PRESENT: Aktan, Avdeev, Broome, Cano, Crick (for Lum), Cunningham, Decker, Diamond, Dinan, Duffy, Ellis, Falk-Romaine, Furst, Gazzillo-Diaz, Griswold, Kearney, Kim, Kothandaraman, Ku, Levitan, LoMartire, Maduro, Magaldi, Makarec, Malindretos (for Andreopoulos), Martin, Martus, McNeal, O'Donnell, Owusu, Perez, Polchak, Rosar, Sabogal, Sandmann, Schwartz, Sheffield, Smith, Snyder, Steinhart, Swanson, Tardi, Tirado, Verdicchio, Wagner, Waldron, Wallace, Wicke

ABSENT: Alon, Andreopolous

GUESTS: Arevalo, Bae, Barautogon, Bolyai, Burns, Cammarata, Chabayta, Coley, Corso, Daniel-Robinson, Feola, Ferguson, Fuller-Stanley, Gilley, Godar, Goldstein, Hahn, Huckvale, Jones, Kubeyinje, Liautaud, Mankiw, Moore, Noonan, Olaye, Rabbitt, Refsland, Richardson, Rosenberg, Rosengart, Ross, Sandford, Schneider, Sherman, Shoai, Tiernan, Trelisky, Van Riper, Vasquez, Weng, Williams, Wolf, Yoo, Yucel

PRELIMINARIES: Levitan called the Senate to order at 12:37PM. The Agenda (with the Minor in Italian Studies and the Major in Geography postponed to a future meeting), was moved by Sheffield and Martus and approved unanimously. The Minutes of the 9/23/2014 meeting, moved by Martus and Dinan, were also approved unanimously.

CHAIR’S REPORT: Levitan reported that the Executive Committee approved several committee appointments between Senate meetings, and asked the full Senate to confirm those actions:

DAC for Owusu in Geography: Ellis and Principe – moved and seconded by Levitan and Martus; approved unanimously.

Promotion for Nyamwange in Geography: Ellis – moved and seconded by Levitan and Sheffield; approved unanimously.

DAC for Scala in Women’s and Gender Studies: Sheffield and Levitan – moved and seconded by Levitan and Martus; approved unanimously.

DAC for Martus in Physics: moved and seconded by Levitan and Sheffield; approved unanimously.

Levitan and Martus nominated Feng of Marketing and Management to be the representative to the Marketing and Public Relations Advisory Committee; approved unanimously. Levitan and Perez nominated Malindretos of Economics to be the representative to the Board Finance, Audit and Institutional Development Committee; approved unanimously.

The Senate recommends the following faculty be added to the Student Success Team (moved and seconded by Levitan and Martus):

Zhang (Economics and Finance) from the Cotsakos College of Business

Pozzi (Educational Leadership) from the College of Education

Marshall (English) from the College of Humanities and Social Sciences

Bae (Kinesiology) from the College of Science and Health

All were approved unanimously. [L. McLaughlin-Vignier volunteered to be the representative from the College of Arts and Communication and will be confirmed at the next meeting.]
There will be a Faculty and Professional Staff meeting (a closed meeting) to continue the discussion (begun at the April 22 closed meeting) of the results of last year’s Administrative Evaluations. Discussion will include suggestions for revising/shortening the instruments and distributing the results. A new Ad Hoc Committee must be formed for this year’s round of evaluations. The meeting will be held on Thursday, November 13th in the Atrium Auditorium. Lunch will be held in the Atrium lobby before the meeting; no food is permitted in the Auditorium.

Overlap was again discovered between the winter and spring semesters, and has been corrected (with the winter semester to begin on 12/22). Discussions must be held to set the dates for future semesters in a way that best serves students, faculty and the institution. The Union and the administration are in discussion, but have not reached resolution.

The first of the ongoing series of fora on Student Success will be held on Friday, October 17th in Ballroom A from 9:30-12:30. Breakfast and lunch will be served.

**VICE CHAIRS REPORT**: Dinan reminded the campus community that all proposals intended for discussion by the various Senate councils must be sent to the Senate office before anything should be sent to the councils.

**RESEARCH AND SCHOLARSHIP COUNCIL SURVEY**: Arevalo and Gilley briefly reiterated the importance of the survey, which is intended to help identify areas in need of funding for research. Wicke and Martus moved approval to conduct the survey; approved unanimously.

