

Eastern Michigan University
Faculty Senate Minutes (Approved 1/27/21)

Session 8

3.00—5.15 pm January 13, 2021 via Zoom

Present: Barton, Bavery, Brewer, Brock, Carpenter, Chou, Corsianos, El-Sayed, Elias, Elton, Evett, Ferdousi, Flowers, Foster, Goodman, Judd, Lee, McCleary, McVey, Millán, Neufeld, Nims, Pressley-Sanon, Reedy, Sheerin, Saldanha, Spragg, Trewn, Waltz, Welsh, Zakrajsek.

Non-voting present: Gray, Kaybee, Kraft, Kucera, Kustron, Longworth, Tew.

- I. **Call to Order** 3:03 pm
- II. **Approval of the Agenda** 3:03 pm
Motion to approve the agenda: Barton. Second: Pressley-Sanon. Motion carries unanimously with 26 yes.
- III. **Approval of the Minutes: [12/9/20*](#)** 3:04 pm
Motion to approve minutes: Barton. Second: Millán. Motion carries with 25 yes, 1 abstention.
- IV. **Appointments and Elections**
- V. **Discussions**
 - A. Update from Enrollment Management 3:06 pm
Kevin Kucera, Vice President & Chief Enrollment Officer
 - i. Reviewed enrollment data year to date and compared to previous year to date. Enrollment data has improved from this time last year. Focus has been on Michigan and Ohio.
 - ii. Text and email messaging to ask applicants if they want to do an early commitment
 - iii. Initiatives to make contact with high school sophomores and juniors
 - iv. GPAs are adjusted to a 4.0 scale if they are from schools on a 5.0 or other scale.
 - v. International admits have doubled YTD. This was made possible due to increased efforts to travel to China and India particularly sophomores, as well as more recent efforts with virtual fairs.
 - vi. Strategic Enrollment Management Advisory Committee – faculty are on this committee, have been meeting virtually through the fall. Test optional admissions. Virtual appointments for one-on-one with students as well as virtual Explore Eastern. Faculty have been working with Enrollment Management to meet with students to provide information and ask questions.
 - vii. Front line scholarship – State of Michigan created a grant for front line workers to earn an associate degree for free at a community college. Created an agreement with Henry Ford Community College to finish associates then transfer to EMU with a scholarship to make up the difference in Pell Grant, or a scholarship of \$2500 if they don't have a Pell Grant. Five additional community colleges have joined this program.
 - viii. Question about retention rates from Fall to Winter. Currently at 158000, budgeted for 162000. Typically 90% of fall semester.
 - ix. Graduate admissions are down a bit. About 6% ahead for fall.

B. Current Marketing Initiatives

3:27 pm

Walter Kraft, Vice President, Communications

i. Winter Stay Smart Campaign

1. Social media ad campaign on Facebook, Instagram, and Snapchat. Target groups of guest students, recent high school graduates, and parents.
2. Also have the ability to reconnect with students who started but stopped out. EMU has a partnership with Re-Up to help make these connections to regain these students.
3. Question: are there any efforts aimed at veterans or others who may have lost their jobs in the pandemic. Some advertising is done with military magazines.
4. Retargeting is done to continue making contact.
5. Question: Are there any efforts to target non-traditional students? This is included in the "guest" student target group.
6. Question: how does a department get assistance with marketing or more exposure? Contact the Communications department through a service request form.
7. How do faculty members interested in helping with the virtual explore EMU and other initiatives get involved? Email Kevin Kucera if interested.
8. Comment that other institutions can advertise on the digital billboards as this is not currently a restriction of the agreement. Kraft to discuss with other administrators.

VI. Old Business

A. Proposed Simulation, Animation and Gaming Move

3:57 pm

i. Additional Documentation:

1. [Background and Statement on the Proposed Move of the SAG Program to the School of Art and Design](#)
2. [Contract language regarding the process](#)
3. [Response to CET Faculty Council on results of SVBE faculty survey](#)
4. [Documentation from Academic Human Resources](#)
5. [Response from School of Art and Design to CET Dean](#)

ii. Gray reviewed the process that has occurred thus far. Executive board members voiced their perspective on the situation.

iii. The following straw polls were taken to gauge the perspectives of Senate to guide the executive board in drafting an input statement to be formally voted on at the 1/27/21 Senate meeting:

1. The contract indicates that Senate is asked for input when a move crosses colleges. Should Senate take a position on this dispute between colleges?
 - i. Yes: 23. No: 3. Abstain: 4.
2. The vote taken by SVBE was for a move to CMTA, not SAD. Does the fact SAG is now requesting a move to SAD make a difference in the validity of this vote?
 - i. Yes: 11. No: 10. Abstain: 4.
3. The Senate believes that the faculty in a program best understand in which department their field/expertise best fits.
 - i. Yes: 28. Abstain: 2
4. The Faculty Senate supports the wishes of the SAG faculty to transfer their program to the School of Art and Design.

- i. Yes: 25. No: 5. Abstain: 3.
- 5. If a program unanimously supports a move to another school/department/college, should the members of their current school/department/college who are not a part of that program have the right to overrule their wishes?
 - i. Yes: 17 No: 22. Abstain: 3

B. Approval of [Ad Hoc Committee on Police Oversight Report](#) 4:25 pm

Marilyn Corsianos and Kevin Karpiak, Co-Chairs

- 1. Motion to approve the ad hoc committee report on police oversight: Pressley_Sanon. Second: Waltz.
 - a. Yes: 29. No: 0. Abstain: 1. Motion carries.
- 2. Poll to request a written response to the report from administration?
 - a. Results: Yes: 27. No: 1. Abstain: 2.

VII. Committee Chair Reports 4:29pm

A. Update on housing and budget (Carpenter, Budget and Resources Committee)

- i. Rob Carpenter will be on the RFQ evaluation team
- ii. University spent \$380,000 on consultants to evaluate privatization of housing.
- iii. University administration continued with the housing process despite reporting that it would not move forward before the Senate Housing Committee report in September.
- iv. Senator El-Sayed voiced concern about the large debt the university already carries and negative effects of increasing that debt any further.
- v. Carpenter mentioned the use of credit swaps.

B. Approval of [Zoom policy](#) (Evet, Technology Issues)

- i. Tabled until next meeting

VIII. Provost's Update 4:46 pm

- A. Will be restarting the Wednesday briefing
- B. Reminder about open nominations for distinguished faculty awards
- C. Reminder to contact provost if there are problems with material submissions
- D. There will be 41 summer research awards.
- E. Putting out a call for an interim director of the Faculty Development Center
- F. Reviewing budget and the impact of COVID, particularly what part of the budget deficit is covid related and what is structural.
- G. MLK Jr day programming review, faculty and students are encouraged to participate
- H. Question about the CARES 2 money. The amount is not known yet, but will come directly to the university. Half of the total will pass through to Pell Eligible students. Some of the money can be used to mitigate the budget deficit for COVID related costs, such as testing.
- I. Working on a Provost Summer Initiative to fund additional courses similar to Summer 2020. Amounts are not currently known.

IX. Announcements

- A. Housing RFQ Update
 - i. [Housing RFQ](#)

- ii. [Message to Regents/Smith](#)
- iii. [Smith Response](#)
- iv. [Smith 12/22/20 Response](#)

X. **Adjourn**

5:09 pm

Documents in [1/13/21](#)

Next full Senate meeting: 1/27/20