I. Call to Order.

II. Minutes.
   • Minutes of the 2010-11 Faculty Senate Meeting #3, September 7, 2010

III. Chair’s Report.

IV. Provost’s Report.

V. Other Announcements and Communications.
   • Social Media (Josh Paulsen)
   • Summer Research Salary Guidelines (Jack McIver)

VI. Committee Reports.

VII. Special Orders.

VIII. Unfinished Business and General Orders.

IX. New Business.

X. Adjournment.

Professor Dan Eveleth, Chair 2010-2011, Faculty Senate

Attachments: Minutes of 2010-2011 FS Meeting #3
Present: Baillargeon, Baker (w/o vote), Bathurst, Edwards, Eveleth, Fairley, Graden, Halloran, Hasko, Haggart (w/o vote), Hopper, Hoversten, Huber, Joyce, Limbaugh, A. Marshall, J. Marshall, Mosman, Lawrence, Riesenberg, Stark, Strawn. Off-Campus Senators: Budwig (Boise), Dakins (Idaho Falls)
Absent: Barlow, Horn, Off-Campus Senator: Duval (Coeur d’Alene). Visitors: 2

A quorum being present, Chair Eveleth called the meeting to order at 3:32 p.m. in the Brink Hall Faculty Lounge.

Minutes: There being no corrections or additions, the minutes of Meeting #2 of the 2010 Faculty Senate, dated August 31, 2010, were approved as presented by unanimous consent of the Faculty Senate.

Chair’s Report: Senate Chair Eveleth reported on the following items:
- The Senate has representation on the Benefits Advisory Group (BAG), but he would be happy to pass on the names of other people interested in serving on this advisory committee.
- Following up on an email from Administrative Assistant Ann Thompson, he noted that unlike changes in the Faculty Staff Handbook (FSH) changes to the Administrative Procedures Manual (APM) do not require Faculty Senate approval. However, the membership will be made aware of any proposed changes to the APM that the leadership feels may be of interest to senate and its constituents. As such, the senate is asked to alert their constituents to these proposed changes to promote communication across campus. APM changes forwarded to senate by email from the Faculty Secretary’s office that do generate questions will be brought to the senate for discussion upon request.
- Changes made in campus parking related to last Thursday evening’s football game caused some faculty and staff to contact the chair (as well as other authorities). As a result of those calls, parking authorities are looking into alternative plans and better communication of changes in normal parking regulations related to future out of the ordinary events.

Provost Report: Provost Baker reported on the following items:
- The 10th day of class enrollment report should look strong, showing an increase in enrollment for the fall semester. He attributes some of this to the UI’s efforts at retention.
- This summer a lot of faculty and students were active. He noted a couple of examples including a Micron Technology grant on science, technology, engineering, and math (STEM) education that resulted in a 1.2 million dollar award focusing on a longitudinal study concerning factors in student success in these areas. Even though we continue to set high standards for teachers and students in these areas, performance continues to go down across the country. The research is focused on finding out why. Of particular note was the key role played by parents and community.
- The senate was directed to the UI web site’s front page to see stories about fascinating things that students are doing.

Special Orders:
1. Brainstorming Issues:

The chair distributed a list of issues (some he had cited at the last meeting) that had been submitted to him following his call for the identification of issues the Faculty Senate should be working on this year. Those issues are:
- Dual Career Accommodations (FS-10-033). This item was not approved by UI President Nellis following advice given by UI legal counsel. In particular it was noted that the use of the term “partner” replacing “spouse” was deemed to be an unusable term under the constitution of the State of Idaho. However, there seemed to be no problems with the other requirement language changes presented in the proposal.
- Employee/Spouse Educational Fee and Tuition Reduction (FSH 3750). This item was also rejected by UI President Nellis citing the same legal issue surrounding the use of the term “partner” to replace
“spouse.” Again, no problems were noted with other proposed changes to this FSH policy. The chair wished to make it clear that President Nellis supported the changes to both these policies in spirit, but as they violated the Idaho Constitution, he encouraged the senate to pursue other avenues to make the policies legal. **Dependent Educational Fee Reduction (FSH 3780).** This item was rejected by the Faculty Senate and would be better received for discussion this year if additional data clarifying the financial impact of this change on the university were available.

