The Chair called meeting #10 to order at 3:30. A motion (Anderson/Donohoe) to approve the minutes for the October 18th meeting passed without objection.

**Chair’s Report:** Chair Brandt presented a resolution to rename the Brink Faculty/Staff Lounge to the Paul J. Joyce Faculty-Staff Lounge. This proposal has been discussed informally with a variety of people including those who were most involved in the effort to remodel the Brink Lounge. Also, the Staff Council has offered their support for such a change. A Senator suggested adding to the resolution that Professor Joyce was a University Distinguished Professor. A motion (Foster/Nicotra) to approve the resolution as amended passed unanimously.

**Resolution:** That the Brink Hall Faculty-Staff Lounge be renamed the Paul J. Joyce Faculty and Staff Lounge.

This resolution has been suggested by a number of different people since Dean Joyce’s untimely death last spring. Dean Joyce was instrumental in securing the remodel of the Brink Hall Lounge. Together with others including Professors Kenton Bird (who was chair of Faculty Senate at the time) and Holly Wichman, he was instrumental in ensuring that the lounge would be a comfortable place for faculty and staff committees and a place where faculty senate and staff council could meet and communicate with colleagues across the state.

Dean Joyce’s service to the University of Idaho was extensive. He was an accomplished researcher and a respected teacher and became a University Distinguished Professor. He served as the Director of the Graduate Program in Bioinformatics and Computational Biology and as Interim Dean and Dean of the College of Science. He was passionate about the University and was active in faculty governance serving on many committees in the College of Science and many University level committees. He was Vice Chair of Faculty Senate during 2010-11 and Chair during 2011-12.

After passing the resolution a Senator noted that Professor Joyce had hoped that the Brink Lounge would be a friendly place for faculty to congregate. He felt that one of the reasons this has not happened is because of the lack of items like a coffee bar and a refrigerator. He expressed the hope that at some point we could make the area into a real faculty lounge. Chair Brandt responded that Senate Leadership had also received suggestions that we reconsider the rooms usage since it wasn’t currently possible (with the exception of Senate and Staff Council meetings) to reserve the room. She stated that this resolution was to rename the lounge and we would have broader discussions over any potential change in how the room was being used at a later date.

Chair Brandt commented on the composition of the new created Planning and Effectiveness Committee. There are currently two faculty representatives on the committee (Jodie Nicotra, Liz Brandt). Senate Leadership will be sending a request to the President to expand the committee with the intent of adding a faculty member with a science background. She emphasized the importance of this committee and asked Senators to send suggestions to her as to who might be desirable to add if President Staben
agrees to expand the committee. Vice Chair Hrdlicka added that the person doesn’t need to be from the College of Science, but might also be from engineering, natural resources or agriculture.

Chair Brandt noted that we will also be seeking faculty to serve on two other workgroups. One workgroup will be looking at institutional efficiency (particularly what should be centralized) and the other will focus on how to structure institutional incentives. She expressed a desire to create a list of possible faculty to serve on these committees that would be more representative than the list that the Senate Leadership might come up with. A Senator asked Chair Brandt to send out an email explaining what these various committees and workgroups will be doing.

**Provost’s Report:** Provost Wiencek encouraged Senate Leadership to provide feedback to the President as to the size and composition of the Planning and Effectiveness Committee. The Provost noted that the President wanted this committee to be small enough to be decisive and agile, but also wanted the committee to be representative of the university as a whole. Provost Wiencek stated that he had been busy this week meeting with advisory boards and felt these meetings had been helpful. A Senator asked about enrollment and wondered where he might find the numbers upon which the press release was based. The Provost stated that the Board should have the numbers, but the university had not yet posted the numbers.

**Ombuds’ Annual Report.** Chair Brandt introduced Barbara Beatty to present the 2015-2016 Ombuds’ Annual Report. Ms. Beatty noted that she is the 7th UI Ombuds and the 2nd fulltime Ombuds. She briefly discussed her role as an Ombuds and emphasized that an Ombuds operates on the tenets of confidentiality, impartiality, informality and independence. She seeks to create a safe place for people to come talk about any workplace problems. Her office is open to faculty, staff and students. As an Ombuds, she does not keep any identifying statistics about the cases that come to her. Except for “imminent harm to self or others” she is not required to report on issues. She stressed that she doesn’t take sides, but is an advocate for fair process. She also does mediations and facilitated conversations, as well as training sessions on conflict resolution.

