

4 **PRESENT:** Andreopoulos, Bernstein, Bhat, Boroznoff, Cunningham, Diamond, Diaz, Duffy, Ellis, Falk-  
5 Romaine, Finnegan, Garcia, Gardner, Godar, Kelly, Kim, Knaus, Ku, Levitan, Martus, McNeal,  
6 Nyamwange, Overdorf, Parras, Pavese, Pevour (for Donaghy), Potacco, Quicke, Rehberg, Rosar, Scala,  
7 Schwartz, Snyder, Steinhart, Tardi, Ferris, Verdicchio, Waldron, Walsh, Weil, Weiner (for Wagner),  
8 Weisberg, Wong  
9

10 **ABSENT:** Davis, D’Haem, Healy, Pardi, Refsland  
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12 **GUESTS:** Barnes, Basu, Birge, Chabayta, Daniel-Robinson, Deller, Fallace, Kashyap, Martinez,  
13 Miller, Overdorf, Rosengart,  
14

15 **PRELIMINARIES:** Chairperson Verdicchio called the Senate to order at 12:33 PM. The  
16 agenda, moved and seconded by Godar and Martus, were approved unanimously. The draft  
17 minutes of the March 8th meeting, moved and seconded by Martus and Potacco were approved  
18 unanimously, with two minor corrections.  
19

20 **CHAIR’S REPORT:** Verdicchio called for a moment of silence to commemorate the dead,  
21 injured and bereaved in Japan as a result of the recent earthquake.  
22

23 Mark Sandford urged the senators to remind their departmental colleagues to complete the LIB-  
24 QUAL survey (<http://www.tinyurl.com/chenglib>), a four-minute assessment instrument that  
25 provides the Library with quantitative and qualitative data to improve service and make the case  
26 for continued and increased support.  
27

28 Caitlyn Garcia, the Junior Class President, spoke about “Intellectual Pursuit,” an open forum on  
29 education, the new UCC, advisement and related issues to be held during Common Hour on  
30 3/31.  
31

32 Verdicchio and Basu spoke in praise of Nathan Phillips, Nicholas Scheibner, and Cagla Yildirim,  
33 the three WPU students who won the Financial Planning Association’s national case study  
34 competition.  
35

36 **VICE-CHAIR’S REPORT:** Vice-chair Ellis reminded those involved with Senate activities  
37 that the lunch for Senate council chairs would be held on March 24 at 12:30 PM in Student  
38 Center 216. He also noted that his annual recruitment letter for faculty and staff willing to teach  
39 in the First Year Seminar program would be going out later in the week.  
40

41 **UNFINISHED BUSINESS:** Before discussion resumed on the Ad Hoc Committee’s Report on  
42 the Administrative Evaluations resumed, Duffy and Potacco moved that the Senate accept the  
43 Report.  
44

45 Refsland made a detailed presentation of the data gathered by the survey instruments and  
46 explained how the Ad Hoc Committee used the data and their limitations. She described the  
47 format of the reports, and urged the WPU community to read them [now posted on WP Connect  
on the Faculty Page in the Faculty Senate Reports box on the lower right]. Many of her remarks,

48 included in the Ad Hoc Committee's Report, are suggestions for improving the questionnaires  
49 and other aspects of the data collection and analysis in future iterations of these biennial  
50 evaluations. The low response rate (118 completed out of 1176 sent out) forced the Ad Hoc  
51 Committee to avoid inappropriate comparisons and overgeneralization. Among the many  
52 suggestions for consideration in developing new survey instruments in the future: Avoid neutral  
53 midpoint, which tend to cause things to clump together in the middle; evaluate services  
54 supervised by an administrator, not the person him/herself, when possible; correct the imbalance  
55 among the sections of the instruments; add a "Don't know this person" or "Not qualified to  
56 assess" option at the start of each administrator's evaluation; compare WPU's evaluative  
57 instruments with those used at other institutions; clarify the purpose(s) of the evaluations; and  
58 address possible concerns about anonymity (which might have contributed to the low response  
59 rate).

60  
61 Kim, Pavese, Levitan, Godar, Weisberg and others were distressed about a 10% response rate,  
62 and asked about previous response rates. Duffy replied that then highest number of responses in  
63 previous years was in the low 150s. Steinhart, Kim, Tardi, Godar and Verdicchio also addressed  
64 various issues, and Verdicchio detailed the distribution of the Report.

65  
66 At the end of discussion, the motion to accept the Report of the Ad Hoc Committee was  
67 approved unanimously. Duffy and Weisberg's motion to commend all who worked on the  
68 evaluations, especially the chairs, Godar, Hill and Refsland, was approved with loud applause.

69  
70 **NEW BUSINESS:**

71  
72 **ENROLLMENT MANAGEMENT PRESENTATION:** Vice-President Martone presented a  
73 PowerPoint summarizing a three-hour session he led at the Board of Trustees Educational Policy  
74 Committee. His PowerPoint can be accessed here:



75  
76 JM Faculty Senate  
77 Presentation 032211.

78 Much of the ensuing discussion focused on enrollment numbers. When Pavese asked Martone if  
79 he believed that lower enrollments were due to large numbers of Adjunct Faculty, Martone said  
80 no, and listed several possible causes: the long-term construction of the Student Center,  
81 inconsistent marketing, lack of forceful emphasis on the things that make WPU distinctive, etc.  
82 Kelly asserted that full time faculty can help students create long-term relationships from entry to  
83 completion. She also spoke of the need for better advisement. Martone agreed, but said the main  
84 reason students leave is financial. When Tardi question whether our marketing was working,  
85 Martone admitted that there is no definitive proof that any particular item has raised our  
86 visibility. He maintained, however, that more incoming students are ranking WPU as their 1-2-3  
87 choice than before. Among the new features of our outreach to high school students: virtual  
88 tours, a growing presence on Facebook and student ambassadors. Tardi and Kim sought statistics  
89 regarding transfer students. The order of the day ended discussion.

90 **ADVISEMENT AND REGISTRATION COUNCIL SURVEY OF FACULTY**  
91 **ADVISORS:**

92 Esther Martinez and Tom Fallace of the Advisement and Registration Council began to make a  
93 multipart presentation of the results of the Council's survey. In addition to statistics, there were  
94 numerous recommendations that the Council presented to the Senate. Due to lack of time, the  
95 presentation was not completed and no questions were taken. The discussion will resume at the  
96 next Senate meeting. [The Secretary hopes to be able to post the Council's PowerPoint in the  
97 Minutes of the April 12<sup>th</sup> meeting.]

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100 **ADJOURNMENT:** The Faculty Senate adjourned at 1:47 PM. The next meeting will be held on  
101 Tuesday, April 12<sup>th</sup> in the University Commons Ballroom at 12:30 PM.

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103 Respectfully submitted: Bill Duffy