- **State Board of Education (SBOE) Policy Change.** The SBOE made some changes with respect to employee actions that mandates each institution establish internal policies for implementing employment actions in a manner consistent with the Board’s policies and procedures. This needs further discussion.
- **Future Changes in Athletics.** The senate needs to be kept “in the loop” and better informed about changes to our athletics’ program. It would be appreciated if the senate was informed at the beginning or middle of the process rather than after a decision had been made.
- **Summer Money Guidelines.** The senate is scheduling Jack McIver to talk about the guidelines and the FS Chair will talk to him before the meeting to frame his presentation to meet the concerns of the senate.
- **Short Term Hiring Procedures/Criteria.** The policy needs discussion and clarification and perhaps changes. Many feel that the process to hire short-term help takes too long.
- **Social Media Policy.** There are proposed changes to the Administrative Procedures Manual (APM) to deal with postings representing the University of Idaho on electronic social network sites – like **Facebook.** There has been expressed a need to “register” entries on these social networking sites with the UI. Legal counsel is looking at the legal issues in requiring registration and monitoring of these sites. There is the need for input from UI faculty, staff, and students. An orientation page can be found at [http://www.uidaho.edu/webcomm/socialmedia](http://www.uidaho.edu/webcomm/socialmedia) where there is a draft of the proposed policy. The senate chair will invite Josh Paulson to come to a future meeting to discuss this issue.
- **UI/BSU Cross-Listing.** The chair has identified the appropriate FSH policies and this will be looked into and a proposal made. We have similar agreements in place with Washington State University.
- **Distance Education.** A discussion on this topic will be scheduled in October. As noted at the last meeting faculty need to understand how distance education fits in with on campus instruction. It also needs to be a part of our strategic plans discussion.
- **Changes to the Core Curriculum.** The senate should alert their constituents that there may be some delays to the normal curriculum change deadlines. UCGe is engaged in a complex review of that curriculum and is asking the UCC change its October 15th deadline.
- **Diversity Statement.** Mario Reyes has contacted the chair and will be scheduled for a future meeting to discuss a proposed statement on diversity.
- **Parking Services Fee Approval.** These changes normally come to the senate in the spring, but this year will be presented in the fall.
- **Marketing and Branding.** Material will be presented to the senate at a future date relating to the UI’s marketing and branding program.
- **2011-2015 Strategic Plan.** There is a steering committee in place and we will learn more about the development of the new plan at a future meeting.

2. **Disapproved 2009-10 Senate Items:**

**FS-10-033: Dual Career Accommodations.** It was the consensus of the senate that the Faculty Affairs Committee (FAC) revisit this item, as well as the following item, by separating out the criteria/requirement changes and the change involving replacing the term “spouse” with the term “domestic partner” or “partner.”

The senate would like to see the terminology matter considered separately by the FAC. The senate would like to see these two policy changes returned with the criteria/requirement changes only. The senate further asks that the FAC consider the “spouse” and “domestic partner” or “partner” issue as a separate policy issue that has more far reaching implications and impacts a greater number of UI policies than the two policies being returned to the FAC.
Thus, the FAC can explore what the change to the terminology of “domestic partner or “partner” would mean legally and otherwise to the University of Idaho. The senate fully understands that the FAC meant to “push the envelope” on this important issue, but would find it easier to deal with these issues separately rather than using this policy to force a change in the use of terminology.

The senate understands the challenge of the task, but asks the FAC to think strategically; bringing the president and legal counsel on board, as well as the diversity office. That input would provide expert guidance on how to handle the terminology issues.

**FS-10-042: FSH 3750 – Employee Spouse Educational Fee and Tuition.** The preceding discussion of FS-10-33 also applies to this proposed change to the Faculty-Staff Handbook.

It was moved and seconded (Baillargeon, Hopper) to return FS-10-033 and FS-10-042 to the FAC for reconsideration and eventual return to the Faculty Senate. It was further stated that the discussion summarized above should serve as a rough guideline for FAC deliberation. The motion was approved by unanimous vote.

