

1 WILLIAM PATERSON UNIVERSITY – **FACULTY SENATE MINUTES** – November 27, 2007

2 FACULTY SENATE WEB PAGE – <http://www.wpunj.edu/senate> --- E-mail discussion - [faculty senate@list.wpunj.edu](mailto:faculty senate@list.wpunj.edu)

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4 **PRESENT:** Andreopoulos, Antoniou, Becker, Bliss, Bhat, Cho, Davis, Duffy, Ferris, Finnegan, Godar, Grodner, Kaplan, Kashyap, Korgen,  
5 Levitan, B. Liu, T. Liu, Lopez (SGA), Mbogoni, Martinez, Mulrine, Natrajan, Pavese, Peterson, Potacco, Rivela, Singh, Speert,  
6 Steinhart, Stroppel, Tardi, Tesfaye, Van Boerum, Wagner, Wahrman, Weil, Weisberg, Xu

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8 **ABSENT:** (*nota bene:* The attendance sheet from 11/27 may not be an accurate reflection of your attendance. If you were present  
9 and marked absent, please let K. Wagner know.) Boroznoff, Diaz, Ekeocha, Kaufman, Kim, Lawrence, Lorenz, Verdicchio

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11 **GUESTS:** Basu, Betts, Bolyai, De Young, Diehl, Gonzalez, Hahn, Hayden, Hutchison, Liautaud, Makarec, Maratouk, Marcone, Miller,  
12 Mir, Overdorf, Peterman, Polding, Rabbitt, Schaeffer, Schuhmann, Seal, Tiernan, Vicari, Zeff, Zeman

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14 **PRELIMINARIES:** Chairperson Godar called the meeting to order at 12:35 PM. Duffy and Martus moved and seconded  
15 adoption of the proposed agenda, which passed unanimously. Duffy and Martus moved and seconded approval of the  
16 minutes of the November 13, 2007 meeting, and this also passed unanimously.

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18 **CHAIR'S REPORT:** Godar encouraged everyone to attend the GE Forum scheduled for November 29<sup>th</sup>, University  
19 Commons Ballroom. She said that Glen Sherman, Dean of Student Development, rescheduled a presentation on the  
20 Alcohol Edu program to accommodate the GE Forum and that everyone should make an effort to attend his  
21 presentation as well. Godar remarked that Policy 31 was amended to include adjunct faculty in departmental decision-  
22 making. She said that this is a necessary part of shared governance. Pavese asked for details of how this is supposed to  
23 be implemented. Godar said that departments are expected to implement this as they seem appropriate. Duffy said that  
24 adjunct faculty are encouraged to participate in department governance and must implement University policies. Pavese  
25 suggested that the Senate agree on a recommended implementation process. Finnegan said that we could ask Senators  
26 to report on how their department is implementing adjunct faculty involvement. He made this a motion, seconded by  
27 Levitan. Pavese asked if the Executive Committee discussed this with the Administration. Bliss asked if Senators could  
28 respond in writing. The motion passed.

29 **Board Liaison Reports** – Ginny Overdorf, Senate Liaison to the Educational Policy Committee of the Board of Trustees,  
30 reported on the meeting held on Friday, November 16<sup>th</sup>. She said that the Provost shared an interesting slide show of his  
31 recent trip to China. She said that he reported that a memorandum of cooperation has been signed with one Chinese  
32 university and others are forthcoming. She said that these will result in exchanges of students and faculty between the  
33 institutions. Overdorf reported that the search for a Dean of the College of Arts and Communications as well as 31  
34 faculty searches are underway. She reported that the Provost recently attended the NJ Teachers Convention and the  
35 National Sales Challenge. The Provost also said that the President, the Development Office, and Dean Basu have secured  
36 a million dollar gift towards entrepreneurship programs in the College of Business. Overdorf reported on dashboard  
37 indicators: slight upticks in regular admits' SAT scores and overall SAT scores from 2006 to 2007; 87% more applications  
38 compared to this time last year; fall 2007 enrollment is 10,443 compared to fall 2006 which was 10,600. Overdorf  
39 reported that the committee heard of the Art program's accreditation and that the department of Computer Science's  
40 efforts toward accreditation are on track. Overdorf reported that grants received to date for FY 2008 total \$3,456,233.  
41 She reported that the committee discussed the Senate's review of General Education. Overdorf reported that the  
42 university is considering the creation of an education major to make the University more competitive. Kate Makarec,  
43 Senate Liaison to the Student Affairs Committee reported that staffing issues are negatively impacting the university's  
44 ability to provide adequate student services. She said that Banner issues continue to be a problem. Makarec said that  
45 there was a discussion of how local retailers are being made aware of the University's focus on alcohol issues and are  
46 improving their abilities to curtail sales to underage persons. Makarec said that there was a report of savings in campus  
47 shuttle expenses due to NJ Transit providing extra service to the campus. She said that there was discussion of the  
48 problems on campus caused by a lack of sidewalks. Makarec said that there was a discussion of providing better student  
49 service by relocating the Registrar and Bursar offices to the main campus. Raza Mir, liaison to the Finance and Audit  
50 Committee reported that an audit was conducted on November 16<sup>th</sup> and the University's financial practices received an  
51 unqualified favorable grade and that everything conforms to accepted standards. He reported that financial indicators  
52 are in line with Moody's and that the budget is reported to be in good shape. Bill Duffy, substituting for Pixy Ferris,  
53 liaison to the Minority Affairs Committee, reported on extensive discussion of the University's excellent work to achieve

54 diversity in its student, faculty and staff makeup. He reported that there was no meeting of the Institutional  
55 Development Committee.

