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10-8-2012

### 2012 October 8 - Faculty Senate Minutes

Faculty Senate, East Tennessee State University

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MINUTES—10-08-12  
Faculty Senate—East Tennessee State University

2012-2013 Faculty Senate

UPCOMING MEETING:	FOLLOWING MEETING:
Date, 10-22-12 2:45 pm Forum, Culp Center	Date, 11-5-12 2:45 p.m. Forum, Culp Center

*Present:* Dave Arnall, Beth Baily, Doug Burgess, Randy Byington, Sharon Campbell, Daryl Carter, Charles Collins, Bruce Dalton, Don Davis, Mohamed Elgazzar, Susan Epps, Emmett Essin, William Fisher, Virginia Foley, Allan Forsman, Rosalind Gann, Evelyn Hammonds, Jill Hayter, Rick Hess, Ken Kellogg, Dharendra Kumar Tom Laughlin, Theresa McGarry, Lorianne Mitchell, Kelly Price, Susan Rasmussen, Thomas Schacht, Eric Sellers, Melissa Shafer, Kathryn Sharp, Taylor Stevenson, Bill Stone, Kim Summey, Jerry Taylor, Paul Trogen, Jennifer Vanover-Hall, Meng-Yang Zhu, Ron Zucker.

*Excused:* Alan Peiris, Jerry Shuttle, Jim Thigpen,

*Guests:* Dr. Brian Noland, Fred Alsop, David Champoullion

CALL TO ORDER: President Byington called the meeting to order at 2:50pm.

Faculty Senate President Byington welcomed University President Noland and gave him the floor.

President Noland thanked President Byington. President Noland addressed the questions sent to him via e-mail; the first question was in regards to the performing arts center. The Board of Regents has submitted their priorities to THEC. THEC will then assess the priorities of the Regent's system and the UT system and put forth the Commission's recommendation to the Governor for funding in the upcoming legislative session. ETSU is on the Board's priority list for the receipt of planning money. ETSU will be in the queue to receive planning funds from the state for the performing arts center this legislative session. President Noland had a meeting with Governor Haslam who is hoping to maximize on the two variables of low interest rates and low construction costs with this project. A possible location of the performing arts center is Lot One near the Millennium Center. Senator Zucker asked if there are any thoughts about putting a bridge from the new parking garage on campus to the performing arts center across the street. President Noland said that they have discussed it and they will be trying to ease access across State of Franklin; it is in their daily conversations.

President Noland then moved on to the topic of green spaces. The architects have been selected for the green space and have met a number of times with the Affinity Group, which consists of faculty, staff, and students in those colleges and departments that have been most impacted by the space and who have direct interest within the space. The architects have proposed three designs to the Affinity Group. One design is an expansive lawn, another has meandering sidewalks, and a third design leaves things the way they are but plants a little bit more grass. The Affinity Group will have the opportunity to offer feedback and input on the three designs. The designs will then be revised based on those conversations and then will be presented to the community as a whole so that they can provide feedback and vote. The selection will need to be completed by mid-February or March so that if planting or transplanting occurs, the survival rate of the plants will be maximized. All funding is from student generated revenues. It was asked if information about cost will be given out. President Noland said that information will be given out when they have final cost estimates. At this point, there is one million dollars budgeted for the space.

Senator Davis asked how the plans on the green space would go out to the campus. President Noland opened this question to the senate. Senator Gann said that she liked the referendum that was done for the tartan design and said that could be done for the green spaces. Senator Collins said that if there is a referendum, the cost of each plan should be included. Senator Schacht said that there needs to be a forum where questions can be asked instead of simply distributing options online and expecting people to respond. President Noland liked Senator Schacht's idea and said the executive committee will follow up with details about what that forum could and should look like. Senator Schacht said that it could be done online if there was a blog where people could ask questions and the answers would be put online. Senator Burgess said that this issue is much more complicated than choosing a tartan. Issues of handicap accessibility and other related issues should be made apparent to everyone so they could have an informed opinion on voting based on more than aesthetics. Senator Sellars voiced his concern about meandering sidewalks. He pointed out that when people are in a hurry on campus they take the shortest path. While the sidewalks might look nice, eventually the campus is going to tear up those sidewalks and put in straight sidewalks where foot paths have been worn.

President Noland then addressed updates and plans for equity pay adjustment. Letters will go out this week to all faculty and staff outlining their equity pay adjustment. Concurrent to those letters, department chairs will receive an email from HR providing links to calculators that have been developed by HR. There is an individual calculator and a roll-up calculator. The individual calculator will detail an individual's new salary with the 2.5 equity increase, insurance and benefits, for a total compensation dollar so that you can go online and look at your total compensation package. In addition, as we're recruiting new faculty and new staff, we can say to those potential candidates 'go to this website, type in your salary, select the retirement options you would like, select your insurance option, and that will pull up a pretty good approximation of what your total compensation package will be'..

