

**PRESENT:** Andreopoulos, Doneghy (for Aktan), Barrow, Martinez (for Bernstein), Bhat, Chung, Garfinkel (for Boroznoff), D'Haem, Diamond, Dinan, Duffy, Ellis, Falk-Romaine, Ferris, Finnegan, Gardner, Gazzillo Diaz, Godar, Kearney, Kelly, Kim, Levitan, McNeal, Ndjatou, Nyamwange, Parras, Pavese, Perez, Quicke, Rosar, Scala, Snyder, Steinhart, Swanson, Tardi, Verdicchio, Waldron, Weiner (for Wagner), Walsh, Weil, Weisberg, Wicke, Wong

**ABSENT:** Cruz Paul, Healy, Lindsey, Schwartz, Sheffield

**GUESTS:** Becker, Burns, Ciliberti, Fengya, Ferguson, Fuller-Stanley, Furst, Goldstein, Hahn, Harris, Jemmott, Kashyap, Lawrence, Liutaud, Malanga, Malu, Martone, Miller, Noonan, Olaye, Rabbitt, Refsland, Rosengart, Sabogal, Sebetich, Sherman, Trelisky

The Senate was called to order at 12:34 PM.

#### **I. ADOPTION OF THE AGENDA**

**Adoption of the agenda was moved by Pavese, seconded by Duffy and adopted.**

#### **II. APPROVAL OF MINUTES**

**The Draft Minutes of the March 27<sup>th</sup> meeting were moved to be accepted Perez, seconded by Godar and approved.**

#### **III. ANNOUNCEMENTS**

There is a Board of Trustees Tuition hearing on Thursday April 12<sup>th</sup> at 12:30.

Miller announcement that there would be “A Faculty Forum on e Books” on April 19<sup>th</sup> in the Atrium Auditorium from 12:30 – 1:45.

#### **IV. CHAIR’S REPORT:**

##### **a. Graduate Studies**

The Executive Committee met with the President and Provost about the Graduate Council Resolution that the Chair had previously removed from the Agenda. Weil discussed in this meeting that he did not feel that they should formalize a new Council as was stipulated in the new Resolution. Parras informed the joint Graduate Councils of this decision and they are having a joint meeting to discuss this outcome. Parras went onto discuss that Weil handles all graduate matters. It was further discussed during this meeting that there are no plans to have a separate Graduate School of Education. The Executive Committee is waiting to hear back from the Graduate Councils to hear what they would like further agenda items to be regarding graduate studies. Parras proposed that Team One of the Implementation Team for the Strategic Plan should form a Subcommittee for graduate studies.

Parras then asked the Weil if he would like to speak to this matter.

Weil noted that the email he sent out yesterday speaks for itself and that he will be working with graduate directors.

Kim noted that Chinese applicants are flooding graduate schools yet they are not increasing in enrollment at William Paterson.

43 Parras went on to discuss that a report on the First Year Advisement System was sent out to the Executive  
44 Committee last week and this will be discussed by the Committee and put on the Agenda for the April  
45 24<sup>th</sup> meeting.

46 Parras discussed that on a broader topic, the Administration wants to change / modify/ revise advisement and  
47 wanted to know about our input. He noted that we should offer as much input as possible and asked that  
48 anyone with thoughts on improvement should contact him or the Executive Committee. He said that this is  
49 also being taken care of through the Strategic Planning process and suggested that maybe there should be an  
50 open forum on advisement.

51 Tardi stated that as President of the Union she wants to caution everyone as the recommendations that we  
52 make with regard to the developmental advisement model we have on this campus can impact our contract.

53 Parras thanked Tardi and then noted that student-faculty contact is correlated with retention. Less contact with  
54 faculty is detrimental to retention. He noted that we do not have to have a monolithic system and there should  
55 be independence for departments. For example, music and art are not following the new freshman advisement  
56 system and there should be a choice for departments.

57 Verdicchio said that we needed to have clarity in terms of what types of changes we are talking about with  
58 regard to changing advisement. Where we ended the term last year as a Senate, we raised the question as to  
59 whether departments could have “an opt in and opt out” scheme. He asked if in fact that model was on the  
60 table, he wanted to know exactly what we are talking about?