**GRADUATE COUNCIL: MASTERS IN SPECIAL EDUCATION WITH A CONCENTRATION IN AUTISM**: Yoo and Yucel noted that the Senate approved the Master’s program last year. Today the Council presented a small change regarding a specialized certificate in autism. After general discussion by Kim, Ellis, Burns and Moore, Trelisky raised several technical and procedural issues that must be resolved. Levitan directed the Graduate Council to resubmit the proposal as a new certificate program at a future Senate meeting.

**UNDERGRADUATE COUNCIL:**

**MINOR IN GEOGRAPHY**: Mankiw and Martus moved approval of the new minor. Sheffield spoke in favor, but questioned the number of courses that can be taken outside the minor. Owusu responded that the program is deliberately cross-disciplinary. The minor was approved unanimously.

**MINOR IN URBAN STUDIES**: Mankiw and Ku moved approval of the minor. Verdicchio asked how such a small department could offer a minor. Owusu noted that it is interdisciplinary and faculty from other departments teach some courses. The minor was approved unanimously.

**ENROLLMENT MANAGEMENT REPORT**: Waldron introduced the new Vice-President for Enrollment Management, Reginald Ross. Despite difficulties with the PowerPoint (which is archived in the Packet for today’s meeting, along with the other reports he referenced), Ross
presented the latest data on enrollment. He noted problems with attrition in undergraduate enrollment. There has been an increase in applications, but a decline in converting them into enrolled students. He attributed part of the problem to the previous scholarship model that put us at a competitive disadvantage vis-à-vis rival institutions. SAT scores and high school GPAs of new freshmen have declined slightly, after years of steady increase. Overall, our graduation rates are slowly improving: Our four-year graduation rate is now 21.2% -- the highest it has been since the 1990s -- and our six-year graduation rate is now 50%. This is the first time since 2003, when the rate was 51.45, that we’ve hit 50%. We hope to soon reach the national average of 56% (but this still leaves us well below the state average of 66.5%). For the first time the WPU student body is now 25% Hispanic and more than 50% minority.

Directions in which the University is moving: Changes in the scholarship formula (including the already-successful 30/3.0 program), more active recruiting of international students, efforts to strengthen graduate program admissions, expansion of weekend and adult learning programs, active promotion of the finish in four, and active participation by faculty in the Student Success Team efforts.

Snyder hopes the University will look beyond things like high school GPA. Ross said that the highest level of math that a high school student takes is the best predictor of college success. He added that we collect masses of data, but we use little of them properly. Tardi asked to see more data, especially in comparison to our peer institutions. She also questioned why half the money is spent on promoting graduate programs, which constitute only 10% of our student body. She noted that we need to promote our image, not just our visibility. She also pointed out that this is the first time she’d heard any administrator say we need more international students. Ross said that most college data are collected and reported according to IPEDS standards, but that he would make more data available to the campus. Kim also congratulated Ross on emphasizing international students (a topic Kim has been raising for over fifteen years), a population that all our peers exceed WPU in attracting.

Wicke asked about the long-term enrollment goals. Ross said that while the goal is to increase undergraduate enrollment to 12,000, the University needs to decide: Are we the right size? Verdicchio expressed disappointment that nearly a third of our students transfer from WPU. What is it about WPU that says to students: Go away. Steinhart applauded the promise of more data, but asked that they be broken down in a variety of ways: Why do students transfer? Why is there nothing on weekends? Why isn’t there more engagement? Why are our summer schedules less attractive than our competitors? We need to bring more high school students to campus.

Martus noted that upward enrollment trends seemed to stall when WPU went from the traditional GE program to the new UCC, and he raised the question: Is the UCC what our population needs? 31% of our non-returning students are due to academic problems. Why enroll students who have such difficulty with academic rigor? Do our competitors have similar problems?

Magaldi pointed out that new graduate programs need a few years to catch on and show enrollment increases. Griswold urged that more guidance counselors be brought to campus to learn more about WPU. Lots of students are “lost,” and need better advisement. Ross acknowledged that WPU must do a better job of promoting our values and expectation of students.
ADJOURNMENT: Levitan urge all senators to take the proposed Course Repeat Policy back for discussion in their departments in preparation for the next Senate meeting.

Dinan and Makarec moved for adjournment, which occurred at 1:52pm.

The next meeting of the Faculty Senate will be on Tuesday, October 28th in Ballroom C.

Respectfully Submitted: Bill Duffy, Secretary

THIS AND OTHER SENATE DOCUMENTS ARE AVAILABLE ONLINE AT:

www.wpunj.edu/senate