

University Senate Meeting Minutes  
March 4, 2016, 2:00-3:15 in CMSRU Auditorium

**ATTENDEES:** Stephanie Abraham, Lisa Abrams, Terri Allen, Nathan Bauer, Lori Block, Joe Cassidy, Jennifer Courtney, Patrick Crumrine, Christina Davidson-Tucci, Stephanie Farrell, Jon Foglein, Tiffany Fortunato, Bill Freind, Mat Gendreau, Lori Getler, Jill Gower, Mike Grove, Sean Hendricks, Erin Herberg, Kristine Johnson, Andrew Kopp, Charles Linderman, Julie Mallory-Church, Esther Mas Serna, Lesley Mateo, Patrick McKee, Demond Miller, JT Mills, Marge Morris, Scott Morschauer, Rey, Beth, Lane Savadove, Ted Schoen, Kathleen Seeley, Christopher Simons, Dan Strasser, Mehmet Uyger, Nancy Vitalone-Raccaro, Charlene Williams, Shari Willis,

**NOT IN ATTENDANCE: (Represented by Alternates)** Jess Everett represented by Rouzbeh Nazari, Danielle Gougan represented by KC Somdalil-Sands, Joseph Johnson represented by Carla Lewandowski, Phil LaPorta represented by Michael Lim, Ozge Uygur represented by Daniel Folkinshteyn, Nancy Vitalone-Raccaro represented by Mollie Sheppard

**NOT IN ATTENDANCE:** Bonnie Angelone, Herb Appelson, Nasrine Bendjilalli, Tom Doddy, Richard Fopeano, Diane Garyantes, Jane Hill, Karlton Hughes, Ane Johnson, Subash Jonnalagadda, Jonathan Mason, Eric Milou, Jennifer Nicholson, Bruce Plourde, Ravi Ramachandran, Robert Rawlins, James Roh, Alan Schienbaum, Dawn Specht, Mary Staehl, Laura (Shinn) Storino, Umashanger Thayasivam, Beth Wassell, Hong Zhang

Approval of agenda - Motion made, seconded, and approved

Introduction of visitors - Lopez, Osvaldo Jorge (CSMRU) and DiSanto, Michael E. (CSMRU)

Approval of minutes from February meeting - Motion made, seconded, and approved

1. President's report
  - a. 3+1 Degrees at County Colleges - where are policies written down? No policies currently exist.
  - b. Inspira land deal approved by Board of Trustees - In January this issue had been tabled. However, during the February meeting it was approved and is moving forward.
  - c. Task Force for Distribution of Rowan Global Funds – Expects to have a final report by the end of the academic year. This is advisory, and the final decision rests with the President and Provost.
  - d. Budget update (Chris Simons) -  
Current budget year is in good shape with a \$6 million dollar surplus. This is mostly due to a lack of step increases. There is also an increase in students but additional merit erased the increase in tuition dollars. Additional merit scholarships in Strategic Enrollment Management are causing problems. Anticipate flat funding for FY 17. Increased funding from the Greater Camden Innovation Zone, Rowan Boulevard provides

a tax credit which will allow developers to complete the Rowan Blvd. project. This will include additional buildings (one academic) and a parking garage.

Strategic planning report - With additional funding includes plans for a massive expansion to back side of Bunce Hall. Administration and Admissions would move to this building. Savitz is slated to be renovated for faculty offices. No funding is approved at this time but plans are being developed in anticipation of this funding. A feasibility study with Atlantic City has been conducted for a possible 4-year medical school in Atlantic City as part of a CSMRU expansion.

Q - Will we receive our past step increases? A - No step increases this year, the surplus is because this was included in budget but not spent.

Q - I heard money was put aside for step increases? A - Yes, they were asked to put aside. At this point the University has substantial reserves, \$50 million in cash reserves..