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57 **VICE CHAIR'S REPORT:** Finnegan asked Council and Committee chairs to forward meeting minutes and meeting  
58 schedules to him. He said that the minutes will be posted on the Senate web page.

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60 **UNDERGRADUATE COUNCIL – NEW PROGRAMS IN APPLIED HEALTH AND ACCOUNTING:** Council Chair Mark Sandford,  
61 on behalf of the Council and the Department of Accounting and Law, moved approval of a proposal to create an  
62 Accounting minor. Xu said that that the minor provides a basic mastery of accounting principles and practices and  
63 supports entry level positions in bookkeeping and tax preparation. Sandford said that, as a minor, it requires no  
64 additional courses or faculty. Kaplan asked if it is linked to any particular major and Xu said that it was not.  
65 Andreopoulos spoke in favor, saying that, combined with a finance major, it would provide a very marketable set of  
66 skills. The motion was approved 34-0 using electronic voting. Sandford, on behalf of the Council and the Department of  
67 Community Health, moved approval of a proposal to create a BS program in Applied Health. He said that the program  
68 was not geared toward professional certification and consists of an extract of existing courses that requires no additional  
69 curriculum or faculty. Wahrman asked why Montclair suspended their program. Hayden replied that the MSU program  
70 was in Allied Health and was available only to those holding Associate Degrees. Hayden said that the program was  
71 dropped due to low enrollment. Wahrman asked whether the proposed program would divert enrollment in other,  
72 similar programs such as Health Education or Nursing. Wahrman also suggested a Biology minor option. Kashyap pointed  
73 out that there is no Marketing and Management minor and that these are two distinct disciplines. Kaplan said that this  
74 will be corrected. Weisberg asked how transfer in of AA degree students will work. Bliss asked that there be restrictions  
75 to ensure that nursing students seeking graduate studies are prevented from enrolling in the applied health program.  
76 The motion passed, 36-1. Peterson asked about anticipated enrollment and Hayden replied that they expect twelve to  
77 fifteen the first year. Sandie Miller said that the electronic voting device is available for classroom use at Media Services  
78 in the Library.

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80 **REPORT FROM LIPMAN HEARNE ON BRANDING CAMPAIGN:** Associate VP for Institutional Advancement Stuart  
81 Goldstein thanked everyone who participated in the focus groups and online survey that contributed to the Brand  
82 Assessment Research study provided by Lipman Hearne, Inc. Julia Brady, from Lipman Hearne, presented a Powerpoint  
83 review of the findings. She said that interviews with University leadership were conducted along with reviews of current  
84 and prior marketing materials. She said that a market analysis and competitor analysis were performed along with  
85 interviews with key donors, trustees, foundation members, and supporters. She said that this helped formulate the  
86 survey questions. She said that they received one of the highest response rates (53%) in their experience. She said that  
87 another 400 telephone surveys with other groups were done and that 812 alumni and 1141 students were contacted.  
88 Brady said that the high quality of the faculty emerged as a major perceived strength of the university. This, along with  
89 the quality of teaching, strong areas of study, and emerging new programs were cited as leading reasons to attend  
90 WPUNJ. Other strengths mentioned were proximity to home, open-minded atmosphere, diverse student body, and  
91 beautiful campus. Kashyap asked whether this all had been benchmarked against WPUNJ's competitors. Brady said that  
92 this was done in comparison to six other institutions and a gap analysis has been performed. She said that the gap  
93 between desired and perceived qualities measures highest among the faculty, who have very high standards and  
94 expectations. Pavese asked if the survey included responses from adjunct faculty. Brady said that we did not and  
95 Goldstein said that their budget defined the scope of the survey. Brady said that the survey results are translated into  
96 marketing efforts; strengths become benefits and rewards. She presented the Lipman Hearne brand platform, whose  
97 elements are a foundation, functional benefits and emotional benefits. Finnegan asked if there is information on how  
98 the institution's name affects perceptions about the institution. Brady said that we did not ask specifically about this, but  
99 there were options for open-ended responses. Tardi remarked that the information presented here is not very different  
100 from what we know already and asked about the direction this is supposed to take the institution. Brady said that this is  
101 being presented to the administration and that the next phase is to create and implement a comprehensive marketing  
102 campaign. Cho remarked that people living in adjacent New York metropolitan areas are unaware of WPUNJ.

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104 **ADJOURNMENT:** The Senate adjourned at 1:47 PM. The next meeting will be on Tuesday, December 11, 2007 at 12:30  
105 PM in University Commons 171 A/B.

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107 Respectfully submitted: K. Wagner, Sec

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