

WAYNE STATE UNIVERSITY
ACADEMIC SENATE
PROCEEDINGS OF THE POLICY COMMITTEE
April 8, 2013

Present: L. Beale; V. Dallas; D. Kessel; R. MacArthur; C. Parrish; L. Romano;
W. Volz; M. Winters; A. Wisniewski; J. Woodyard

Absent with notice: A. Vlasopolos

Guests: Michael Wright, Vice President, Marketing and Communications; Carolyn Berry, Director of Marketing Operations; Matthew Lockwood, Director, University Communications; Nickolas DeNardis, Associate Director, Web Communications; Phyllis Vroom, Deputy President

The items marked with an asterisk constitute the Actions of April 8, 2013.

1. Marketing: Policy Committee invited Mr. Wright to the meeting to learn about the plans for recruiting students. Marketing's mission, Mr. Wright said, is to raise awareness of the University's reputation. They also want to increase the pride of employees. They want to improve the University's branding and centralize communications so the University looks, feels, and sounds like one institution when communicating with the outside world. They are coordinating and updating the web pages within the University.

Marketing wants to leverage the faculty, students, and alumni as much as possible because they tell the story of Wayne State better. Mr. Wright asked that people who have good stories to tell or good content for an ad to contact Marketing. Marketing presents the activities and enterprises in the area because many people perceive Detroit as a dangerous place. Alumni contact prospective students to tell them what they have accomplished and to encourage them to attend Wayne. Through various programs, current students contact prospective students.

Marketing works with Admissions to bring people to campus. The target audience is prospective students and the people who influence them. The message Marketing wants to convey is that Wayne State has the academic rigor of a major research university but is also a microcosm of the real world in that it is surrounded by businesses, cultural institutions, and the city.

The campaign "Aim Higher," which was introduced in 2008, refers to aspiration and success. Marketing uses print, television, radio, billboards, and social media to convey the message. They use customer relationship management to keep in touch with prospective students. Once a person has expressed interest in Wayne State, Marketing is able to keep in touch with them and respond personally.

Mr. DeNardis's office studies the data collected on digital media to see how many people access the University's web site and how long they stay. Within the next few months the staff plans to put content about financial aid, housing, transferring credits, etc., in one place so it is more convenient to access.

Mr. Wright mentioned other ways in which they increase the University's visibility. A 2-page print publication *WSYOU* is distributed on campus. Digital signs have been installed in buildings. A daily e-mail is sent that features news stories and has a video and connection to blogs. Mr. Wright encouraged faculty who have information to share to blog. It makes the University more visible, brings traffic into the web site and shows off the expertise of the writer and the institution.

A member of the Policy Committee asked if the success of the various campaigns could be measured. Mr. Wright said their effectiveness can be judged by the number of applications, the number of people with whom Marketing engages, and the number of potential students who visit campus for tours. Ms. Berry said that the profile of students applying to the Honors College is increasing and the students who are offered scholarships have a higher grade point average. In an effort to increase the yield, Ms. Berry said that Marketing is increasing the points of contact with students, not only from the University centrally, but from the schools and colleges, as well.

External digital traffic to the University has increased over the years. Wayne State is on most of the social media properties because they are a proven source. The Marketing staff analyzes every mention of the University on social media and decides if they should respond or if the questions should be addressed by another office. The major topics are financial aid, advising, parking, and weather closure. A member of the Policy Committee suggested that the system might work better if, as a question or problem was submitted, it would automatically be directed to the proper office for a response.

A Policy Committee member asked what was being done to attract the older student. Mr. Wright said that Marketing did not have specific programs targeted at older students. The campaigns are not aimed only at high school students; they work to recruit older students as well.

A member suggested that the 4th floor of State Hall be included in the marketing campaign. It is impressive and is likely to appeal to students and parents.

The media budget is \$1.57 million.

[Mr. Wright, Ms. Berry, Mr. Lockwood, and Mr. DeNardis left the meeting.]

2. Comments by Deputy President Vroom:

- a. The Deans received their budget reduction targets on April 5 and the Division Heads received their targets on April 8. There are differential targets for the schools and colleges based on a number of factors, such as what happened with past budgets, enrollment, philanthropy, and programs that are experiencing growth. The cuts range from 3.5% to 7% with an average of 5.2%. The aggregate dollar amount of the estimated cuts is about \$10.9 million. Dr. Vroom emphasized that these are targets and they may change. The appropriation from the state is uncertain as is the rate of tuition. Dr. Vroom will provide the same information about the administrative cuts to the Policy Committee.

