 1/29/2015
December 11, 2014
University Hall, Room 277

Members Present: Chong, Grant, Hellenbrand, Lisagor, Michaud, Schwartz, Simon, Spector, Swenson, Thachuk, Wolfbauer (Recording Secretary)

Members Absent: Frehlich

Guests: R. Gunsalus, Kevin Lizarraga, J. Noblitt, W. Whiting

Acting Faculty President Swenson called the meeting to order at 1:06 p.m.

1. Approval of SEC Minutes

MSP to approve the SEC Minutes for October 30, 2014 as distributed.

2. Announcements

   a. Swenson said that he anticipates continuing on as the Acting Faculty President for the Spring 2015 semester. He will also serve as Frehlich’s substitute on the Statewide Academic Senate CSU.

   b. Michaud reported that over 400 people joined the “Be the Match” registry at the bone marrow donor drive held in support of Shane Frehlich on December 9th. SEC members thanked Michaud for all her efforts to help Shane.

   c. SEC decided to have the Faculty Governance Orientation on Tuesday, May 19, 2015, from 12:00 – 2:00 p.m. at the Orange Grove Bistro.

3. President’s Extended Cabinet Meeting Report – Adam Swenson

   The President’s Extended Cabinet met on Monday, December 8, 2015. Swenson said that Vice President William Watkins reported on 2015 commencement changes and that Watkins will provide a more detailed report on commencement at today’s SEC meeting.

4. Proposed Changes to Sections 632.4.1 and 641.2.3 of the Administrative Manual

   Sheila Grant, Chair of PP&R
   William Whiting, Associate VP for Faculty Affairs

   Whiting said that a RTP case from last year raised a question on the clarity of Section 632.4.1 (The University Standard) and Section 641.2.3 (Service Credit) as they relate to scholarly work done by faculty during the period for which service credit is awarded and scholarly work is required after a faculty member’s appointment to CSUN. PP&R proposed changes to both sections to make the language more certain rather than vague.
SEC discussed the proposed changes and determined that they are a change in policy and need to be brought back to SEC for formal review and consideration by the Senate. A few editorial revisions were suggested.

5. **2015 Commencement Changes**  
William Watkins, Vice President for Student Affairs

Watkins said that Student Affairs has assessed the changes made to last year’s commencement ceremonies and has used the information to make improvements to the upcoming 2015 ceremonies. The students (over 4500 surveyed) were given the opportunity of choosing the venue site, and decided to keep the ceremonies at the Oviatt Lawn. The students preferred to have a separate ceremony for graduate students, making it possible for all students graduating to receive up to seven guest tickets each. Honors Convocation will move to Friday, May 15, 2015, at 8:00 am so that the graduate student ceremony can take place on Friday evening at 6:00 pm. Social and Behavioral Sciences will have two separate ceremonies, with undergraduate and graduate students together; the ceremonies will be divided by departments. Watkins said that academic departments, colleges, and other programs are encouraged to host special receptions and recognition activities.

6. **CSUN’s Branding Initiative**  
Rob Gunsalus, Vice President for University Advancement (UA)  
Jeff Noblitt, Associate VP of Marketing and Communications for UA  
Kevin Lizarraga, Director of Marketing for UA

Gunsalus said that one of President Harrison’s priorities is to raise the reputation and visibility of the University. University Advancement (UA) is working with faculty, students, and the President’s Extended Cabinet to establish a positioning platform and a uniform narrative by which we can tell the CSUN story. Gunsalus said it is very important that we are unified when we tell our story to the outside world. One of the main objectives of this endeavor is to raise the value of the CSUN degree in the minds of potential employers. UA has been working with a branding company, 160over90, to develop the creative concepts. Through a broadly collaborative process, one concept was embraced and it is being presented to various CSUN groups. Noblitt presented the process and objectives, and shared some of the creative concepts, brand art, next steps, etc. He said that the key message is: “Through CSUN We All Rise.” UA will launch the branding initiative early next year with it being a multiyear effort.

7. **Campus Review of Applications for Faculty Trustee (Executive Session)**

The Senate Executive Committee received one nomination packet for consideration for Faculty Trustee from Steven Stepanek, who is currently serving as the CSU Faculty Trustee. SEC met in Executive Session to review the nomination packet for compliance with the qualifications established by the Academic Senate CSU (ASCSU).

MSP that the CSU Faculty Trustee nomination packet from Steven Stepanek meets the qualifications established by the ASCSU; it will be forwarded to the ASCSU Faculty Trustee Screening Committee for consideration.

8. **Provost’s Report** – Provost Harry Hellenbrand

Provost reported on the following items:
1. We will try to come down by about 250-300 to 800 students in Fall 2015 by closing admissions to the out-of-area freshmen. By Fall 2016, we can come down by another 600–800 by closing to out-of-area transfers. The out-of-area transfer admissions are a wild card, so by impacting at the transfer level, we can better control admissions from this group. We will redefine our boundaries to reduce enrollment from the local region by not accepting applications from Ventura County and the southeastern part of Los Angeles. If enrollments are still too high, we may need to restrict further access by going to program impaction.

2. The budget is still not clear. We don’t expect any more money from the Governor for increased enrollment. And, if enrollments go down, we will see less fee money.

3. Hiring is going well, with many departments making offers this year. We are paying close attention to the diversity piece. We hope to hire even more faculty next year.

9. **Review of Standing Committee Minutes**

   Educational Equity Committee (9/9, 10/13, 11/10 – no policies)

   Educational Policies Committee (10/1 – The Faculty Authored Materials subcommittee met to make revisions to the policy; 10/15, 11/5 – The Faculty Authored Materials policy was discussed further and will have a draft policy soon; 11/15 – no policies)

   Educational Resources Committee (4/15, 5/13 – no policies; 9/9 – New policy on lab printing will not be implemented until SP15.)

   Extended Learning Committee (4/23 – no policies; ELC is working on an online Master’s program in Geography to be run through the Tseng College.) [SEC questioned whether they can run an online program with no additional approval outside of Extended Learning. Should this be part of program review?]

   Graduate Studies Committee (9/9 – the new graduate student handbook is available online; 10/13 – the IELTS score has been raised from 6.0 to 6.5 for international students, and a subcommittee has been formed to review options and concentrations and to define what constitutes an option.)

   Library Committee (4/2 – they approved a mission statement change and plan to review their Bylaws every 5 years; 9/3 – they indicated that they will revisit the possibility of moving forward with the full bylaw revision process. They will bring the revised mission statement to SEC for approval.

   Personnel Planning and Review Committee (10/29 – no new policies; they are discussing an inquiry related to Lecturer office hours.)

   Research and Grants Committee (9/12, 10/10 – no policies)

Meeting adjourned at 3:47 p.m.

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