

**WILLIAM PATERSON UNIVERSITY
FACULTY SENATE MINUTES
November 10, 1998**

PRESENT: Bareford, Bhat, Boroznoff, Chesney, Ciliberti, Coomes, Din, Duffy, Dye, Edelstein, Ferris (for Morganstern), Garcia, Ghosh, Goldstein, Grier, Grodner, Hayden, Kim, Kim-Yoon, Maheshwari, Matthew (for Wagner), McCallum, McClean, Murphy, Mwaura, Nack, Ndjatou, Overdorf, Parker, Pope, Sarrica, Schubert, Sesay, Tardi, Vardiman, Weidenaar, Weltman, Wolf

ABSENT: Hirstein, Scala, Speert, Swanson

GUESTS: Agard-Jones, Armah, Bakst, Bolyai, Croce, DeYoung, Phadia, Reiss, Schaeffer, Seal, Wahrman, Williams, Zeman, Zikopoulos

PRELIMINARIES: The Senate was called to order by Chairperson Overdorf at 12:40 PM. The agenda (moved and seconded by B. Duffy and M. Boroznoff) and the minutes of the October 27, 1998 meeting (moved and seconded by Goldstein and Edelstein) were both accepted unanimously. L. Wolf's motion (seconded by Duffy) that the Senate thank all those involved in the Technology Across the General Education Curriculum Panel was approved unanimously.

CHAIRPERSON'S REPORT: Duffy moved approval of L. Xu, from the College of Business, to fill a vacancy on the Undergraduate Council; the vote was unanimous. Overdorf noted that Duffy had resigned as Vice-Chair. Duffy nominated D. Garcia to fill the slot. Wolf observed that the By-Laws require that the Executive Committee nominate a temporary replacement now, and that the formal election take place at the next Senate meeting (at which other nominations may also be made from the floor). Garcia was approved as temporary Vice-Chair (two abstentions). Overdorf announced that Garcia was stepping down from the Distance Learning Committee, and that nominations for his replacement are to be sent to the Senate Office as soon as possible.

VICE-CHAIR/SECRETARY'S REPORT: In A. Ciliberti's absence, Duffy reminded the body of the upcoming Sabbatical Leave Committee election (December 9-10, 1998). As of noon only one nomination had been received. The second round of nominations runs until noon on November 23, 1998. Signed form and a confirmatory phone call must be received by Ciliberti prior to that date. Constituencies that do not field candidates will not be represented on the Committee.

DISTINGUISHED LECTURER SERIES: M. Edelstein moved (G. Schubert seconded) that the faculty member appointed by the President to serve on the

Distinguished Lecturer Series Committee (now L. Wolf) canvass Senators regarding suggestions and topics for the lectures. Wolf asked that individuals simply send their suggestions to her. Schubert and Edelstein contended that the series is too political, while M. Goldstein held that the series is working properly, and that this is not a proper matter for Senate debate. Others commenting: A. Ghosh, R. Grier, M. Mwaura and R. Reiss, who stated that all sorts of suggestions are welcome, and can be directed to him, to Wolf, or to D. Santillo. The motion carried with four abstentions. Edelstein then moved (Schubert seconded) that efforts should be made to provide greater access for faculty and students to attend. Overdorf suggested projecting the events into classrooms. The motion was approved unanimously.

ENSURING THE INTEGRITY OF WPU DEGREES: Overdorf asked the Senate's guidance in deciding how to proceed in dealing with challenges to the integrity of a WPU diploma, including the rise of paid research papers, Internet plagiarism, etc. A number of Senators participated in the discussion (Edelstein, Schubert, I. Nack, B. Parker, D. Vardiman, M. Mwaura, L. Dye, Wolf, B. Weltman, Goldstein and Ghosh), and the consensus was that the issue should be referred to the Admissions and Academic Standards Council. At Dye's suggestion, Overdorf will ask R. Kloss to conduct a workshop on pedagogy that should emphasize ways of countering this problem.

EMERITUS NOMINATIONS: Overdorf and Edelstein nominated Soon Man Rhim from the Sociology Department for Emeritus status; it was approved with one abstention. Goldstein and Duffy nominated William Younie from the Department of Special Education and Counseling for Emeritus status; it was approved unanimously.

MARKETING CAMPAIGN UPDATE: C. Croce made a multimedia presentation of the new image in WPU marketing. There will be more targeted marketing, with greater use of non-print media, selected by means of improved market research. The campaign will promote the institution first (where previously individual parts had been emphasized), and will focus on themes such as academic excellence and student success. All activities on campus - from the Wayne Chamber Orchestra, through the Thomas Jefferson Lecture Series, the Distinguished Lecture Series, National History Day, etc. - must be viewed as marketing opportunities. He unveiled the new graphic templates for brochures, distributed copies of the latest issue of WP, the Magazine of William Paterson University, spoke briefly about the redesign of the WPU website (due for 1/1/99 launch), and discussed other marketing strategies to be implemented over the next few months. Finally, he screened one of several five-minute promotional videos. Croce took questions and comments from Ghosh, Weltman, C. Bareford, Schubert, V. Bhat and K-H. Kim.

TECHNOLOGY PANEL: R. McCallum applauded the Technology Panel,

but noted that it's all for naught if the hardware isn't working; we need more support staff. Weltman reiterated the need for College of Education participation in these efforts. Overdorf asked anyone else wishing to comment to send the feedback to the Senate Office.

NEW BUSINESS: C. Sesay urged everyone to support the Senior Citizen's Thanksgiving Dinner on Saturday 11/14. Boroznoff reminded faculty that Wednesday, 11/25 will be a MONDAY schedule (as previously announced). Schubert and Duffy moved that the Senate congratulate the Women's Soccer Team for its excellent season, a motion that was approved unanimously.

ADJOURNMENT: The Senate adjourned at 1:50 PM. The next meeting will be held on Tuesday, November 24, 1998, at 12:30 PM in Student Center 203-5.

Respectfully submitted,
Bill Duffy, Acting Secretary, yet once more
