The Chair called meeting #14 to order at 3:31. A motion (Hrdlicka/M. Anderson) to approve the minutes from November 29th passed unanimously.

Chair’s Report: Chair Brandt welcomed everyone back for the start of the spring semester. She commented that today’s meeting would end promptly at 4:30 in order to get the room ready for the dedication of the Paul J. Joyce Lounge. If the Senate has not finished all items on the agenda, she will ask for a motion to postpone discussion on those items until next week. In other announcements, Chair Brandt stated that Vice Chair Patrick Hrdlicka is resigning from BAG (Benefits Advisory Group) and the Vandal Strategic Loan Program. She asked for volunteers from the Senate to serve on either of these two committees. BAG is an advisory group that works closely with HR on health insurance benefits. The Vandal Strategic Loan Program exists to provide resources to departments and colleges. Members of the loan committee review grant applications twice a year to determine how to allocate the funds.

Provost’s Report: Provost Wiencek reported on budget requests to the state. Next week is education week and all the institutions of higher education will be making presentations to JFAC. Governor Otter has presented his proposed budget. The Governor’s proposal includes funding for the Coeur d’Alene Computer Science Program. The budget did not include base funding for the Library. The University of Idaho (UI) will continue to advance that proposal. The Governor’s budget includes funds for a dairy initiative even though the UI had not intended to make this request until next year. This is a university-wide proposal termed Idaho CAFE (Center for Agriculture, Food and the Environment). The CAFE request will have additional money coming in future years. These funds will accumulate in the Permanent Building Fund until the UI is prepared to come forward with a fully articulated plan. The Governor’s proposed budget included a comparable amount of infrastructure funding for other institutions. A proposed 3% CEC (change in compensation) was also included in the governor’s budget.

Provost Wiencek discussed recent developments involving program prioritization. This workgroup requested an extension before submitting their report. He expects them to be ready by the end of the month. The Provost’s intention is for the recommendations to be presented to the Senate and in open forums on campus and at the Centers. He emphasized that the recommendations will not be finalized until feedback is received from the Senate and the open forums.

Provost Wiencek also noted that we will once again participate in the “Great Places To Work For” survey. We intend to do oversampling so all employees will have the opportunity to participate. We will see if this provides us with any additional information. The Provost was asked about the breakdown of the CEC. Would all of it come from state funds? The Provost noted that typically state funded CEC’s only fund an increase for around half of our employees. In order to fund a CEC that covers all of our employees, we will have to use other sources of funds. We have been seeking to place more employees on state appropriated funds.
Strategic Enrollment Management: Chair Brandt introduced Dean Kahler as the new Vice Provost for Strategic Enrollment Management. Dr. Kahler noted that he has been on campus for three months and hopes this is the start of a continuing conversation with the Senate.

He explained that his position encompasses both recruiting and retention. He emphasized that recruitment is all about “relationship building” and we need to recruit students one at a time. There are various ways to do this. An important aspect of recruiting in our current context is that Idaho ranks near the bottom in terms of the rate at which high school students go on to college.

- We need to start with students early in high school to change their attitude towards college.
- We need to work with students and their families about financial planning.
- There are many opportunities to help make financing a college education reachable.
- Competition for students is fierce and no longer tied to a particular region. We not only need to defend our market but be able to go into other markets.
- We need to be able to differentiate “our brand” and talk about what is unique to the UI.
- We need to focus on strong academic quality, while framing this in a way that a 17 year-old student will relate.
- We will be expanding our WUE program to include Washington and Oregon high school students with at least a 3.2 GPA.
- He has met with the deans to discuss possible expansion of the Idaho Promise program.
- The NAVITAS program is an international pathway program that will be on our campus in February. This program will help us recruit international students.
- We have recently hired new student recruiters and are working on developing training programs that will emphasize goals and territory management.

Dr. Kahler also discussed retention efforts. Keeping our students here is easier than recruiting new students. A 1% increase in retention will increase our funds through tuition by $250,000. Having a better retention and graduate rate will allow us to tell better graduation stories. We have to develop ways to evaluate students who are struggling and provide ways to help. We also need to help our students understand their debt load. The debt load of our students ranks reasonably well nationally and the average salary earned by our students at mid-career is above average. The future success of UI students is something we can advertise to our prospective students. The Vandal Student Success Center is a great concept and he is developing a team to focus on how we are using our resources to better serve our students. Dr. Kahler emphasized the importance of developing strong academic advising networks, as well as strengthening Career Services used by students throughout their college careers and beyond. He also stressed the need to get students to graduate in four years. He expects his office to be data-driven to help better recruit and retain students.

A Senator asked how a program could access data that would help with recruiting. Dr. Kahler suggested that one start would be by identifying the exact problem that needs addressed. He would be willing to meet with departments to discuss how to market their programs. Another Senator asked about the proposed expansion of WUE since we had moved away from WUE in recent years. Dr. Kahler suggested that the cuts to WUE made financial sense several years ago and helped to stabilize the budget. However, when they looked at our tuition situation today, relative to the surrounding states, it became obvious that our ability to draw students from Washington and Oregon had diminished. Using WUE for Washington and Oregon students helps make us competitive again. Another Senator suggested that we look at students from the District of Columbia since these students apparently get a $10,000 grant for out-of-state tuition. Dr. Kahler stated that he would look into this and noted that there were other states, like California, that were exporting a lot of students.
FS-17-028 (UCC-17-006a) Education Name Change. Professor Allen Kitchel from the College of Education presented this proposal. The College of Education is requesting to change the name of “Occupational Education” to “Workforce Training and Development” to better address potential demand for this degree. This proposal passed unanimously.

FS-17-029 (UCC-17-006b) Political Science Teaching Minor. Professor Kitchel explained that changing the name of the Political Science teaching minor to American Government/Political Science Teaching Minor would better link this minor to the teaching endorsement needed by those teaching high school. This proposal also included a small change in the required curriculum. The proposal passed unanimously.

FS-17-031 (UCC-17-030) General Education Requirements. Professor Kenton Bird, Director of General Education, was invited to speak to the proposed changes to “J-3-a”. J-3-a discusses the general education requirements for Communication. These proposed changes fall into four categories:

1. Division of the single Communication category into two: Written Communication and Oral Communication. These match the General Education categories in the State Board of Education’s policy and align with the General Education Matriculation (GEM) designation of the Idaho Course Transfer Portal. [http://idtransfer.org](http://idtransfer.org)
2. English 101 and 102 are the only courses to fulfill the Written Communication requirement.
3. Four courses (Comm 101, Philosophy 102, English 313 and English 317) will meet the SBOE criteria for Oral Communication. UCGE reviewed the course descriptions and learning outcomes for these courses and approved their designation for Oral Communication.
4. Additional courses have been added to meet UI General Education criteria for Social Science and International courses.

Professor Bird also suggested a small edit which consisted of adding the word “test” before the word scores in the paragraph on written communication. This was accepted by the Chair as a minor edit.

A Senator wondered about the use of courses designated as Business Writing and English Writing as oral communication courses. Professor Bird noted that the course descriptions were changed to include oral communication even though the course titles remained the same. A Senator asked whether the total number of general education credits had changed. Professor Bird noted that the total number of credits required had not changed. With the hour getting short the Chair asked for a vote. The motion passed without objection.

Adjournment: Chair Brandt invited everyone to stay for the dedication of the faculty lounge as the Paul J. Joyce Faculty/Staff Lounge. A motion (Brewick/Morrison) to adjourn at 4:27 passed unanimously.

Respectfully submitted,

Don Crowley, Faculty Secretary & Secretary to the Faculty Senate