President Noland would like to reconstitute a committee next year to examine the equity policy and the percentile threshold that was established. A problem has arisen with the selection of the 60<sup>th</sup> percentile that, depending upon how you count, is essentially saying ETSU wants to be paid 10% above the average. It also means that the administration would get the biggest pay raise. As a result, the number needs to be examined. Dr. Noland will again engage students in a conversation about tuition and fee increases to help support faculty and staff. About a 1% fee increase equates to a 1% salary increase. He cannot project at this point the extent to which the state may or may not provide base enhancements, but it is his goal that every year for the foreseeable future, we begin to close equity pay gaps.

David Champouillon asked if it has been decided that there be any additional pools. President Noland said at this point it has not been decided. There has been a critical retention pool set aside for faculty who are significantly paid below market and those who are at risk of being recruited by other institutions.

President Noland addressed the next question - consideration of a director for social media and social media marketing. Committee 125 has a task force chaired by Nancy Dishner that is looking at media marketing, messaging, branding, and public impact on the university. One of the flaws that they identified is that ETSU is weak in social media. President Noland would like to see what the committee will present before he makes any commitments.

There will be a website for 125. It will provide an opportunity for broader and more thoughtful university participation and feedback. There will be more information on the website in time.

Hoss and Associates is the consultant group that is doing an evaluation of the Foundation and the Alumni Association and will provide best practice recommendations for ETSU in order to position the Foundation and the Alumni Association to help ETSU meet the goals of the university. More of the university's resources are funded through private sources because the state now requires a percentage of all capital to be funded through external sources. Resources in terms of how to raise, spend, and become more efficient with revenues are being examined by Dr. Garceau's 125 Committee task force. Dr. Calhoun's task force is looking at everything from enhancing interdisciplinary efforts across the institution, to the examination of potential new programs such as Dentistry, Physician's Assistants and others. There is also a media committee and a culture and outreach committee. The committee on athletics, chaired by Judge Ken Bailey, is looking at everything from how to utilize athletics to help advance the institution, to facilities, to conference affiliation to programs. President Noland intends for this process to be transparent.

President Noland then moved on to discuss his goals for the university. First on his list is the performing arts center. He would also like to have a space in downtown Johnson City to have an arts presence.

He would like the region to know what ETSU has to offer, so that we're no longer described as 'the best kept secret.' Athletics is one of the main ways people find out about institutions. He would like to change our conference affiliation because it is not only an athletic issue, but also an academic issue.

Another goal is to fix faculty and staff salaries.

President Noland would like to survey students who choose to leave ETSU in order to address low retention rates. He would like to survey students who graduated, alumni, and faculty to see what their experience at ETSU was like and to help the institution make better decisions. President Noland would also like to develop new traditions at ETSU and he would like to spend more time raising money for the institution. He would like to expand enrollment to 18,000 students. President Noland wants graduation rates to reach the national average, which is 54%. He also has a goal to build a new athletic facility to use instead of the dome. Again talking about culture, he said that culture and tradition will be very important in the upcoming years.

Epic 2020 is a video that discusses people getting degrees from online forums for free. Pride, attention to detail, graduation rates, and data matter because if a student has a chance to pay to be in a classroom here or to take it for free with 300,000 other people, they need to have a reason to pay to come to ETSU.

Senator Schacht proposed to change the name of East Tennessee State University to a name that is not about the region so it would have better marketing capacity. President Noland thought that was interesting. He then moved on saying that the governor is focusing highly on higher education. He is looking at everything from innovation funds to capital to governance. President Noland is not sure what the result of this will be for ETSU.

Senator Hayter said that her department was interested in finding out where the alumni have gotten jobs for recruiting purposes. The Alumni Office was not willing to share this. She is curious about what the Alumni Office does because they are not providing information. President Noland said that those questions are what Hoss and Associates are addressing as it relates to the Alumni Association, Foundation, and outreach work.

Senator Gann asked President Noland to speak about the issue of merit pay. President Noland said that for now, faculty are not being paid what they should be. That needs to be fixed before merit pay comes into play. However, he does feel that merit pay is something that should be discussed in 4 to 5 years.

Senator Green asked if President Noland had thought about switching ETSU's textbooks to online e-books. President Noland said that he has not discussed this with the Chancellor. He will bring it to the Chancellor.

Senator Schacht said that ETSU should look into open source software. There are potential savings there and it makes things more affordable for students. He then said that conversations about merit pay have all been started by him, not the administration. He brought it up at the committee that was looking at the equity pay plan and the original idea was to try to find some pathway for faculty whose disciplines don't fit into the research incentive program we already have.

