A quorum being present the Chair brought the meeting to order at 3:32. It was moved and seconded to approve the minutes of the 2014/2015 Faculty Senate Meeting #3 September 9, 2014. The minutes were approved with no dissents.

Chair's Report: The Chair asked for 3-4 nominations/volunteers to serve on the search committee for Vice President for Advancement. Bill Smith volunteered to serve. The Chair asked for other volunteers and receiving none suggested that Senators send names of good candidates who might be interested to him, Ann, or Don. Chair announced a presentation tonight by Dr. Keith Edwards in the SUB ballroom. His presentation on violence prevention is part of a variety of events related to Safety Week.

Provost Report: Provost Aiken suggested that people attend Dean of Students interviews. She urged Senators to nominate people for Provost and reminded everyone to attend the Presidential Inauguration on Friday (9-19) at 1:25.

FS-15-003 (UCC-15-004). Family and Consumer Sciences requested a name change from Clothing, Textiles and Design to Apparel, Textiles and Design. Sonya Meyer noted that the reason for the request was to better reflect industry and academic terminology for this area of study. There was no discussion and the motion passed unanimously.

The Chair invited MJ Huebner, Brian Johnson and Cezar Mesquita to discuss issues related to enrollment.

Brian Johnson discussed the results of a campus tour that focused on what visiting students and families see when they arrive on campus. The tour led to a number of recommendations that ranged from fairly minor suggestions regarding signage to more major changes in campus appearance. The list of recommendations can be found on the Enrollment PowerPoint presentation on Senate website at: http://www.webpages.uidaho.edu/facultycouncil/2014-15FS/Agendas/2014-15fs_agendas.htm. A discussion followed which involved parking issues and the various campus entry points.

A question was raised about what the conversion rate was for students visiting campus to actually enrolling. Cezar Mesquita, Admissions Director answered that the conversion rate was around 70% for those who actually visit compared to about a 30% enrollment rate for those
who are admitted. He commented that the Admissions Office was working on improving the overall experience for those who visit. There are four areas of focus:

- Campus visit
- Territory management--structure for the admissions councilors and the mix of students we are trying to attract
- Financial aid--how we can leverage our aid dollars to attract the type of students we want
- Departmental communication--internal communications about how we do things

Questions generally focused on how we might improve the admissions process and have more students enroll. It was suggested that the UI "yield" rate (% of students who actually enroll) has been slipping in recent years. There are a variety of reasons for this. Cezar pointed out that a large number of students who start the application process don't fully complete it. MJ Huebner added that even if we keep the same yield rate we would still need to increase the number of students who apply and complete the process.

Cezar Mesquita responding to the question of how we might convert more of those students applying, to enrolling, suggested that our focus should be on various points within the process. Those areas that influence a student’s decision in their final selection of which university they attend.

A final question related to the reduction in WUE participation and whether there would be any future increase in WUE participation. The Provost commented that there would not be any increase in our participation because it was felt that financially UI was giving away too much and that our current level is at a good place.

The Chair next invited Professor Steve Peterson from the College of Business who does research on regional economic development. His most recent work has focused on recent trends in enrollment growth in Idaho higher education as outlined in the Senate packet for this meeting also available off the above provided link. His study contains a great deal of data of UI enrollment relative to other institutions in Idaho. For instance over the last 10 years BSU has had a student growth rate of 19% while UI has declined by 7%. Professor Peterson's report detailed the challenges facing the UI and concluded with some suggestions/alternatives that he feels ought to be considered for the future. These suggestions included:

- create one major consistent winning sports team
- reduce the institutional and academic silos within the UI
- align faculty and staff incentives to become growth focused
- create a revenue attribution model
- revisit the WUE program
- explore marginal cost pricing in terms of tuition and scholarships
- encourage faculty and staff to become more connected to Idaho
- reduce unnecessary internal enrollment barriers
- encourage faculty, student and staff entrepreneurship
• encourage UI leadership to increase their awareness of Idaho's political landscape
• encourage greater collaboration and teamwork with BSU, ISU and LCSC
• reduce faculty turn-over

Questions from Senators included concerns about whether we should be comparing ourselves to BSU and that we don't want to be Boise State. Professor Peterson agreed that we might want to be something very different from BSU but even in that scenario we would need to focus on obtaining appropriate funding sources from outside the state.

The discussion that followed ranged from the role played by our first year living environment to the role played by our football program in attracting students to the campus. Several commenters doubted the evidence that football programs play that strong a role in attracting students. Other comments emphasized the general campus climate and a perceived lack of excitement on campus. Professor Peterson concluded that while the UI alumni care a great deal about the University, the general culture in Idaho did not emphasize the importance of higher education.

FS-15-001 & FS-15-002: FSH 1520 - Constitution of the University Faculty and FSH 1580 - Faculty Senate By-laws. With the hour getting late the Chair suggested a vote on the proposed change in the Constitution and the Bylaws of the Senate allowing for Senators to serve two consecutive terms before having to sit out a year. This was a revised version of the proposed change brought to the Senate last week. It was moved and seconded (Wolf/Brandt) to approve the proposed changes. With no further discussion FS 15-001 and FS-15-002 were approved with one dissent and one abstention.

Adjournment: A motion was then made (Foster/Wolf) to adjourn. This passed unanimously and the Senate adjourned at 5:00.

Respectfully submitted,

Don Crowley, Secretary to Faculty Senate
Faculty Secretary/Policy Coordinator