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| EC#21Approved March 21, 2006.March 7, Minutes  | Indiana State UniversityFaculty Senate 2005-06  |

Time: 3:15 p.m.

Place: Hulman Memorial Student Union 227

Present: Chairperson S. Lamb, Vice Chair V. Sheets, Secretary Sr. A. Anderson

V. Anderson, B. Evans, B. Frank, C. Hoffman, J. Hughes, S. Shure

Ex-Officio: Provost Maynard

Visitors: M. Edwards, T. Exline, G. Minty

I. Administrative Report

Provost Maynard reported:

1) Law School Taskforce met last week and is meeting again today; meetings are held weekly on Tuesday and Thursday;

2 Habitat for Humanity held a ground breaking ceremony today for the residence the campus community is helping to construct;

3) Annual promotion and tenure applications are under review; recommendations will be made by the end of the month;

4) Academic deans continue to work on budget matters; the hiring freeze will be lifted on July 1, 2006; desire to minimize impact on students; affected staff should be known by mid April to permit opportunities for transfer for similar skill-set vacancies

5) Timeline for Programs of Distinction has been extended for a couple of weeks.

II. Chair Report

Chair Lamb:

1) Senate officers discussed with the Provost the effect on staff of current budget predicted shortfalls;

2) Congratulated the Support Staff Council for its outstanding donation to the Habitat for Humanity project;

3) Noted the national average faculty salary increase across colleges last year was 3.2%--ISU did not meet this average;

Agenda was reordered. (Sheets, Evans 9-0-0)

III. Marketing Discussion: “Image and Awareness Survey Report” prepared by EMG.

Guests were invited to the table by acclamation.

Present plan is to administer a marketing survey every two years; next administration will be Spring 2007; survey should be constructed to ensure the data gleaned is comparable. A difficulty with this data was noted—timeline did not permit the needed three years to effect a difference in opinions. Dissemination of next spring’s results to faculty was encouraged. Consultants hired ensure sample pool is valid.

Program focus within marketing ads was encouraged—generalized attributes too generic. The University’s admittance policy affects community perception—determinants are important.

The marketing group, Marketing, Admissions Leadership Team (MALT), meets every other week. Admission efforts this year have benefited from the MALT and communication within areas is better.

ISU logo apparel is available on the Office of Alumni Affairs web site—blue and white still ISU's school colors with limited palette married to these.

Administrative Affairs Committee Chair G. Minty said that the AAC’s major concerns are in the Committee’s report to the Executive Committee. Because of trouble speaking (he was coming down with a cold), he was glad he had not been asked to explain anything in the report. AAC did not see a relationship between the findings in the report and the University’s marketing effort but did concede that none of us are marketing people hence the final point in the report.

IV. Fifteen Minute Open Discussion

1) Dollars taken from faculty budget would eventually mean programs will have to limit enrollment; Provost responded that budget plans will free up dollars to invest back into targeted areas of potential growth.

2) A plan to diminish administrative-line overhead should be clear and visible to the campus community; cuts of positions with small budget outlay will not be enough—the campus needs to see that cuts are also occurring at the upper levels.

V. Approval of the Minutes

Minutes of the February 28, 2006 meeting were approved. (Hoffman, Evans 9-0-0)

VI. Old Business

None

VII. New Business

None

VIII. Standing Committee Reports

Executive Committee liaisons provided updates on respective standing committee activity.

IX. Motion to move into executive session. (Sheets, Hoffman 7-0-0)

Motion to move out of executive session. (Anderson, Evans 6-0-0)

The meeting adjourned at 5:27 p.m.