Q - What will happen with missed step increase? A - The union will negotiate. Last time we lost a year.

e. Phishing scams - emails attempting to get information from you. Big one occurred a few weeks ago with W2 forms. Looked authentic, but was not. 64 people entered their information and were phished. University is working on this. Has asked certain people who fell for this was asked to turn in laptops so they could look for malware. Those who were affected are getting 1 year credit monitoring. This will likely continue. Any type of email with questionable links or resume from someone you don't know? Don't open it. Your computer can be encrypted will hold you hostage until you pay big money in bitcoins. Be careful with unexpected email that includes links or attachments.

Q - I tell students to send me things via email. What do you suggest we do? A. Use Blackboard. Google Docs ok? Not an ideal situation to remove the Admin function.

f. Rowan ALERT system: all faculty and staff will be required to provide a cell phone number. This is for serious emergencies only. Other system is for snow or power outages on campus.

Lorin Arnold - has accepted another position as Provost another school. Dean search in the fall.

## 5. Open period: Jeff Hand, Vice President for Strategic Enrollment Management

Strategic Enrollment Management's overall charge is to go find the students, keep them engaged and get them graduated. Admissions office has been very successful with increasing enrollment numbers. SAT's continue to increase with a slow incline.

Projects - we are doing modeling and this allows us to pick the right student from an admissions standpoint and get a picture of who will graduate along with how we should distribute money. Scholarship money has increased dramatically to over \$20 million. Statistical tools are helping with how we find the right students.

Web Services - We are continuing to find strategic methods to use the web. Social Media has been extraordinarily successful. We have no marketing funds and are using operational funds. Programs are so successful we have won awards and we are trying to educate colleges and other units about how to use social media.

Scheduling - We are working with faculty and other departments to make sure we get things right. We are at capacity with students but our scheduling group works to make sure we have space.

Conferences Events - Our outside vendors are decreasing with reservations because we lack the space but we are working more with summer groups.

Advising - This area has been growing dramatically. There has been a shift in retention of students. For the long term, graduation rates will see an increase. This past May 24% of the student body graduated. This is getting us back on track to get student graduation moving.

Q - Are there any updates with the website? (Drupal switchover) A - There are problems with website and this includes 17/18 years of uncontrolled growth. There is simply no way to manage or fix this and it creates security problems. Drupal is one system that is secure but we are also looking at two more secure platforms. The plan is to use Drupal as the marketing site. Everything else will be scraped and put into the new system. Old information no longer needed will be deleted. This is the only way to fix our security issue. The community will have access to the old website. The new secure site will be under SEM control.

Q - Are there any updates with current department websites? A - We are tracking student traffic constantly but we are limited with only having 4 developers.

Q - Students are trying to reconstruct the old catalog - is there any way a number of catalogs can be printed so we can have those as a reference tool A - This is an Academic Affairs question. SEM is reconstructing the catalog in Banner. We are trying to identify where the information is in Banner, tagging them and making it the official record of the entire institution. If you want to make changes and it's appropriate with your division you can do that. On website we have variations of the same policy located in multiple places. We need to get this cleaned up and have one place for this information.

Q - Art Department - We are in need of more students. Our website is outdated and control over the website is important for recruitment purposes. A - We should meet to talk more about the entire recruitment process.

Q - Art Department - Our budget is decreasing. We recruit on our own but resources are decreasing. A - Yes, being strategic with recruitment is key.

Q - Several of our programs here went through realignment last year. Some of these programs listed recruitment strategies as a way to increase enrollment. Can these departments meet with you? A - Yes, but there are still limited resources. A committee will be formed to work with admissions and web services to open the discussion. Jeff will work through Bill to create a committee.

Q - There was a focus on student debt a few years ago? Where are we now? A - Statistical analysis is being used with financial aid as well. University funded loans are now available

which can assist students further. There is a new initiative called "15 to Finish" - push towards graduating in 4 years and this includes early warning through RSN put in place.

Q - What are the strategic goals for your area? A - Goals are to hold status quo. Rowan University can't take additional students. Unit goals are to strategically get all parts of the institution working together. We are slowly changing to having more transfer students and less freshmen. It costs less to recruit transfer students as compared to freshmen. Our recruitment efforts are more strategic and we are working with guidance counselors and less effort on advertising and billboards.

