

1 William Paterson University – **FACULTY SENATE MINUTES** – October 9, 2007

2 FACULTY SENATE WEB PAGE – <http://www.wpunj.edu/senate> --- E-mail discussion: facultysenate@list.wpunj.edu

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4 **PRESENT:** Andreopoulos, Antoniou, Bliss, Bhat, Bolyai, Boroznoff, Cho, Diaz, Duffy, Ekeocha, Ferris, Finnegan, Godar, Hahn, Kaplan,
5 Kashyap, Kaufman, Kim, Korgen, Lawrence, Levitan, Liu, B. Liu (for Thiuri), Lopez (SGA), Lorenz, Mbogoni, Martinez, Mulrine, Natrajan,
6 Pavese, Peterson, Potacco, Rivela, Singh, Steinhart, Stropfel, Tardi, Tesfaye (for Davis), Van Boerum, Verdicchio, Wagner, Wahrman, Weil,
7 Weisberg, Xu

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9 **ABSENT:** Becker, Grodner

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11 **GUESTS:** Basu, Betts, Bogdon, Ciliberti, Daniel-Robinson, Feola, Gonzalez, Gritsch, Jemmott, Liautaud, Martone, Miller, Polding, Schaeffer,
12 Seal, Tirado, Williams, Zeman

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14 **PRELIMINARIES:** Chairperson Godar called the meeting to order at 12:35 PM. Rivela and Korgen moved and
15 seconded approval of the agenda and this passed unanimously. Duffy and Ferris moved and seconded approval
16 of the minutes of the September 25, 2007 minutes and this was also approved unanimously.

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18 **CHAIR'S REPORT:** Godar announced that the Center for Teaching Excellence will host a webinar entitled "How to
19 manage disruptive student behavior: Coping with misconduct in the college classroom" on October 24, 2007
20 from 1 to 3 PM. Two sessions will run, one in the Hobart Hall Martini Room and the other in Valley Road room
21 3065. Sandie Miller distributed a flyer that encouraged signing a petition for the relief of tragic events in Darfur,
22 Sudan. Godar said that Strasser and Ferris have been nominated to serve on a promotion committee for the
23 Department of Educational Leadership and Professional Studies. Duffy and Levitan moved and seconded
24 approval and the motion passed unanimously. Godar discussed the state-mandated articulation arrangements
25 between the community colleges and four-year state institutions that allow a more seamless transfer of credit
26 for students moving from the former to the latter. She said that this will not affect current WPUNJ students.
27 Godar addressed comments that she has received about how the Executive Committee does its work and said
28 that she takes it as a compliment that the Committee works quickly and is decisive in its initiatives.

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30 **VICE-CHAIR'S REPORT:** Finnegan requested approval of nominations of individuals to serve on Councils and
31 Committees: Elections Council – Maria Tajes, Payton MacDonald and Cesar Perez; Athletic Activities Council –
32 Lynne Rogers, Kathy Torsney, and Bob Wolk; Technology *ad hoc* Committee – David Weisberg, Maureen Martin,
33 Rich Blonna, Richard Kearney, Susan Sgro, Ted Clancy and Greg Mattison. Levitan and Duffy moved and
34 seconded these nominations, which were approved unanimously. Finnegan asked for volunteers for a group to
35 determine initial charges for the proposed *ad hoc* Planning and Budget Committee.

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37 **BRANDING CAMPAIGN:** Stuart Goldstein said that the current marketing initiative has two parts: identification
38 of WPUNJ's core identity and differentiating WPUNJ from its sister institutions. Goldstein said that the
39 marketing firm Lipman Hearn (<http://www.lipmanhearne.com>) has been retained to perform research for
40 WPUNJ. He said that groups of all the university's constituencies have been organized and discussions held
41 about the university's identity. He said that a recent survey of faculty received just under 50% response rate. He
42 said the main goal at present is to establish a strong and accurate picture of who we are as a university.
43 Goldstein said that once the research is complete and identities defined then the actual marketing campaign can
44 commence. He said that this will permeate widely and connect with student recruitment and campus signage as
45 well as advertising. Kim asked when the work will be complete and Goldstein said that the new marketing
46 campaign should begin in Spring 2008. Finnegan asked about the cost of these efforts and Goldstein said that
47 cost has not been determined yet. He added that the plan is to stick with the brand and identity over several
48 years in order to get these established. Bhat asked if the advertising materials will be subject to Senate review
49 before they're rolled out. Goldstein said that the Senate Executive Committee will get a preview. Kashyap asked

50 that the Senate be provided with details about the advertising campaign's methodology and Goldstein said that
51 these details will be shared. Kaufman said that we're assuming that our lower enrollment is caused by
52 ineffective marketing and asked if there was a way of determining what it is that students don't like about the
53 university. Finnegan also asked if there is research on why students choose not to attend WPUNJ.