61 Parras noted that this has not been decided, and that it was his understanding that everything was on the table.  
62 He then asked Weil if he would like to comment on this.

63 Weil said that it is within Goal Two to look at the advisement system, that we have to do this sooner or later so  
64 it is best to do it sooner. He noted that there are issues with the advisement system and this was recognized  
65 within the strategic planning process.

66 Verdicchio said that he is not disputing the issue but noted that the new model has been put in place. He asked  
67 about the effectiveness of the new model (the using professional advisors for selected freshman and transfer  
68 students).

69 Parras commented that it is the first year of using this model and that it is too early to tell. He noted that he is  
70 speaking with the Executive Committee tomorrow about this and he assumes that this is open to modification.

71 Kelly noted that we are a University, an evidenced-based enterprise. She asked what are the assumptions that  
72 we are working off of, that there is something profoundly wrong with advisement? She said that she believes  
73 that we will find that what most positively impacts increasing retention is the change made in general  
74 education requirements, the difference between a 60 credit GE and a 30 – 40 credit one. She said we need to  
75 tease out the difference this made on retention and not focus on anecdotal (not evidence based) tales of  
76 advisement. What is “broken” about advisement is not clear. “Stories” about faculty versus professional  
77 advisement are not evidence based so we need to move on with our agenda.

78 Weisburg agreed that we needed to move on and made a specific request that more information about  
79 advisement be sent to the Advisement Council. He noted that recommendations from faculty must be taken  
80 seriously.

81 Ferris noted that she agreed with Kelly and that in the past the Advisement Council had held forums and that  
82 there is quantitative data, not just anecdotal, and this data seems to have disappeared and needs to be attained  
83 and reviewed.

84 V. VICE-CHAIR'S REPORT:

85 Falk Romaine announced that there are openings on Senate Councils for the next term. An email went out and  
86 another email announcement is coming out. She asked Senators to please encourage colleagues to volunteer, as  
87 we would like to get them filled by the end of the term.

88 VI. Faculty & Prof. Staff Committee Recommendation to cancel the Administrative Evaluations

89 Parras announced that the Faculty and Professional Staff Committee met on March 27<sup>th</sup> in a closed meeting and  
90 due to several mishaps in the implementation process of the Administration Evaluations, the Committee felt the  
91 current process should be stopped.

92  
93 **Recommendation to Cancel the Administrative Evaluation Process was moved by Godar and seconded**  
94 **by Falk Romaine.**

95  
96 Kim asked why, if the company made such a significant mistake in the implementation of the evaluations, are  
97 we not getting a full refund? Why are we only getting \$750 back? He went on to ask who authorized this?  
98 And why are we not getting the money back from this company that we paid them for the Senate elections if we  
99 are not going to use them? Or are we going to use them? Are we going to pay two companies to do the same  
100 thing for the Senate elections? Why do we keep using the taxpayers' money and keep making the same  
101 mistakes? He asked who decided to take \$750 back and not the full refund?

102  
103 Parras answered by noting that a full refund was not asked for because the evaluations were not cancelled yet.

104  
105 Kim asked who decided to take \$750?

106  
107 Parras said that no final decision was made yet; they just gave the \$750 back to us.

108  
109 Steinhart motioned a point of clarification. He said he realized there was a problem with the written comments  
110 but asked if there was a problem with the numerical data.

111  
112 Duffy said that the Ad Hoc Committee was satisfied with the numerical data but there were problems within the  
113 Committee regarding using half the data despite the fact that the quantitative was considered quite good.

114  
115 Snyder noted that we should not view this as an either / or. They did not deliver the product. If they can fix  
116 things, then we wait, otherwise, we will contact our lawyer. But, we have been told we cannot wait.

117  
118 Parras clarified that no final decisions have been made and that Simply Voting has not been paid yet.

119  
120 Tardi said that with all due respect to Duffy, the process was flawed, this was not a clean process; the process  
121 was not an appropriate process. There were two breaches of anonymity, plus the issue with the comments and  
122 the comments are an integral part of the process. This is why it was recommended that the evaluations be  
123 cancelled.

124  
125 Ferris noted that the resolution is to cancel the process.

126  
127 Parras said that he supports Steinhart and questioned why this invalidates the quantitative data.