- b. The faculty in the Department of Electrical and Computer Engineering and Deputy President Vroom disagreed about the instrument used to survey all faculty and staff in the College of Engineering. The survey and a report from faculty in ECE were distributed although Dr. Vroom had opposed the distribution of the report because she thought it would bias the outcome of the survey. A group of faculty in ECE have asked the AAUP-AFT to conduct another survey, and Dr. Vroom said that she welcomes the second survey.
3. Background Checks: Mr. Parrish said that the AAUP-AFT received notification of a meeting about the institution of background checks of all new employees. Interim Provost Winters said that President Gilmour is interested in establishing such a program. Dr. Vroom and Dr. Winters believe the purpose of the checks is to avoid problems like those that occurred at another university. An outside company would perform the background checks. Deputy President Vroom said that she would look into the matter and inform the Policy Committee about the plan.

[Deputy President Vroom left the meeting.]

4. Report from the Chair:
- a. Development Disabilities Institute: The Developmental Disabilities Institute and the Center for Urban Studies are being reviewed to determine if their charters should be renewed. Interim Provost Winters has received the report of the Type I Centers and Institutes Advisory Committee for the Developmental Disabilities Institute. After reviewing the Committee's report, she will submit it to the Policy Committee for its recommendation.
 - b. Review of the Honors College: Next year, Jerry Herron's five-year term as Dean of the Honors College will expire. As mandated by the Agreement between the University and the AAUP-AFT, a review committee has to be formed. The College does not have its own faculty. Interim Provost Winters asked Policy Committee for suggestions for the committee. It was suggested that the faculty might be selected from among those who have taught in the College. Dr. Winters will get a list of the faculty and she and the Policy Committee will discuss the process next week.
 - c. Student Evaluation of Teaching: Dr. Winters suggested transferring the job of chairing the committee that is reviewing the student evaluation of teaching form and the SET process to Mathew Ouellett, Associate Provost and Director of the Office for Teaching and Learning. The Interim Provost and Mr. Parrish, the President of the AAUP-AFT, will consult the University's Agreement with the AAUP-AFT about the composition of the review committee.
5. Report of the Senate President:
- a. Mr. Romano met with Vice President for Finance and Business Operations Rick Nork and Interim President Vroom about faculty representation on the laboratory classroom task force. Mr. Romano serves on the executive committee and it was decided that he would serve as a liaison to the working committee.
 - b. Phil Cunningham, Assistant Vice President for Compliance, Research, provided the requested information about scientific misconduct cases. Twenty-seven complaints of scientific misconduct were made from 2002 through 2012. Six of

the complaints triggered the review process and five resulted in sanctions. One case is still under investigation. Senate members also were concerned that the respondent in an investigation of scientific misconduct be able to exclude a potential member of a review committee who might be biased. Mr. Cunningham is checking with the federal Office of Research Integrity if WSU would be compliant with federal regulations and policy if a respondent was allowed to exclude prospective committee members. He is also checking with other institutions to find out if and how their scientific misconduct policies address the issue.

- *6. Proceedings of the Policy Committee: The Proceedings of the Policy Committee meeting of March 25, 2013, were approved as revised.
- 7. Resolution regarding Consultation: At its meeting of April 3 the Academic Senate charged the Policy Committee with developing a resolution about the lack of consultation in the selection of the Interim Provost from among the candidates who were interviewed. They will develop the statement via e-mail and forward it to President Gilmour and Deputy President Vroom.
- 8. Proposed Amendment to the Bylaws: At the Academic Senate meeting of April 3, the Policy Committee proposed that the body amend Article IV, Section 3 of the Bylaws regarding the number of nominees required to hold the election of members-at-large. The amendment would permit the election to be held without five nominees if necessary. Sometimes it has been difficult to get the required five nominees for the two seats. At the April Senate meeting, a member suggested that the Senate dispense with the requirement that nominees obtain the signatures of ten eligible voters. The requirement was eliminated in his college and they no longer have trouble getting nominees. Mr. Woodyard, who chairs the Elections Committee, will solicit the opinion of the Committee members about requiring signatures.
- 9. Self-governance and Using E-mail: Questions were raised about the use of University listservs. They are owned by the University and one needs permission to use them. Policy Committee asked for clarification of the question, i.e., whether the listservs are owned by the University and whether they fall under University Policy 00-1, Acceptable Use of Information Technology Resources. Interim Provost Winters will provide the information requested.
- 10. Budget Hearings: Deputy President Vroom asked the Policy Committee to appoint a member of the faculty to participate in the budget hearings that President Gilmour will hold with the Deans of schools and colleges and with the heads of divisions. Policy Committee selected Michael McIntyre, the Chair of the Senate's Budget Committee, to serve, and he agreed.