**FS-10-043: FSH 3780 – Dependent Educational Fee Reduction.** Discussion centered around the financial considerations, such as the need for having a statistical model to assess its financial impact. It was stated that sending the item back to the FAC would be a bold statement indicating that the senate needs more information in order to make an informed decision. It was also noted that the item came to the senate at the same time the institution was dealing with budget cuts and thus, financial ramifications of all kinds were weighing on people’s minds. The committee also needs to look at our peer institutions that have a similar policy in place. It was moved and seconded (Anne Marshall, John Marshall) to return this item to the FAC with the further direction that they return the item with appropriate financial data as suggested in the senate discussion. The motion was approved by unanimous vote.

### Unfinished Business and General Orders.

**Secretary to the Faculty Senate.** Professor Emeritus Peter A. Haggart was formally introduced to the senate by the chair. Professor Haggart has been asked to fill in as Acting Faculty Secretary in the absence of Rod Hill for the fall semester 2010. Chair Eveleth noted Professor Haggart’s long history with the UI and his having served as chair of the then Faculty Council for two terms and then for five years at the end of his career as the Faculty Secretary. It was moved and seconded (Anne Marshall, Jerry Fairley) that Professor Haggart be appointed Acting Faculty Secretary for the fall semester 2010. The motion was approved by unanimous vote.

**Freshman Senate Member to Serve on the University Budget and Finance Committee.** The chair called for volunteers from among the freshman members of the senate. Hearing none, he turned to the senate representative from the Boise Center and Senator Budwig agreed to accept the chair’s appointment of him to the committee.

**Senator Comments.** Senator Graden told the assembly that he would be sending an email to them concerning some important events having to do with human rights. He also wanted to compliment the Campus Commons for the remarkable improvement in food quality. He remarked that the cuisine is excellent and he recommended that the senators give it a try. Senator Limbaugh echoed his sentiment, saying she too had heard similar praise from many students.

### Adjournment:

It was moved and seconded (Fairley, Baillargeon) to adjourn. The motion was approved by unanimous vote. The meeting was adjourned at 4:20 p.m.

Respectfully submitted,

Peter A. Haggart  
Acting Faculty Secretary
Proposed Social Media Policy

Joshua B. Paulsen
Director of Web Communications
University Communications & Marketing
GOAL

Empower University employees to be effective advocates, customer service representatives, and communicators through participation in social media.
Why?

4 A's

Authenticity
Accountability
Authorization
Ability
Authenticity

- Reduce author anonymity that comes with 3rd party services
- Ensure the credibility of the University, the information it produces, and the people that work here
- Eliminate “posers” that dilute the University’s message
Joe Vandal

• New Joe Vandal appears every month or so on Facebook

• Currently four Joe Vandals on Facebook
Joe Vandal

Joe only shares some of his profile information with everyone. If you know Joe, send him a message or add him as a friend.

About Me

Looking For:
- Friendship
- Dating
- Random play
- Whatever I can get

Bio
I pretty much run the show around here.
I'm a Christmas baby; so I got that goin' for me... which is nice.
I enjoy spending time with my family, playing in my soccer league, putting together toys made and produced by furniture superstore IKEA.
I'm also learning to read right now. I'm pretty proud of myself. I just finished A Curious George book with the help of my wife for the big words. I have a fear of invisible flames, and cougars.
Some people have told me I bear a striking resemblance to the Red Hot Chili Peppers drummer Chad Smith. Oh did I mention I'm extremely well endowed?? I'm just saying.

Favorite Quotations

"I'm in." ~ Me

"Be a Vandal." ~ Me

"Hey, the offensive linemen are the biggest guys on the field, they're bigger than everybody else, and that's what makes them the biggest guys on the field." ~ John Madden

...See More
Accountability

• Limit the University’s liability

• Provide protection for University employees who use social media for business purposes

• Provide processes, procedures, and tools for individuals who assume social media responsibilities
Authorization

• Make supervisors aware of individuals that are using social media for business purposes
• Ensure branding and style guides are followed
• Ensure that the institutional value created by social media is archivable and transferable
Ability

• Provide technical resources and practical skills to achieve objectives
• Help authors understand and prepare for the time commitment
• Know if/how to moderate
Policy Drafting Process

• Existing guidelines / policy draft.
• SM audit
• Input from campus SM users
• SM Policy Webinar
• Discussions with General Counsel
• Reviewed policy with CIO
• SM Panel
• Currently seeking additional feedback
Key Elements

• Establish a “designee”
• Register SM
• Participate in an orientation
• Maintain and moderate your SM in accordance with policies and procedures
Questions and Comments