54
55 **COMPUTER REPLACEMENT PROGRAM:** Len Bogdon discussed the computer replacement and renewal program
56 and distributed a set of draft guidelines transitioning into a three-year replacement cycle for staff and
57 public/student workstations. He said that this will be centrally managed rather than at the department level.
58 Finnegan asked when faculty would choose between laptops and desktop PCs. Martus asked whether there
59 would be a choice between Macintosh or Windows operating systems. Bogdon said that the mechanisms for
60 choosing between laptop and desktop hardware are being worked on. He said that people currently using
61 Macintoshes will get Macintosh replacements. He said that they will avoid having cross-platform issues within
62 departments if possible. Bhat asked if very old computers can be detected by the network and Bogdon said that
63 this is part of the process for identifying what computers to replace first. Kaplan asked whether consideration
64 has been given to future plans involving expanded need for data storage and information management. Bogdon
65 said that expanded staff needs are covered and that the IS infrastructure is designed to scale upward as needed.
66 Kaufman asked if older PCs can be taken home by faculty. Bogdon said that for those who need to work at home
67 a laptop may be preferable He said that old computer will be returned to a central facility for retirement or
68 redeployment. Verdicchio asked whether there was accommodation for computers that include assistive
69 technology for visual and hearing impaired users. Hahn said that this should be addressed through department
70 chairs, deans and the HR office. Martus expressed disappointment in the new program if it will not allow older,
71 functional equipment to be used to run lab equipment. Bogdon said that this sort of thing will be
72 accommodated, but it will be accounted for centrally so that there is an accurate inventory of computers on
73 campus. Bogdon said that a portion of the leased computers will not be returned to the vendor.

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75 **ENROLLMENT MANAGEMENT:** Colleen O'Connor spoke on her efforts as Director of Undergraduate Admissions.
76 She said that since she started working here in December 2006 she noticed inefficient practices in the
77 Admissions office that, once corrected, improved the turnaround time of applications and communication with
78 applicants. She said that she increased and improved the content and frequency of mailings to prospective
79 students and school guidance counselors. O'Connor said that she has increased the number of admissions
80 events such as open houses, counselor receptions, immediate decision days, preview days and summer camps.
81 She said that her office has purchased 57,000 names of prospective students and needs more resources to reach
82 out to as many as possible. She said that she has built up a system of territories so that Admissions staff have
83 organized sets of schools to visit and assessable areas of responsibility. She said that she is working with campus
84 telecommunications to assure that calls to Admissions do not go to voice-mail, but are answered in person.
85 O'Conner said that Admissions is trying to raise the quality of students that are accepted, raising the average
86 CSAT score by 8 points. She said that the number of part time admits is going down and selectivity is going up.
87 Godar asked if there is a cutoff number for admissions and O'Connor said that it is 10,433. Anderson said that
88 this is a decrease of 167 from last year. Bolyai said that there are 7321 full time students, 1509 part time and
89 1613 graduate. Finnegan asked that all of these numbers be provided to the Senate so that a more thorough
90 analysis could be done. He asked if there is any indication of why the numbers have trended as they have.
91 Finnegan asked if there was any understanding of where WPUNJ sits in comparison with its sister institutions in
92 the state. Wahrman referred to a recent local newspaper headline about soaring enrollment rates in New Jersey
93 state and private colleges and asked why WPUNJ is not following this pattern. She asked O'Connor about our
94 acceptance rate. O'Connor said it is about 69%. Kim voiced concern over the lack of interest in international
95 students at the university. O'Connor said that this needs the full support of the institution and that international
96 recruiting is expensive. She said that her immediate focus has been on improving traditional admissions.
97 Steinhart said that it is good that we hear this and need to know what is going on in Admissions.

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99 **ADJOURNMENT:** The Faculty Senate adjourned at 1:47 PM. The next meeting will be held on Tuesday, October
100 23, 2007 at 12:30 PM in University Commons room 171A/B.

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102 Respectfully submitted: K. Wagner, Sec.

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THESE MINUTES AND OTHER SENATE DOCUMENTS ARE POSTED ONLINE AT <http://www.wpunj.edu/senate>.