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3-1-2010

2010 March 1 - Faculty Senate Minutes

Faculty Senate, East Tennessee State University

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Recommended Citation

Faculty Senate, East Tennessee State University, "2010 March 1 - Faculty Senate Minutes" (2010). *Faculty Senate Agendas and Minutes*. 148.

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MINUTES—March 1, 2010

Faculty Senate—East Tennessee State University

UPCOMING MEETING:	FOLLOWING MEETING:
March 22, 2010 2:45 pm Forum, Culp Center	April 5, 2010 2:45 pm Forum, Culp Center

Present: Alsop, Arnall, Bitter, Buerkle, Burgess, Byington, Calhoun, Campbell, Champouillon, Crowe, Dorgan, Ecay, Emma, Essin (proxy for Shafer), Fisher, Glover, Granberry, Grover, Hamdy, Harker, Hemphill, Horton, Kaplan, Kelley, Kellogg, Loess, Morgan, Mullersman, Peiris, Price, Reed, Roach, Schacht, Scott, Shuttle, Slawson, Smurzynski, Stone, Trainor, Trogen, Zou

Excused: Bartoszuk, Bates, Brown, Creekmore, Gerard, Kortum, Martin, Mustain, Odle, Shafer, Stuart, Wang, Zhu

Guests: Mr. Jerry Robertson, former Head Athletic Trainer for ETSU;
Dr. David Larimore, spokesman for Friends of Football;
Mr. Joe Grandy, President of BASA;
Mr. Wayne Winkler, Station manager of WETS-FM;
Mr. Bob Barker, Director, Athletic Services;
Mr. Scott Counts, Clinical Director;
Mr. Brian Johnston, Director of Athletic Medicine

CALL TO ORDER: President Champouillon called the meeting to order at 2:48 pm.

APPROVAL OF MINUTES: Minutes of the February 15, 2010, Faculty Senate meeting were approved.

NEW BUSINESS: **President Emeritus Alsop asked that senators consult the proposed amendments to the wording of Faculty Senate By-laws (that incorporate changes already approved by the Senate) posted on the Faculty Senate web page.** The changes will be discussed and voted on during the next Senate meeting.

PRESENTATIONS: Champouillon welcomed and introduced Robertson, commending him for his 43 years of exemplary service to ETSU and its athletes. Champouillon said he was reciprocating an invitation to attend a luncheon meeting that Friends of Football extended to him earlier. Champouillon also introduced and welcomed Larimore, who was Vice President of Administration and Director of Athletics at Tennessee Tech, serving there in various capacities for 34 years. **Larimore presented to the Senate information he has provided to numerous groups, including the leadership at Tech, about the role of athletics, especially football, in college education and life.**

Larimore explained the philosophy that athletics are an integral part of a school;

they deserve support like other units, such as debate teams, music groups, and intramural sports; they are not expendable. They need not be self-supporting any more than those other entities are. However, cost-benefit studies do convince him and others that although eliminating athletics can reduce expenses, it conversely also eliminates many benefits that come with them, such as fees paid by those who pay to attend college as walk-ons and students who attend to participate in marching band, cheerleading, and so on.

Athletics give a school a brand name and instill student pride, helping with enrollment. Further, athletics help students succeed academically, with athletes having a graduation rate 5% higher than that of a general student body. Also, athletes learn life lessons from participating in their sports: teamwork, commitment to a goal, and dealing with adversity as well as success.

Larimore estimated the value of publicity sports can bring to ETSU at \$2 to \$2.5 million. The economic impact on an area can be notable, with over \$5 million contributed to personal incomes. Furthermore, athletics have been instrumental in supporting social change, such as integration, and increasing cultural diversity, with international students attending to compete.

Senator Mullersman commented that despite fears to the contrary, enrollment at ETSU actually increased after football was abolished. We gained from not having the expenses of football and have not experienced a downside. Senator Essin replied that ETSU might have grown more if it had retained football.

Senator Stone said that any university needs to consider, in weighing costs and benefits, the long-term effects of playing football on health and the potential costs of lawsuits.

Senator Schacht asked, if we assume the named benefits could result from football, can they be pursued more effectively through other means? Larimore answered that he knows of no other effort that so greatly increases a school's sense of community as well as football.