Senator Stone proposed the idea that ETSU form a relationship with large local companies, such as Eastman, to help get students hired. President Noland said that that is college and departmental specific, not university specific. He then said that part of ETSU's challenge at Eastman is the lack of formal presence at the higher education center at downtown Kingsport. That has created some angst within the business, the political, and the leadership circles in Kingsport. ETSU will put out an RFP - probably within the next three weeks - for instructional space in downtown Kingsport. ETSU will have a couple of programs in Kingsport in January and RFP for space that will allow us to have a presence downtown by summer. It was pointed out that ETSU has a facility on 93 acres at the edge of Kingsport – the University Center at Allendale that was essentially a gift from the city. It would seem that going just a few miles where there is excellent parking, nice landscape area and facilities, ETSU could attract people there instead of being located where ETSU would be duplicating efforts. President Byington said that there are a lot of dynamics there because that center resides in Hawkins County. President Noland said that Allendale would be structured as a cost center.

Senator Schacht asked if anyone has looked into whether or not the no duplication policy in Kingsport's Education Center has passed the anti-trust muster. President Noland said no, but that that is a great way to approach it. He said that he has been waiting for the market to change the dynamics, but that ETSU might be better off going to court and saving the time. Senator Schacht said that ETSU might not have to go to court. ETSU might just have to ask the attorney general for an opinion. It is a simple question of whether it is legal or not.

President Noland then thanked the faculty for giving him a chance to converse with them today and urged the senate members to continue to push the university forward. President Byington thanked President Noland for coming.

President Byington announced several information items:

Homecoming is October 27<sup>th</sup> through November 3<sup>rd</sup>.

The Staff Senate is beginning their food drive for thanksgiving baskets and for helping those who are less fortunate.

Regarding Senior Staff, October is the time that the budget is adjusted and it looks like those adjustments will be almost negligible.

Senator Schacht moved to approve the minutes from September 24th. The motion was seconded and passed with one abstention.

President Byington asked if any of the senators would like to share their experience from the Committee for 125 task force meetings.

Senator Schacht was at the initial meeting of the health related programs task force. There is no representation for mental health issues either in the membership of the committee or in the preliminary agenda for the committee. That's particularly important because as a school devoted to rural and primary care, there is a national mandate for integrating mental and physical health in the same setting. It was not on their radar at the first meeting. A broader issue is that Senator Schacht sensed from the committee a tension between research mission and professional training. There was discussion that we have a lot of professional graduate degrees and some were saying ETSU needs more research degrees, Ph.D. degrees and so forth. Senator Schacht would add to that discussion that there is yet another pathway to create post-doctoral research opportunities for people who have earned a professional doctoral degree. There is an advantage to having people who are professionally trained becoming researchers as their clinical research is less naïve. The task force is going to meet once every 2 weeks. They are charged with having a final product by the end of November.

Senator Mitchell is on the athletics task force and the committee recommendations are due November 28<sup>th</sup>. There will be a finalized presentation to the committee for 125 in the beginning of December with the hopes of having the committee plan finalized in April and May. Senator Mitchell thinks there was a lot of substantive discussion that took place within the athletics subcommittee which was broken-up into three additional subcommittees. One subcommittee is charged with looking at support for athletics at ETSU, another at financial considerations, and the third is looking at facilities. Jim Bitter is on the financial assessment subcommittee and is looking at things like title 9, the impact for women's sports, financial impact on changing conferences, scholarships, etc. Senator Mitchell is on the support committee, which is charged with examining student, faculty and community support required for engagement in ETSU athletics. Together, the Athletics committee is also looking at a football stadium, perhaps a basketball arena, the location for the facilities, and the cost of the design.

Senator Epps is on the Student Life Committee and they have meetings already scheduled once a week for the next three weeks. The deadline for her committee is the same as the others. Her committee is not breaking down into subcommittees, but they are starting the first two meetings with brainstorming. It is a good group, but it is a challenging task.

Senator Forsman is on the Programs and Opportunities Committee and echoed Senator Epps' comments.



Senator Mitchell said that at some point they will post on the website the committees' membership. Senator Epps said that it was made very clear that this process will be transparent. Anything that is discussed in the meetings can be discussed with others outside of the meetings. Senator Mitchell said that they are not allowed to talk to the press about it. Senator Epps agreed saying that Joe Smith is responsible for that. President Byington encouraged people to get involved and provide feedback for consideration of each of the task forces.

Senator Epps made a motion to adjourn.

ADJOURNMENT: The meeting was adjourned at 4:20 p.m.

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*Please notify Senator Melissa Shafer ([shaferm@etsu.edu](mailto:shaferm@etsu.edu) or 9-5837), Faculty Senate Secretary, 2012-2013, of any changes or corrections to the minutes. Web Page is maintained by Senator Doug Burgess ([burgess@etsu.edu](mailto:burgess@etsu.edu) or x96691).*