

# Faculty Senate Meeting Minutes 9/19/23

---

**Senators Present:** Dr. Robert Gall (Chair), Dr. Gregory Chase, Dr. Stephen Richards (alternate), Dr. Brian Fitzpatrick, Dr. Corey Reigel, Jeremy Dann, Dr. Zachary Loughman, Dr. Ray Holsapple (Policies Chair), Michelle Yadrick, Matthew Harder, Dr. Gerard NeCastro (Vice-chair), Dr. Sherry Rocchio (Finance Chair), Carol Zambotti, Dr. Aaron Huffman, Dr. Courtney Huffman, Dr. Ronald Hulewicz, Dr. Jeffrey Grubbs, Rachel Wiechman, Chelsea Robertson (Alternate), Dr. Fuhua Chen, Jenna Cook

**Senators Absent:** Dr. Hilary Bougher-Muckian (Secretary), Hannah Hart

**Invited Guests:** Douglas McCall (WV ACF Representative), Dr. Robert Kreisberg (BOG Representative), Dr. Cathy Monteroso, Dr. Tim Borchers

**Guests:** Dr. Angela Rheibein, Dr. Sherri Theaker

---

Meeting called to order at 3:30.

---

## **Dr. Tim Borchers, President Updates:**

1. Dr. Borchers is compiling a summary of the notes from Bamboo, spring listening sessions and recent meetings with the president. A summary report will be sent out in the coming weeks.
2. Strategic planning will take place this year. Procedure 10 defines the process. Dr. Borchers plans to be heavily involved in each phase of the strategic planning process.
3. A faculty member and staff member will be chairing the committee along with President Borchers.
4. The committee will be looking at the mission, vision, and values (strategic framework). They will also be reviewing factors that differentiate West Liberty University from other colleges and universities. Other key aspects the committee will review include facilities and equipment, employee engagement, student success and equity, enrollment planning, and planning for non-traditional students.
5. The process will including the following timeline: Mid October- start, Fall 23-surveys and visioning sessions (internal and external), Spring 2023- identification of long-term objectives, March 23- presentation to the BOG of draft, April 23- departments will determine where they fit into the long-term goals/objectives, June Board Meeting 23- board final approval of Strategic Plan.
6. Committees will be formed around these themes: strategic enrollment management, campus development plan (physical plant), human resources department refresh, and retention. Each group will have faculty, staff, students, and administrators.
7. The Education Advisory Board (EAB) is a nationally known group that assists Higher Education institutions and provides us with data, trends and best practices. We are paying them \$60,000 a year for the next 4 years out of the marketing budget for the service. They will be assisting with the strategic planning process, strategic enrollment plan, and fundraising and alumni relations. They will also be providing a service called academic program health- a review of all programs and suggestions on where we can invest and be more efficient.
8. We are also working with Vision Point on visual branding and marketing. They will be helping to create new content we can utilize for marketing.

*Questions: How will the faculty representatives be selected for the strategic planning committee? When will we have the full program from Vision Point? Will the marketing budget be increased? How is our website involved in this process? The Faculty Senate passed policy 210 and policy 123 this past semester. When will these be reviewed?*

*Response: One spot will be selected in consultation with the Faculty Senate and the other will be found in consultation with Deans and Department Chairs. We do not have much in the way of paid digital marketing at this point. We will launch the big idea visual campaign once Vision Point comes back with their feedback. This year the marketing budget has been increased. Right now the majority of our marketing budget goes toward billboards and radio advertisements, and this should be shifted toward social media advertising. Our work with Vision Point and our strategic plan will help streamline our website organization, refresh the images and content and our search engine optimization.*

*Dr. Borchers will review the Policy 210 and 123 revisions.*

**Dr. Cathy Monteroso, Interim Provost Updates:**

1. Banner 9 is working, including the advisee list. Banner 8 will be shut down and unavailable soon.
2. Degreeworks updates are in process. We may be working with another institution for part time help in consulting. Dr. Monteroso suggests you move all students to the most recent catalog, and submit a ticket for any issues that need to be resolved.
3. The Student Success Center has hired a director. Student Success Center Fellows (Drs. Steve Criniti and Melinda Kreisberg) are currently working with students on advising.
4. We are down by 50 percent on academic alerts than this time past semesters. Please submit these alerts for students who are struggling in your courses.
5. The Curriculum Committee has asked for an ad-Hoc committee to examine programs as BS vs BA.
6. HEPC Series 10 and 11 changed how we conduct intent to plan, annual reviews, and 5 year program reviews. Department chairs have received a copy. Dr. Monteroso would like to add a faculty senate representative to the task force. Cost of delivery and external demand will be done the same for every program. Cost of delivery will be completed by Lori Hudson. External demand will be done by Institutional Research and Effectiveness. We will be reviewing external demand by reviewing those interested, those who applied, those who enrolled, and those who graduated. Some faculty have asked to also look at need and external demand.