Senator Harker said he enjoyed the presentation, but it supported sports in general, not just football. Are there arguments primarily for football? Larimore said no other sport draws such media attention and creates the name recognition that football does.

Senator Arnall explained that before football was abolished, loud voices called for its retention, but attendance was down, especially among students. If football generates interest, why did it fail to do so at ETSU? Larimore replied that television and other distractions compete with football at midlevel schools. Football still drew more participation than other events.

Senator Emma asked for a quick history of ETSU's abolishment of football. Champouillon said that when he arrived in 2000 he was excited to find football being played in the Minidome but disappointed by attendance. Then, THEC mandated that there be no more state support for athletics, but football was already costing ETSU over a million dollars per year. President Stanton polled all constituencies, which agreed in their majorities to abolish football. Then, THEC backed up and said that schools should not increase their spending on sports but could use state monies to maintain them.

Senator Bitter added that ETSU also faced a \$2 million renovation of the dome necessary to continue football. We were constantly under strain about student-athletes as well as about attendance at the games. He asked Robertson to comment.

Robertson said ETSU "was consistent in being inconsistent" with football: coaches were let go without the chance to develop their programs; scholarship numbers fluctuated. Originally he opposed ETSU's playing Division I football, but no players were really hurt, and both fans and players got excited. Also, the income was much better. He thought football tickets should have been sold during off-season. When football was dropped, it was to avoid an additional student athletic fee, but then a fee of \$100 per semester was mandated with no student vote. A mission of a regional institution is to provide programs for the people in its area—why not football, in addition to basketball and other sports? Also, he questions the need for turf replacement.

Larimore said his purpose in addressing us was to give us some things to think about in the future, when we consider our sports programs.

Champouillon requested a motion that the agenda be temporarily set aside for a pressing matter. Senator Byington so moved; Senator Morgan seconded, and the motion passed on a voice vote.

Bitter explained that two TBR institutions have passed resolutions objecting to Tennessee House Bill 3542, which specifies a bachelor's degree among the requirements for candidates for university presidencies. He has prepared a similar resolution objecting to the bill and is presenting it to us for our support. Champouillon moved that we examine the resolution; Stone seconded, and the motion passed on voice vote.

Schacht commented that the bill insults us and other universities, but from the point of view of legislators it makes sense. Legislators are held accountable by their constituents for their actions; some college presidents have acted as if they are not. He could imagine supporting the bill if presidents served at the pleasure of faculty.

Arnall said that since the bill was apparently motivated by a legislator's

desire to provide employment for another former legislator, he considers it insulting to suggest that someone inept in a state office can be a candidate to run a university. He personally cannot imagine that such a person would be respected.

Senator Loess called for a vote, which unanimously supported the resolution Bitter proposed.

Champouillon introduced Grandy, who said he is a volunteer and President of BASA, which supports student-athletes with scholarships and other aids to their success. Grandy thanked professors for helping scholar-athletes succeed academically. He also said he officially supports the return of football to ETSU.

ANNOUNCEMENT: Champouillon reminded senators that ETSU President Stanton will be the Senate's guest on March 22nd, as will Mr. Vernon Bradley, Director of Parking. He asked that questions for Dr. Stanton be submitted to him or to Secretary Grover. He apologized for introducing the announcement out of order but noted that some senators would need to leave the meeting soon and he wanted them to submit their questions.

PRESENTATION: Champouillon next introduced WETS Station Manager Winkler. In the interest of collegiality, Champouillon said, he apologized for the embarrassment caused by the dissemination of a negative letter about Winkler. He still felt it was correct to share information sent to him as Senate president with senators, however. Champouillon complimented Winkler for his service to WETS, ETSU, and the community.

Winkler said he appreciated the chance to explain the thought processes involved in switching WETS's weekday format from a mixture of news and music to all news and commentary. He said the change is controversial with more negative responses than positive but more positive responses than he had anticipated. He did not want to make the change, for he likes music, but he felt the changes were necessary for the good of the institution.