Ms. Beatty described this year as one of transition to a new Ombuds. Even though it looks like the number of cases dropped this year, that seemed to be related to the transition as well as a difference in the way that the previous Ombuds reported cases. As in previous years, the highest percentage of cases (31%) came from classified staff. Tenure track faculty (22%) constituted the second largest group that used the Ombuds Office. The report also contains other information on the nature of the problems brought to her office and the type of actions she took. Ms. Beatty briefly discussed how to determine the effectiveness of the Ombuds Office. She provides a form to all individuals who visit the office and they return the form to the President’s Office. A different feedback form is given to groups that have received training from the Ombuds. These forms are also anonymously filled out and returned to the President’s Office. One Senator commented that he was very impressed with the report and thought it was very well done. Ms. Beatty thanked James Fazio (UI Ombuds 2006-2009) for creating the template that she followed for this report. She also expressed her delight in being at the UI and hoped that those who have a need would visit the Ombuds Office. There being no further questions Chair Brandt thanked the Ombuds for her report.

**Marketing and Communications.** Chair Brandt invited Stefany Bales (Director of Marketing and Communications) to report on a statewide opinion poll conducted last spring by her office. The poll was conducted by telephone of 500 randomly selected Idaho residents and sought to determine how Idaho citizens regarded the universities in our state and region. She felt that the poll showed that the UI is highly regarded in the state, although she acknowledged that our geography does affect us. One interesting result was that the UI is most highly regarded by those in the Spokane and Twin Falls TV
markets. The university is also viewed most favorably by those with the most education. For those who would recommend the UI, the most often mentioned reason was having attended (or had a family member attend) the UI, and the second most often reason was availability of good academic programs. In contrast, the most often mentioned reason for those recommending BSU was the same as for UI, but the second most mentioned reason was that it was close to home. This is one of the reasons why Ms. Bales felt the UI had a geography problem.

Other highlights of the poll show that respondents thought the UI was most known for its Law, Agriculture and Engineering programs; while BSU was most known for its Business and Athletic programs. Overall, Director Bales found the poll to be encouraging and provided a sound basis from which to prepare our marketing strategies. For instance, the UI does better among the sub-group of those who are thinking about attending a university. The discussion among the Senators pointed out some of the ambiguities in the poll that suggested that the public didn’t have a real clear notion of academic quality. A Senator noted that perhaps what we should learn from the poll is that the university needs to do a better job of advertising our academic strengths.

Director Bales stated that the poll did allow them to test what types of messages resonated most with those families who are contemplating where to go to college. The four themes which seemed most important are:

- academic programs that allow students to get well-paying jobs
- campus safety
- affordability
- high quality faculty reputation

She suggested that these are the things the UI should emphasize when talking to people interested in going to college. A Senator reflected that what the poll shows is that most members of the public have little factual basis for the judgments they make about regional colleges. Ms. Bales responded that the strategy would be to emphasize certain messages and then go back and poll again to see if the messaging has helped shape public opinion.

The Provost commented that there are things in the poll that should inform our activities, but there are many elements of our mission that are very important although unseen by many in the state. He doesn’t believe a poll about public perceptions should be driving our strategic plan, which is about achieving our mission. The discussion in the Senate wandered into observations about the role of education in enlightening one’s life, as opposed to gaining skills to obtain a job. Ms. Bales noted that the poll didn’t really get at the question of “broadening experiences” as opposed to getting a good job. She thought it would be a good question to ask. A final question wondered if geography was part of our problem, should we consider moving some of our programs to the Boise area? The Provost noted that the Board has defined areas of responsibility for each institution that limited our ability to move some programs. Every state institution has a niche, and within those niches we could consider expanding some of our programs into the Boise region.

Adjournment: Chair Brandt thanked Ms. Bales for the good discussion and entertained a motion (Wolf/Chung) to adjourn. The motion passed unanimously at 4:58.

Respectfully submitted,

Don Crowley, Faculty Secretary &
Secretary to the Faculty Senate