Minutes of the November 14, 2006 Faculty Senate Meeting

The Faculty Senate met on Tuesday, November 14, 2006, at 5:00 p.m. in Beatty Center 115.

The minutes from the October 10, 2006 Senate meeting were approved.

Reports

Provost

Provost Elise Jorgens began her report by noting that a new President would be coming to the College in the beginning of February. She expects Mr. Benson to come in and get going very quickly. She also announced that she had held her third coffee time that morning, and she encouraged more faculty to attend these gatherings since discussions have been useful and lively. Reid Wiseman (At-Large, Biology), noting that he had class during the coffee hour, asked what major concerns had been discussed. Ms. Jorgens replied that these are not necessarily complaint sessions; sometimes they are just chats in which she gets to know the faculty better. But some of the issues discussed include developing additional policies for management of animal facilities, the College’s workload policy, and minority recruitment and retention. Sometimes people from different departments have met at these gatherings and discovered overlapping research concerns which might provoke fruitful collaborations. She concluded by saying that she would schedule an afternoon coffee hour this semester, in the hopes that fewer faculty members are teaching then.

Next, Ms. Jorgens discussed workload issues at the College. Noting that concerns about workload policy had been raised at a recent Senate meeting, Ms. Jorgens said that she has done a lot of thinking about this issue. She announced that she will post the report submitted some time ago by the College’s Ad-Hoc Workload Committee on Cougar Trail, where the compensation report currently is. She asked that faculty members keep in mind, as they read the report, that she ultimately had to reject it, because she does not believe a "one size fits all" workload policy is best for the College (the report recommended an across-campus workload of three courses per semester). While Ms. Jorgens said she does not wish to micromanage our newly instituted workload policy, she is quite willing to look at ways of adjusting workload as we fine tune. The benefit of the new policy (based on departmental target numbers) is that it gives a great deal of flexibility to departments. While it may be subject to abuse, the old policy was as well. Finally, Ms. Jorgens emphasized that there’s no effort on her part to alter the philosophy of the College with respect to teaching. We have a strong and deep-seated commitment to teaching that she expects to be maintained, and which the new workload policy will not interfere with at all.

Richard Nunan (At-Large, Philosophy) then suggested that the Provost add a few comments about why she rejected the report when she posts it, so that all faculty can have access to the views she just expressed in the Senate. Ms. Jorgens agreed to do so.
Speaker

Speaker of the Faculty Bob Mignone began his report by announcing that the Ad-Hoc Committee on General Education had recently held faculty forums on the Gen Ed proposal. Committee members are currently processing and responding to comments made at the forums and rewriting and modifying the proposal as necessary. A revised proposal will be coming forward soon in a series of separate motions before the Senate.

In addition, Mr. Mignone thanked those who attended the presidential interviews and sent comments to the Board of Trustees. He added that President Festa is currently recuperating from hip surgery and seems to be doing well.

Finally, on behalf of Phil Paradise, Chair of Academic Affairs for the Student Government Association, Mr. Mignone asked faculty members to turn in their spring book orders if they haven't yet done so. This has a profound effect on students’ ability to sell their textbooks.

Mike Haskins, Vice President for Marketing

The Speaker then recognized Mike Haskins, Vice President for Marketing at the College. Mr. Haskins began his report by explaining that he wants to talk about what he’s been doing since he’s been here as well as plans for future marketing. He hoped we all had a chance to look at the power point presentation that was e-mailed to faculty and staff last week. Mr. Haskins said that he is “not the guy who’s going to tell us who we are.” This is a decision that must be arrived at collectively. The faculty forum on college identity held last spring (which was one of his first meetings at the college) was valuable to him in understanding the College’s identity and what makes this a unique place. His role is to help the College effectively communicate its identity in order to enhance outreach efforts in recruiting students, in fundraising, etc. In the marketing world, Mr. Haskins pointed out, institutional identity is referred to as a “brand.” While branding can have negative connotations and may not be the best word, it’s the word we have. To him, a brand means one thing: the promise we make as an institution to all the people who engage with us about the kind of experience they can expect. This promise needs to be true, and it needs to be unique. We need to completely understand ourselves in order to define exactly what this promise is. The definition of integrated marketing, according to Mr. Haskins, is all of us working together to communicate our identity or brand.

To this end, Mr. Haskins has put together an Integrated Marketing Communications Task Force that includes around 30 people from all over campus. This group will collaborate to discuss a coordinated marketing plan for the College. The task force’s first step is to collect some qualitative research. Members of the task force will interview at least 2 dozen faculty members concerning their thoughts about the College now and where it should go in the future. The idea behind this process is to get at the heart of what’s unique about the College. The task force will take this qualitative information, along with quantitative research, to make a strategic marketing plan for the college.
Reid Wiseman (At-Large, Biology) asked Mr. Haskins what he thought the present perception of the College was. Mr. Haskins replied that we’d have to see what comes out of the process, although he does have some initial thoughts—one thing he believes that makes the College unique is that students receive personal attention and know faculty members well, something that is not always true at an institution of this size. But uniqueness is not one thing, Mr. Haskins added, it is a mix of things. Mr. Wiseman then asked how many young people were applying to the college these days. Provost Jorgens replied that we accepted 1900 freshmen out of something like 14,000 that applied. We get twice as many out-of-state as in-state applicants. Mr. Haskins added that we need to look at in-state vs. out-state applicants as we think about marketing, because students from the two places have different views of the College.

