

MINUTES/FACULTY SENATE MEETING

November 1, 2012

The Senate met on Thursday, November 1, 2012 at the Alumni House

Ralph Olliges, Faculty Senate President, Presiding

Members Present: John Aleshunas, Jef Awada, Glen Bauer, Mary Bevel, Carla Colletti, Paula Hanssen, Don Conway-Long, Victoria McMullen, Stephanie Schroeder, Marty Smith, Roy Tamashiro, Gwyneth Williams

Approval of Minutes

A motion was made and seconded to approve the October 25th Faculty Senate meeting minutes as amended. All were in favor; motion carried.

Announcements

Faculty Senate meetings are scheduled for November 15th and December 6th, 2012.

Ralph shared the following with the group regarding Mercer: The administration has provided this timetable: "The Mercer compensation study is expected to be implemented by 2015. Salary adjustments toward the midpoint are based on years in rank and/or position and job performance. We are currently assessing the potential for further rounds of adjustments, which will depend on our fiscal position."

Ralph mentioned that he sent a thank you note to Dr. Stroble for her hospitality for the dinner at her home for the Faculty Senate.

Ralph shared a thank you note from Cynthia for the baby shower the Senate hosted.

WSA President, Tamara Minley, would like the Senate to consider the possibility of allowing a WSA representative to attend the Faculty Senate meetings so that information can be shared between the WSA and Senate. WSA would also like for someone from Faculty Senate to attend their meetings. The Senate was asked to consider the above and it will be discussed at the November 15th Senate meeting.

Ken Creehan will attend the next Senate meeting for a half hour presentation on ADP.

2013 Fall Institute Dates

Discussion took place regarding a possible date for the 2013 Fall Faculty Institute. The suggestion was made to check Webster University's calendar for any conflicts. Pere Marquette will be contacted to see if any of the dates discussed will work.

Leave Deferral Language

A handout was distributed with updated language added to the draft Proposal to Amend the University Policy Handbook on Leaves and Sabbaticals.

A motion was made to accept the updated language for the Proposal to Amend the University Policy Handbook on Leaves and Sabbaticals. All were in favor, motion carried.

Faculty Assembly Agenda

Discussion took place concerning the agenda for the November 13th Faculty Assembly. It was decided that Paul Carney and Barbara O'Malley will be asked to attend. A list of specific questions (see email sent on Marketing and Enrollment Management) to address will be sent to both prior to the assembly. Faculty will then have an opportunity to ask questions.

The Email Sent on Marketing and Enrollment Management:

The faculty at Webster University believes strongly in supporting University efforts and initiatives in marketing and recruitment, as proposed in President Stroble's convocation address.

As a step in this direction, the faculty believes that it needs more information to make clear to us the plans and actions in place to advance more effective marketing and recruitment policies.

In order to become more informed, the faculty requests that you address the questions listed below, and engage in additional dialogue with us at the next meeting of the Faculty Assembly.

Respectfully yours,
The Faculty Senate of Webster University

Specific questions - Paul Carney

- 1) The faculty would like information regarding the recruitment strategies that are currently being undertaken for next year at both the undergraduate and graduate levels. How do these strategies compare to those being used by our institutional competitors in this area?
- 2) The faculty realizes that most of our students come from Missouri and Illinois. What specific strategies are in place to recruit students beyond the region of Missouri and Illinois?
- 3) The faculty recognizes the importance of being increasingly selective about incoming students, in part because this has a crucial impact on our ratings by US News and World Report, among others. Are there metrics being developed to focus recruitment efforts more strongly on students who will prove to be more academically prepared to be effectively engaged in their academic career at Webster?
- 4) Are we doing any specific data mining to fine tune our recruitment efforts?
- 5) What plans are in place for collaboration between marketing and recruitment at Webster University?

Specific questions - Marketing - Barbara O'Malley

- 1) Faculty report that they have heard that marketing literature for specific programs is not part of the University marketing strategy. Faculty also report that such marketing literature seems to be standard at most liberal arts institutions, and that prospective students as well as corporations and other entities have requested brochures or written information about specific programs at Webster. Moreover, the availability of brochures on specific programs at Webster seems inconsistent - programs in some colleges and schools have them, while others do not. What are the current marketing policies regarding marketing literature for specific programs at Webster?
- 2) What specific information can you provide the faculty about future plans for marketing strategies that address colleges or schools and programs, rather than the University at large?
- 3) What is the specific strategy in place for national and local advertising that involve search engine marketing?
- 4) What plans are in place for collaboration between marketing and recruitment at Webster University?

2013 Spring Institute Topic

A conversation took place regarding a topic for the 2013 Spring Institute.

With no further business, the meeting adjourned at 2:46 p.m.