To get in contact with Jeff - just call him.

6. Diversity statement – Julie Mallory-Church. This is the third year for the Excellence in Diversity award. A diversity statement was created. The committee looked at ways we see diversity on campus and the statement was the result of this committee's work. Statement is attached. A friendly amendment to A, B, and C was made.

***Discussion occurred, a motion as made, seconded and approved.***

7. Resolution on the Presidential Home (page 3)

Q - Will the president move into the new house in Mullica Hill? A - Yes, he will.

8. Curriculum Proposals: Process Q on Sub-minors: Second reading (separate file) -

Q - Interdisciplinary certificate? - CUGS -

Q - Are there any problems crossing colleges as compared to disciplines? - A – No.

Q - Will the changes be given to us? A - Yes, This will be sent out separately.

New Degree Program Proposals - Attachment will be sent out separately.

All program approved without abstentions.

9. Proposal to create a new Senate Committee on Graduate Education and the Division of Global Learning and Partnerships: Second reading (page 4)

Q - School of Health Professions would like representation - a motion was made to add a friendly amendment with this change.

***Motion made, unanimously approved, no abstentions.***

10. Proposal to create Rowan Core committee (Mike Grove) - 1st reading only. This will be voted on during the next senate meeting.

11. New business - None

12. Adjournment 3:55pm

## **A STATEMENT OF THE UNIVERSITY SENATE REGARDING ROWAN UNIVERSITY'S COMMITMENT TO DIVERSITY**

Rowan University Senate supports the Diversity Statement [as revised]:

Rowan University promotes a diverse community that begins with students, faculty, administration, and staff who respect each other and value each other's dignity. By identifying and removing barriers and fostering individual potential, Rowan will cultivate a community where all members can learn and grow. The Rowan University community is committed to a safe environment that encourages intellectual, academic, and social interaction and engagement across multiple intersections of identities. At Rowan University, creating and maintaining a caring community that embraces diversity in its broadest sense is among the highest priorities.

Rowan University Senate seeks to partner with all campus constituents to further the ideals expressed in the Diversity Statement, and recognizes that accountability measures are equally important.

Additionally, we recognize the need for and recommend:

- A). Specific goals (not quotas) and plans to address diversity among administration, faculty, staff, and students in areas of recruitment and retention,
- B). Appropriate funding from the University to achieve these specific diversity goals, and
- C). Accountability for achievement of diversity goal metrics.

## **University Senate Resolution on the Presidential Home**

The Rowan University Senate recognizes that the President of the University must have a residence that is appropriate for the leader of a research-designated institution which comprises more than 16000 students, two medical schools, and regionally and nationally recognized colleges and schools.

We also understand that because the University is serving as an economic engine for the region, the President's house must be suitable for events with business, political and educational leaders, as well as the faculty and staff of the University.

Furthermore, we recognize that the President's house is a long term investment that should remain in the University for years to come.

Finally, we see that the University is an integral part of Glassboro, just as Glassboro is an integral part of the University. The development of Rowan Boulevard, the offices and classrooms in the Bank building, and the Art Gallery at 301 High Street, and development of Hollypointe Commons all testify to the relationship between the Borough and the University, and we wish to further deepen and extend that relationship.

Consequently, we would urge the University Foundation, Board of Trustees, and President to work to find a Presidential Home in the Borough of Glassboro.

## **Resolution to Create A New Senate Committee**

### **GRADUATE EDUCATION AND GLOBAL LEARNING AND PARTNERSHIPS**

Reviews and recommends academic policies and procedures in the Division of Global Learning and Partnerships, including the development of online and hybrid courses, as well as traditional courses offered by DGLP. Will work with the Graduate Advisory Council. Also reviews and recommends academic policies and procedures for graduate programs not housed in DGLP.

Eligibility: 8 Faculty (to include at least 1 representative from each College)  
2 Professional Staff  
2 SGA Reps  
2 Graduate Students  
1 Rowan Global Rep  
1 AFT Rep

Total: 16