Tim Giblin (Physics/Astronomy) asked at what level Mr. Haskins’ office would be involved with the marketing efforts of individual departments. Mr. Haskins replied that they would be involved to the extent that resources allow. He hopes to be involved in designing brochures for majors, school-level initiatives, etc. His office just hired a person dedicated to the academic areas of the College, so they have been able to help at least a bit with brochures, logos, and things like that. He would also like to be able to provide tools to departments—templates and such—that could help departments with their own marketing efforts.

Nominations Committee—on-line voting demonstration

Michael Phillips, Chair of the Nominations and Elections Committee, outlined several reasons why his committee believes the Faculty Senate should adopt an on-line voting system. The Student Government already uses on-line voting, and thus is ahead of the faculty in this respect. In addition, Mr. Phillips emphasized that the system currently in use by the SGA is accessed via Cougar Trail, a secure interface. With this system, voting can be anonymous as well. We have 564 voting faculty now, Mr. Phillips added, and his committee believes that electronic voting is MUCH needed.

Next, Andrew Bergstrom, Technology Coordinator for Student Affairs, demonstrated the on-line voting system currently in use by the SGA.

Finally, Mr. Phillips presented a proposed amendment to the by-laws to allow for on-line voting. This amendment will be voted on at the December Senate meeting.

Brian McGee—By-Laws Committee

The Speaker next recognized Brian McGee, of the Faculty By-Laws Committee, who asked for faculty assistance in identifying older, “orphan” versions of the Faculty/Administration Manual (FAM) that might appear on department websites, etc. All of the College’s web materials need to point to only one FAM, the correct one. Mr. McGee also reported that there will be another revision of the FAM posted no later than January. Finally, his committee will be proposing two amendments to the Faculty By-
Laws which will be voted on at the December Senate meeting. (Please see Appendix I for a full version of Mr. McGee’s report.)

New Business

Curriculum Committee

The Speaker then introduced Gerry Gonsalves, Chair of the Faculty Curriculum Committee, who introduced several motions. All of the proposals put forward by the Curriculum Committee passed with no discussion. (Please see Appendix 2 for a complete listing of the Curriculum Committee proposals.)

Committee on Graduate Education

The Speaker recognized Betsy Martin, Chair of the Committee on Graduate Education, who moved that the Senate approve several new course proposals in Communication as well as three course change proposals. (Please see Appendix 3 for a listing of all the Graduate Education Committee proposals).

All of the new course proposals passed with no discussion.

There was, however, some discussion of the course change proposals. Deanna Caveny (At-Large, Mathematics) asked whether any prerequisites were required for COMM 501: Quantitative Research Methods. Brian McGee, Chair of the Communication Department, replied that the department’s preference is that students have some statistical background. But the department will provide the necessary quantitative background if students do not have it. So, no prerequisites are listed. It was also pointed out that there was an error in one of the courses as listed in the Senate documents. COMM 507 should be called “Issues in Communication Management,” not “Problems in Communication Management.”

The three course change proposals passed on a voice vote.

Constituents’ Concerns

Reid Wiseman (At-Large, Biology) said that he had attended one of the general education forums, but was disappointed that there were 20 or fewer faculty members present. He believes that this doesn’t augur well for faculty participation in this process. Participation, in fact, seemed anemic.

With no further business, the Senate adjourned at 6:15 pm.
Respectfully submitted,

Susan Farrell
Faculty Secretary
Appendix 1.

Report to the Faculty Senate
Committee on the By-Laws and the Faculty/Administration Manual
College of Charleston
November 14, 2006

Faculty Members: Brian McGee (Committee Chair), William Barfield (Senator), Doryjane Birrer (Senator)

Committee Duties: “To review on a continuing basis the Faculty By-Laws and the Faculty/Administration Manual; to propose changes for the improvement of the documents and to forward the recommended changes to the administration and/or the Faculty Senate as appropriate; to incorporate any revisions to or interpretations of either document in new editions of the documents” (Faculty By-Laws, Art. V, Sect. 2.B.3(b)).

Previous Editions of the Faculty/Administration Manual. We have learned that previous, “orphan” editions of the Manual appeared at various College of Charleston URLs. Associate Vice President Sandy Powers has made every reasonable effort to have these unauthorized editions removed, as the only updated and official version of the Manual is available on the Office of Academic Affairs Web site at http://www.cofc.edu/academicaffairs/manuals/fac-manual.pdf.

Please help us identify and remove any other editions of the Manual and any incorrect Web addresses for the Manual from the College of Charleston Web site.

New Edition of the Faculty/Administration Manual. A revised version of the Manual is being prepared. This revised version will make a series of non-substantive editorial changes to the administrative portions of the Manual, include previously ratified amendments to the Faculty By-Laws that have not yet been incorporated in the Manual, and add new administratively approved materials relevant to joint faculty appointments and faculty appointments outside academic departments. With administrative approval, the new Manual will be made available on the Office of Academic Affairs Web site no later than mid-January. All faculty and staff will be notified via e-mail when the new Manual is posted, and a summary of the changes to the Manual will be provided.

