

**UNIVERSITY OF DENVER
FACULTY SENATE**

**Minutes
Friday, September 24, 2004
Mary Reed Building, Renaissance Room, South**

Senators (or their proxy) present: Bill Anderson (Philosophy), Davor Balzar (Physics and Astronomy), Dennis Barrett (Biology), Arthur Best (College of Law), David Christophel (Biology), Lisa Conant (Political Science), Jenny Cornish (Graduate School of Professional Psychology), Ron DeLyster (Engineering), Andy Divine (HRTM), Sandy Dixon (Religious Studies), Margo Espenlaub (Women's College), Jim Gilroy (Languages and Literature), Deb Grealy (Education), Jim Hagler (Math), Shannen Hill (Art and Art History), Don Hughes (History), Beth Karlsogdt (University College), Walter LaMendola (Graduate School of Social Work), Corrine Lengsfeld (Engineering), Michael Levine-Clark (Library), Drs. David Longbrake (Geography), Don McCubrey (Daniels College of Business), Ved Nanda (College of Law), Cathryn Potter (Graduate School of Social Work), Catherine Reed (Psychology), Charles Reichardt (Psychology), Roger Salters (Engineering), Nancy Sampson (Marketing), Jack Sheinbaum (Music), Paula Sperry (Theatre), Audrey Sprenger (Sociology), Javier Torre (Languages and Literature), John Tripp (Accountancy), Gordon Von Stroh (Management), Diane Waldman (Mass Communications), Todd Wells (Chemistry and Biochemistry), Margaret Whitt (English), and Yavuz Yasar (Economics)

Guests: Provost Robert Coombe, Carol Farnsworth (Vice Chancellor for Communications and Marketing), Jay Waddell (Sterling Rice Group), Rex Whisman (Communications and Marketing), and George Potts (Marsico Initiative)

1. Call to Order

Cathryn Potter, Faculty Senate President, called the meeting to order at 12:00 and welcomed everyone to the first Senate of the 2004-2005 academic year. She directed attention to the documents emailed to senators last week. Pres. Potter apologized to the new senators for not yet having their nametags, but promised they would arrive before the next meeting. She announced that the minutes from the last meeting on May 28 just came in this morning from Barbara Wilcots, on sabbatical. Pres. Potter requested Senators to contact the new Faculty Senate Secretary, Jenny Cornish (303-871-4304 or jcornish@du.edu) for any edits.

2. Announcements

Senator Ron DeLyster outlined the proposed 2004 Provost's Conference scheduled for October 29, 2004 on the topic of "Linking Evaluation of Teaching to Faculty Development and Rewards." The morning will begin with remarks by Provost Robert Coombe and Raoul Arreola (Professor and Director, Institutional Research, Assessment, and Planning, the University of Tennessee Health Science Center); the afternoon will include discussion groups organizing recommendations for the Provost's Office.

3. University Branding Initiative

Carolyn Farnsworth, Vice Chancellor of Communications and Marketing, introduced Jay Waddell from the Sterling Rice Group who gave an overview of the branding initiative. Mr. Waddell announced that the last 12 months of the initiative (Phase I) involved a variety of participants (including administration, faculty, students, alumni, etc.) with resulting data coalesced on the central theme of "Pioneering Excellence." The next six months (Phase II) will involve efforts to develop an action plan. Several groups have been identified to work on Phase II during fall 2004 (including Business, Law, Marsico, Cherrington, Human Resources, Alumni Relations, University Advancement, Undergraduate Admissions, and Athletics). Faculty should be involved in all these groups and were encouraged to contact Pres. Potter if they are interested in such involvement. The Sterling Rice group will also return to the Faculty Senate as needed. Questions were raised about the "Pioneering Excellence" theme representing potential negative connotations that could contradict DU's current emphasis on diversity. Mr. Waddell assured the group that the

word “pioneering” has different connotations than does “pioneer.” He also stated that this theme is not necessarily a permanent part of the initiative. Provost Robert Coombe spoke to the need for DU to have a centralized identity, and his desire to have a process involving a deep and broad internal discussion on this issue. He pointed out that in order for this process to work, the faculty and other groups will need to be actively involved.