*Questions: Are we looking at the external demand aspects to measure program success? Who is the audience for this review? When can a program be cut? Shouldn't new programs be given time to increase program numbers? Does HEPC still ask to see student enrollment numbers frequently outside of 1 year and 5 year reviews? Is there another committee looking at enrollment numbers? We start earlier this spring semester. Is this not an issue for enrollment of transfer students.*

*Response: We are examining those aspects of external demand as a measure of program efficiency. How many majors are we offering? For instance, if we have a program with 20 students but there are 15 tracks offered. Overloading of faculty is also a concern as this has been an issue in the past. The audience initially is for our institution but the report has to be submitted to HEPC.*

*Based on enrollment, a program can be cut at any time but a formal review must be done. A formal review is not required to eliminate a track. The HEPC recommendation for evaluating enrollment of new programs is 3 years.*

*HEPC does ask for program enrollment numbers outside of normal review times, and some of our programs in the past have gone dormant as a result. There is a committee that reviews programs for enrollment. Annual reviews and five-year-reviews are due February 1st.*

*Transfer enrollment is always taken into consideration for the schedule.*

**Dr. Robert Kreisberg, Faculty Representative, Board of Governors**

1. Dr. Kreisberg will be sending out minutes for each BOG meeting.
2. The BOG wants to hear positive representation from the faculty BOG representative. Dr. Kreisberg will be presenting positive developments and accomplishments on campus from various departments to the BOG. Please send positive developments to share.
3. Transparency is an issue on campus.

**Dr. Douglas McCall, Faculty Representative, WV Advisory Council of Faculty Members**

1. ACF has only had one meeting, and will meet again in November.
2. Community colleges are looking for feedback from 4-year institutions about how tenure is awarded.
3. The Great Teachers Seminar took place this summer. ACF is looking for new faculty members to attend the seminar going forward.

*Questions: Are they asking for 4-year colleges to make a statement on tenure?*

*Response: They are looking for input on policy and procedural amendments and models for tenure policies.*

**Dr. Rocchio, Chair, Finance Committee:**

1. The first meeting is October 4th.

**Dr. Ray Holsapple, Chair, Policies Committee:**

1. The policy committee had one meeting thus far.
2. The wording in Policy 214 on annual faculty evaluations will be clarified, particularly the final step.
3. Policy 223 on Sabbatical Leave will also be reviewed.

**Action Items:**

- I. Intent to Plan- Aviation Program

***Dr. Holsapple motioned to discuss the intent to plan. Dr. Grubbs seconded.***

*Discussion & questions - There seems to be a high industry demand. Is there also student demand? Why would students enroll here instead of there? Would students take all their coursework here? How will that work for Marshall faculty when they are so overloaded? Are we hiring any staff or faculty? How many students are projected? Is the program under the graduate program? Is it common practice to announce this in the media before bringing these programs to the senate in the intent to plan? There are 2 year programs, why is this a 4 year program? What is the cost?*

*Response: Marshall has had to halt enrollment because their enrollment is so high. Students who are going to the Marshall Aviation Program are actually living in Charleston; thus, they are not getting the campus experience. Students who prefer a traditional campus experience could get that at West Liberty. Students would take all their general education coursework here. Students will take their flight coursework in this area but from Marshall faculty. We have to hire a coordinator (faculty or staff) on site. We are projecting 20 students a semester in this program. We need to keep enrollment up because aviation programs and the associated fees are very expensive. The program is under special programs. Dr. Theaker also serves as Director of Special Programs, and this is currently the only special program. Marshall is very expedient in processing press releases for new developments; an MOU had to be in place prior to the release. HEPC will still need to approve the program. The industry prefers 4 year programs. The cost is \$108,000 for 4 years and \$77,000 in flight fees.*

***Dr. Gall called for a vote for the intent to plan for the Aviation Program. Vote: Unanimous***

**Faculty Forum Items:**

- *Reconfigure curriculum committee - Dr. Gall has asked for feedback on whether or not the curriculum committee should reconfigure based on the suggestion by Dr. Monteroso.*
- *Extending contracts - Why are contracts being extended each year with expectations of being on campus after students leave?*

**Motion for Adjournment-** Motion to adjourn and seconded. Motion unanimous. Adjourn at 4:40.