128  
129 Gazzillo Diaz reminded Parras of the breach that she found where she was able to go back to her receipt and  
130 retake the survey.

131  
132 Kelly noted that she felt like this was "Groundhog Day" since this was discussed by the Committee and sent up  
133 to the Senate. She noted that while she does not know the standards in other disciplines, in her discipline, when  
134 there is bad / partial / destroyed data, the research is done.

135  
136 Finnegan stated that he would like to begin a new process as soon as it is feasible.

137  
138 Parras said that it should begin as soon as it is feasible.  
139  
140 Weisburg supported Finnegan and said that if the data can be collected and continued as soon as possible then  
141 they need to continue and now is the time to make recommendations for continuation.  
142  
143 **Parras put the question and the Recommendation to Cancel the Administrative Evaluation Process**  
144 **passed with four abstentions.**  
145  
146 Parras said the Executive Committee would meet tomorrow and discuss how the Administrative Evaluation  
147 Process can move forward.  
148  
149 Tardi stated that she would like to discuss what Weisburg wanted to discuss since the Executive Committee is  
150 meeting tomorrow and then they could have the Senate's recommendations.  
151  
152 Parras said that the Agenda is full and to contact him or anyone on the Executive Committee with  
153 recommendations.  
154  
155 Weisburg noted that this is on the Agenda right now.  
156  
157 Parras said it was just on the Agenda.  
158  
159 VII. Old Business  
160  
161 a. University Core Curriculum Council Resolution  
162  
163 **Motion that the UCC Council and Review Panels be extended through the 2012-2013 academic year**  
164 **was moved by Levitan and seconded by Andreopoulos.**  
165  
166 Kelly wanted to note how laborious these jobs are and that working on these panels should be recognized as  
167 such by promotion committees and by the administration.  
168  
169 Levitan said that she was asked to make an announcement. As they move into their second advisement process,  
170 an issue has come up that will not be instantly resolved. It is noted that "students must complete 18 credits to  
171 move forward into areas 4, 5, and 6" and will be done at a minimum during their second year. This is how it is  
172 programmed into Banner. Therefore, students are getting error messages when they are trying to register if they  
173 have not "completed" 18 credits. The way this is currently being handled is that permits are being given to  
174 students. This is a problem, it is being worked on, but it is being handled through permits at the current time.  
175  
176 Godar noted that for students who are not under the new curriculum, who are under the old GE, the UCC is on  
177 their advisement sheet too so they are being misadvised.  
178  
179 Parras noted that he would pass this on.  
180  
181 b. Undergraduate Council:  
182  
183 Criminology and Criminal Justice Minor  
184  
185 Dobrick announced that this is a new minor to go along with the major.  
186  
187 **Dobrick motioned to pass the Criminology and Criminal Justice Minor and Levitan seconded.**  
188 **Parras put the question and it passed unanimously.**  
189  
190 c. Marketing & Public Relations Presentation  
191 Link to Presentation <http://www.wpunj.edu/dotAsset/367141.pdf>  
192

193 Goldstein discussed how the goals in the Marketing and Public Relations Department are widespread, and are to  
194 build visibility and the reputation of the University. He stressed how word of mouth is key and then went on to  
195 present his PowerPoint presentation. Goldstein stressed the importance of consistent and holistic messages  
196 about the Universities going out.

197  
198 Weisberg thanked Goldstein for his presentation and for including faculty and a Senate representative on his  
199 Administrative team.

200  
201 Quicke discussed how impressed he was about the process of hiring the new marketing firm.

202  
203 Kelly thanked Goldstein for his presentation and then noted that her only concern was that the previous firm did  
204 focus groups on campus and she hopes the new marketing firm will do this too. She added that while she  
205 thought that the old firm did a clever job, and we really “moved forward”, we are “not really there yet.”

206  
207 Goldstein agreed with Kelly and noted that before, we did not have integrated marketing, so we have moved  
208 forward with that. This new firm will look at what we have done. He agreed with Kelly about the campus  
209 aspect and noted that Forge, the new firm, will do testing on the campus itself and will be viable on the campus.

210  
211 Parras said that the Senate could always write to Quicke with concerns, as he is our Senate representative to the  
212 Marketing and Public Relations Administrative Committee.

