

Washburn University
Meeting of the Faculty Senate
April 12th, 2021 at 3pm
Zoom Meeting Hosted by FS Executive Committee

Present: Morse, Mazachek (J), Stevens, Klaes, Dodge, Zwikstra, Miller, Smith (D), Grant, Kendall-Morwick, Erby, Huff, Thor, Wynn, Douglass, Moore, Krug, Kohls, Griggs, Watson, Byrne, Friesen, Cook, Daniels, Sainato, VanDalsem, Schmidt, Woody, Romig, Ricklefs, Wagner

Absent: Brooks, Smith (M), Wang

Guest(s): Bearman, McNamee, Leming, Holthaus, Sollars, Carpenter, Grospitch, Webb, Johnson, Ball (J), Mazachek (K), Stephenson, Modellmog, Burdick, Munzer, Liedtke, Kwak, Lee,

- I. Call to Order at 3:01pm
- II. Approve minutes- motion and second approved without discussion.
 - March 29th, 2021
- III. President's Opening Remarks
 - We have a discussion item agenda today.
 - Thanks for the work on at-large position Louise and election committee.
 - At-large election open now through Friday.
 - Last meeting of the semester is April 26th, for outgoing and incoming senators.
 - Election of officers will be done, if interested in secretary reach out to Morse/Stevens
- IV. VPAA Update - Dr. JuliAnn Mazachek
 - Thank you for your work.
 - Graduation update: planning is ongoing at this time. Figuring out the details. Faculty RSVPd, can still RSVP if wanting to attend
 - May 1st commencement: approximately 200 students have RSVP'd
 - May 8th commencement: approximately 500 students have RSVP'd
 - Will likely have more students RSVP this week.
 - Encourage your students to RSVP and to attend
 - Law school is graduating May 15th and will combine 2020 and 2021 graduates in one ceremony.
 - Thank you to those that are serving at the ceremonies.
 - No plans at this time to change summer course. Rooms can hold classes to the capacity as needed/requested
 - Work with deans on adjustments to summer classes.
 - Mask requirement still in place until you hear otherwise.
 - Continued conversations on masks at graduation.

- In conversation with deans, to bring employees back to campus, with a June 1st target date. Academic units look different and will hear more before May 7th.
- May 4th retirement ceremony, encouraging people to attend.
- Employee recognition ceremony, anticipated to be May 14th, watch for details.

V. Consent Agenda

- Faculty Senate Committee Reports-none
- University Committee Reports-none

VI. Old Business-none

VII. New Business- none

VIII. Information Items- none

IX. Discussion Items-

- Admission contract with EAB- Liedtke
 - Projected graduates for the state of Kansas, graduating classes in Kansas are relatively flat. We have option of increasing market shares
 - Kansas students what we know:
 - I. Increase in numbers not attending college
 - II. Those choosing to attend an out-of-state college is up
 - III. Fewer students took the ACT test last year
 - IV. Demographic shifts continue
 - V. Private visitations down due to COVID- limited opportunity to visit campuses or attend college fairs.
 - Virtual circuits not as effective as in-person
 - Name purchasing and EAB partnership
 - EAB will take over name purchasing to better strategize for the types of names we purchase.
 - Multifaceted recruitment with COVID impact will include:
 - I. On and off campus programing
 - II. Private/individual visitations
 - III. High school visits
 - IV. College fair circuits
 - V. Name purchasing strategies- less names available and major vendors merging.
 - Partnering with EAB to:
 - I. Strengthen success in current markets and identify new markets.
 - II. Assist in name purchasing strategies with stronger data resources and proven methods to produce strong inquiries and grow enrollment.
 - III. Earlier fulfillment at the sophomore and junior levels

- IV. Demonstrate ability to: provide data science metrics, apply peer insights, and refine market expertise.
 - Example of larger foot print of Northern Arizona University after partnering with EAB.
 - Zwikstra asked how we know Northern Arizona increase is because of EAB. Liedtke responds it is multiple things that increased the foot print, EAB being one of them.
 - Question asked about in state versus out of state, residents versus citizen issues. Regent passed interstate agreement where surrounding state graduate pay in-state tuition. Applies to DOCA as well.
 - Question asked where do we currently get names from? Liedtke states different ways include: surveys, name purchases, GPA test scores.
 - Question asked if we have a program with counselors at high schools? Pre-COVID visited high schools once per month
 - We face issues about not being invited to college fairs everyday being the only public university in the state.
 - Are neighboring competing schools using EAB? Liedtke said yes he is aware of other schools using EAB.
 - Modellmog says recent graduates would be our best recruiter. Questions whether simple visits would be better than a mailing campaigns.
 - Travel pre-COVID extensive travel across the state and some college fairs across the state boarder.
 - Direct mail campaign is just one of many campaigns we have.
 - Modellmog- question regarding cost and giving students this information. This information/conversation is had with each family that does a private campus visit.
 - Corey asked are we on Tik Tok? Liedtke says we are on sources of social media.
 - Multiple faculty asked about recruitment of faculty children.
 - Morse asked about diversity and increasing diversity, and recruiting honors students, asked how can EAB help us increase honors students from right here in Topeka? Liedtke says this is on his list of things to discuss with EAB for ideas on this.
- Workplace-Schmidt
 - History- All faculty staff email was used for everything pre-COVID. Committee was put together to look at other options. Workplace came out of this. Facebook owns Workplace and is going to start charging in June and will need to change to something else
 - Schmidt asked what do we want our conversation to look like? Would like to know what people want before perusing other options.
 - Yammer is office version of Workplace, free besides IT times to set it up.

- We need to have freedom of speech.
- Many voiced liking one spot on email and having everything communicated that way
- Paul says Workplace helped filtered out more important emails from less important.
- Exploring if all-faculty staff will come back? Mazachek says that is being looked in to.
- Overall prefer give us information via email.
- Cook asks if it would be possible to have these announcements once a week through All faculty email.
- Mazachek reports the purpose of Bod Talk is a once a week announcement from across campus.
- Individuals encouraged to reach out to Schmidt with more questions/concerns.
- Graduate council proposal-Grant
 - Graduate council proposal to change the charge of the graduate council. The constitution and faculty handbook look different in regards to the mission of graduate council.
 - Confusion over what grad council can do and their charge.
 - Office of graduate programs and academic outreach would help the committee in the past
 - Council would like to move in to an advisory council role, and would like to follow the path that is needed for this.
 - The committee is wanting to asks for input before we moving this forward to the Executive committee.
 - Mazachek would like to set this up to be successful.
 - Morse says that nothing will happen at this point in the year, but thanks the council for working on this longstanding problem.
 - There are financial limitations of the committee.
 - Should the committee be split into two due to having two roles? Grant says it is a logistical problem and need better understanding of what this means for the committee.
 - This is the beginning of a necessary conversation.

X. Announcements

- Apeiron Friday.
- WUMaster last panel Thursday at 2pm. Zoom link:
<https://washburn.zoom.us/j/97047941896?pwd=SDNGVGhOTVNTcUtPUTIjbEhqU0xUQT09>

XI. Adjournment- move to adjourn 4:07pm