Proposed Amendments to the Faculty By-Laws. The committee proposes the following two amendments to the Faculty By-Laws. Once these amendments are offered, the By-Laws require study of these amendments by our committee. We will offer a report on these amendments at the December Faculty Senate meeting, when action on the amendments presumably would be appropriate.

In all cases, language proposed for insertion is in italics.
**Proposed Amendment 1**

Faculty By-Laws, Art. V, Sect. 2.B.3(a)

Insert “(or Provost’s designee)” following “Provost”:

3. Committee on the By-Laws and the Faculty/Administration Manual

   a. Composition: Three faculty members. Ex officio members are the Speaker of the Faculty, the Faculty Secretary, the Provost (or Provost’s designee), and the Vice President for Legal Affairs.

**Rationale:** This amendment gives the Provost the flexibility to appoint a representative to this committee to represent the interests of the Office of the Provost/Office of Academic Affairs. Such language is frequently found in the governance documents of other universities.

**Proposed Amendment 2**

Faculty By-Laws, Art. V, Sect. 2.B.3(b)

Enumerate the duties of the Committee on the By-Laws and the Faculty/Administration Manual, change the article “the” to “these” and insert an additional duty concerning editorial corrections:

3. Committee on the By-Laws and the Faculty/Administration Manual

   b. Duties:

   (1) To review on a continuing basis the Faculty By-Laws and the Faculty/Administration Manual;

   (2) To propose changes for the improvement of the these documents and to forward the recommended changes to the administration and/or the faculty Senate as appropriate;

   (3) To incorporate any revisions to or interpretations of either document in new editions of the documents; and

   (4) To make non-substantive changes to the Faculty By-Laws to correct unintended grammatical and spelling errors and to address minor problems of stylistic consistency. Such a non-substantive change shall not constitute an
amendment to or repeal of the Faculty By-Laws. Such changes shall be made only when unanimously approved by the Committee. Notice in writing shall be given to the Faculty Senate within 60 calendar days of such changes being approved by the Committee. Such changes shall be repealed if an appropriate motion to amend something previously adopted is approved by a simple majority of the Committee, the Faculty Senate, or the College Faculty.

**Rationale:** This amendment will reduce the work required of the Senate in making non-substantive corrections to the By-Laws while simultaneously protecting the rights of the Faculty Senate and the College Faculty.

The Speaker of the Faculty and the Faculty Secretary are *ex officio* (and, therefore, voting) members of the Committee on the By-Laws and the *Faculty/Administration Manual*. Ample discussion and full disclosure of non-substantive changes should be the norm.
Appendix 2.

COLLEGE OF CHARLESTON
FACULTY CURRICULUM COMMITTEE

A. Elementary & Early Childhood Education
   --Proposal to delete a Course EDEE 450 – Student Teaching

B. Psychology
   --New Course Proposal PSYC 349/MGMT 377 Psychology of Entrepreneurship

C. Economics and Finance
   --Proposal to change a Course ECON 400 – Senior Seminar in Economics
      (Prerequisites Changed – Remove requirement for entrance examination)

D. Physical Education and Health
   --Proposal to change a Course – Prefix Change PEHD to ATEP, 12 Courses
   --Prefix Change to ATEP for PEHD 245, 245L, 345, 345L, 346, 346L, 365, 375, 430, 430L,
      437, 437L
   --Proposal to change a Course – PEHD 433 Title Change
      (Current Title: Research Methods and Design in Health and Exercise Science
      Proposed Title: Research Design and Analysis)

E. German and Slavic Studies
   --New Course Proposal – LTRS 210 - 19th Century Russian Literature
   --New Course Proposal – LTRS 220 - 20th Century Russian Literature
   --Proposal to change a Minor/Concentration – Russian Studies

F. English
   --Proposal to change a Course – ENGL 223 Title Change
      (Current Title: Writing Fiction
      Proposed Title: Fiction Writing I)
   --Proposal to change a Course – ENGL 378 Title Change (Proposal attached)
      (Current Title: Advanced Fiction Writing
      Proposed Title: Fiction Writing II)
Appendix 3.

College of Charleston
Committee on Graduate Education, Continuing Education, and Special Programs

New Course Proposals
COMM 502 Qualitative Research Methods
COMM 521 Seminar in Small Group Communication
COMM 522 International and Intercultural Communication
COMM 524 Speechwriting in Public Communication
COMM 525 Executive Communication
COMM 561 Identity and Impression Management
COMM 584 Contemporary Problems in Communication Ethics
COMM 681 Classical Rhetorical Theory
COMM 682 Modern and Contemporary Rhetorical Theory
COMM 698 Tutorial
COMM 699 Independent Study
COMM 701-702 Master's Thesis
COMM 795 Internship

Course Change Proposals
COMM 501 Quantitative Research Methods
COMM 507 Problems in Communication Management
COMM 580 Seminar in Organizational Communication