4. Marsico Proposal

George Potts from the Marsico Steering Committee indicated his willingness to answer questions from the Senators present today. The Provost and Deans Council have agreed that the proposal will be voted on in full (and not in sections) by three Divisions (AHUM, SOCS, and NSM) and will further need to be endorsed by the Undergraduate Council. He explained that the proposal does not represent a dramatic change in the structure of student requirements, but will result in smaller class sizes (from 25 to 15 students), and does impact staffing (with a move from the present arrangement in which graduate students teach classes to hiring doctoral level lecturers with expertise in rhetoric and training in teaching writing). In addition, a Writing and Research Center will support the entire university as well as offering developmental workshops for faculty). The plan is to hire a Writing Director this year to oversee the process of recruiting tenure-line faculty next year with the program in place the year after that. The Steering Committee has endeavored to have an open process involving any interested faculty members. Potts asked that interested faculty contact him at gpotts@du.edu for further information, questions, or concerns.

Several senators raised questions about why their departments were not included in the vote, despite the potential impact on their students and curricula. Sen. Margaret Whitt raised several objections to the proposal including the lack of current data to support the proposal, as well as the omission of a plan to collect outcomes. Sen. Dennis Barrett suggested that a better process of collecting votes would involve the Faculty Senate. In addition, questions were asked about plans for future funding.

Provost Coombe reassured the senators that the administration has a firm commitment to increasing academic rigor at DU, and due to the five-year budget plans, has been able to set aside funds to ensure continued support for Marsico. In his experience, more faculty members (180) have been involved in this initiative than in any others at the University. All the deans were involved in coming to the current voting process, including those from Business, Computer Science, Engineering, and International Studies.

Following a discussion related to process issues, the senators agreed to take a non-binding show of hands, with the idea that the results of this straw poll could possibly be used to inform the Steering Committee, but that not lead to any assured changes in the current process. Only senators representing units with undergraduate programs took part in the straw vote. The senators appeared to be overwhelmingly in favor of having all the divisions with undergraduate programs vote on the Marsico proposal. The senators were also overwhelmingly in favor of allowing all appointed faculty members (lecturer and up) to vote. A majority of senators also favored a process by which the senators for each Division would collect ballots.

5. Senate Agenda for Academic Year 2004-2005

Pres. Potter reminded the senators that potential topics for consideration by the Senate were distributed earlier by e-mail. These topics resulted from several Senate Executive Committee meetings over the summer. Pres. Potter asked people to contact her at cpotter@du.edu with other topics or suggestions, either for their committee or other committees.

6. Provost’s Report

The Provost’s Report was distributed earlier by email, and Pres. Potter encouraged everyone to read it in detail. Provost Coombe reported that enrollment is doing well at both the undergraduate and graduate level and that there are also more continuing students than expected. For instance, the budget was set at 4128 undergraduate students; we currently have 4390 enrolled. The median

SAT is up by approximately 10 points and high school GPAs are also up, but the real difference appears to be at the extremes (e.g., 73 more Chancellor's Scholars this year and 100 fewer students with rankings of 9). Selectivity has increased, with 200 more applications, yet 6% fewer students admitted compared to last year. Apparently due to the Hyde Interviews, the yield (proportion of students who enroll after offered admission) has increased by 4.5 points to 35%, something the Provost called astonishing. These results were described initially in the early action pool, but seem now to be generalized to all applicants. He stated that in order for the Hyde Interviews to garner continued success, faculty must be involved. It remains to be seen whether persistence has been affected by the Hyde Interviews. In terms of graduate enrollment, all areas, including the Daniel's College of Business (both traditional and executive programs), College of Law, Graduate School of International Studies, Graduate School of Social Work, University College and the Women's College are doing quite well. In fact, this is our best enrollment to date. There are projected caps on undergraduate enrollments, with the idea to focus more on persistence in the future. Growth can still be expected in the graduate programs.

Provost Coombe reiterated that the Board of Trustees and the administration of the University are strongly focused on academic quality and stated that future fundraising efforts will emphasize academic scholarships and faculty chairs. He congratulated the Daniel's College of Business and the College of Law for their recently increased academic rankings. In response to questions regarding current faculty salaries, the Provost shared his opinion that merit alone cannot address discrepancies, and further efforts are needed. Sen. Ved Nanda thanked the Provost for his open style and transparent communications; Pres. Potter echoed his thanks, and was joined by the faculty in applause.

7. Committee Meetings

The Committee Chairs introduced themselves as follows: Senators David Christophel (Academic Planning), David Longbrake (Financial), Dennis Barrett (Nominations, Credentials, and Rules), Arthur Best (Personnel), and Ron DeLyser (Student Relations).

8. Adjournment

Pres. Potter adjourned the meeting at 1:30 and encouraged the Senators to move into their Committees. Each Committee then met to set committee meeting times and to plan for the upcoming year.

Respectfully submitted by:

J. Cornish, Ph.D., Faculty Senate Secretary