213  
214 Andreopoulos noted that she is in favor of enhancing visibility and then asked if there is a concise sentence that  
215 can be systematically repeated to describe our identity. She noted that we need to find an identity and asked if  
216 one has been found yet for the University.

217  
218 Goldstein explained that there is an “elevator speech” in which we are described as a place rich in possibilities,  
219 we put student success first; providing a supportive and challenging environment that encourages students to  
220 push themselves, gain confidence and come away with the knowledge that remarkable things are within their  
221 reach and this is on WP Connect. He noted that this is a core that we have built on. Furthermore, we have  
222 graphics now too. When we add this all together there is more of a whole, and add to that we have more social  
223 media, a virtual tour, and it all comes together including a slide show on our home page.

224  
225 Tardi thanked Goldstein but then noted in terms of goals for the Marketing and Public Relations department,  
226 there is only one dashboard indicator category. She then asked if this new marketing firm was asked to develop  
227 Dashboard Indicators.

228  
229 Goldstein explained that they would develop a strategy just for our University. They will then develop unique  
230 Dashboard Indicators based on this Strategy just for us and they will be updated regularly.

231  
232 Tardi then asked about the appropriateness of the budget for marketing. She noted that 56 % is spent on  
233 undergraduate and 44% is spent on graduate yet this does not reflect enrollment in these categories.

234  
235 Goldstein said that they did not look at it in this way. He said that graduate marketing needed to be supported  
236 and it had not been part of our paid campaign and graduate studies needed increased exposure. Then he said  
237 Forge would be spoken to about this.

238  
239 Kim spoke about how \$3 million was spent on Lipmann Herne and wanted to know how this compared to what  
240 our sister institutions spend on marketing in terms of what we spent and what we received. He asked what did  
241 we get out of this \$3 million?

242  
243 Goldstein discussed how other institutions do not officially say what they spend but from what we “hear”, we  
244 spend less than our sister organizations and of that \$3 million, \$1.9 was for actual media and we are in an  
245 expensive media market.

246  
247 Gardner pointed out that we had an order of the day.

248

249 VIII. Governance Council: Emeritus Nominations

250

251 a. Louis R. Gaydosh

252

253 **Malu moved to award Emeritus Status, with all the rights and perquisites thereunto pertaining to Louis**  
254 **R. Gaydosh and Levitan seconded. Parras put the question and the motion passed.**

255 **Malu moved to award Emeritus Status, with all the rights and perquisites thereunto pertaining to**  
256 **Eleanor Goldstein and Rosar seconded.**

257 Tardi discussed how Goldstein was a dear colleague who is dearly missed, one who stood up for faculty and  
258 staff.

259 Fengya noted that Goldstein was a true mentor and she did beyond what the resolutions says and she misses her  
260 as well.

261 **Parras put the question and the motion passed.**

262 **Duffy moved to award Emeritus Status, with all the rights and perquisites thereunto pertaining to James**  
263 **H. Mahon and Tardi seconded.**

264 Tardi discussed how Mahon was a wonderful colleague and was a Sociology of Religion expert. Ellis noted  
265 that he worked with students very well, was a great mentor and it was an honor to know him.

266 **Parras put the question and the motion passed.**

267 **Duffy moved to award Emeritus Status, with all the rights and perquisites thereunto pertaining to**  
268 **Richard Pardi and Sebetich seconded.**

269 Sebetich spoke about how Pardi taught in both Biology and Environmental Science and how the two  
270 Departments both wrote the Resolution and endorsed it due to Pardi's contributions in both departments.

271 Swanson noted that Pardi was an environmental scientist in the "early days" and he wanted to emphasize  
272 "science" and fostered the interdisciplinary nature of it. She stressed that the department would not be in  
273 existence today if it was not for him.

274 **Parras put the question and the motion passed.**

275 **ADJOURNMENT:** The Faculty Senate adjourned at 1:53. The next meeting of the Faculty Senate will be held  
276 on Tuesday, April 24<sup>th</sup> at 12:30pm in Valley Road.

277 Respectfully submitted: K. McNeal

278 THIS AND OTHER SENATE DOCUMENTS ARE AVAILABLE ONLINE AT: [www.wpunj.edu/senate](http://www.wpunj.edu/senate)