This year is the fortieth anniversary of NPR, the public radio organization. When WETS began in 1974, not much expertise went into programming at individual institutions; their primary goal was to serve under-served audiences. WETS began with NPR news and classical music; in the 1980s, Americana music was added, with folk, blue grass, country, blues and jazz in the mix at various times. At that point the station served three distinctive audiences. It had a large cumulative weekly audience (CUM) but a small time spent listening (TSL) by audience members. The TSL is the largest indicator of someone's becoming a contributor. WETS's format was never really thought out; it just evolved. Conflicts arose among classical and Americana audiences, with neither group contributing a fair share of the expenses of maintaining the station. Studies

show that a format made up of one kind of programming increases TSL.

In 1995, Newt Gingrich wanted to zero out funding for public broadcasting, forcing stations to become more self-supporting. Standards in 1996 mandated a figure of \$35 per person in contributions in order for a station to qualify for grants. WETS failed to get that amount and had its Community Service Grant reduced. It did increase listener support 400%, but that was still not enough.

Other problems contributed to the station's financial dilemma. In 2004, commentator Bob Edwards spoke in a station fund-raiser, but when he was removed from Morning Edition, many listeners withheld their contributions to protest. Also, TBR determined that stations must have money in the bank before committing to programs in a move to forward funding. WETS was able to get free programming for a year to bridge the resulting gap.

As a consequence of similar problems, stations across the country are changing their formats. North Carolina stations were cut off and went to news/information programming. Many others have either cut back on music or gone to all talk. Arbitron, the agent stations heed when determining their listenership, has personal people meters, which revealed that people are not listening to classical music as much as they say they do. Of dozens of stations making changes, only one has added music, in Cincinnati, which has four public stations. Radio-listening is down; only the news/information format is holding its own. Last year, there was a gap of \$100,000 between pledges and actual contributions at WETS.

On WETS, weekend scheduling remains largely unchanged, with local music programs. Mike Strickland has *Out on a Limb*, and Dave Carter still presents *Studio One*. WETS offers seven hours of regional music, less than the 25 it did have, but still more than all other local stations combined. Programming still may be tweaked.

HD radio is used in some markets, but WETS's 1974 transmitter cannot handle it. The station does have a new analog transmitter to install, once weather permits. But Winkler is skeptical of HD radio; it may be a passing fad, like quadraphonic radio was a few decades ago. HD radio—that is, digital radio—would require start-up costs of \$100,000 and would take twice the power for half the range, requiring 120,000 watts for a 50-mile range.

Champouillon commented that WETS is an asset to the community.

Senator Shuttle reported that 514 people responded to the poll of faculty and staff opinions on the WETS format changes. Of them, 13% say they would like a different format; the remainder prefer the previous format two to one over the present scheduling. More respondents say they will decrease contributions than

those who say they will increase them.

Winkler said he has seen slightly more negative responses, and responses in a year might be different. He misses playing blues on Mondays.

Byington asked how long it will be before Winkler knows if the decision is good. Winkler said two years—like the Cubs, WETS is in a rebuilding season. Spring fund-raising, which begins April 7th, will probably be lower.

Bitter said he loves the new format and probably listens two or three times more than he did before. He asked if the new format saves money. Winkler said no; the new programming costs a bit more. Other places have saved the cost of salaries by reducing staff, but Dr. Stanton did not want to let anyone go. The new programming costs about \$20,000 more, which is offset by the station's getting it at half price for the first year.

Mullersman said some places have two radio stations and asked about the possibility of a second radio station coming to the region. Winkler said another station is not possible because no frequencies are available.

Senator Hemphill commented that, given weakened state funding, the statistical likelihood is that WETS would go to a statewide consortium. He asked if Winkler has considered that option. Winkler replied that it has never been brought up.

Arnall asked if WETS's connection to NPR limits its accessibility to other systems. Winkler replied that it can carry any public system, just not any commercial stations.

Schacht wondered if Citizens United has implications for WETS. Winkler responded that with its special license a public station cannot put out even non-denominational religious programming. It cannot use comparative language that could be regarded as designed to sell products. It is not required to take just any kind of underwriting, however.

ADJOURNMENT: There being no further business, Champouillon adjourned the meeting at 5:10 pm.

Please notify Kathleen Grover (grover@etsu.edu or x96672), Faculty Senate Secretary, 2009-2010, of any changes or corrections to the minutes. Web Page is maintained by Senator Doug Burgess (burgess@etsu.edu or x96691).