

1 WILLIAM PATERSON UNIVERSITY – FACULTY SENATE MINUTES – October 14, 2008

2 FACULTY SENATE WEBPAGE: <http://www.wpunj.edu/senate> --- EMAIL DISCUSSION: faculty senate@list.wpunj.edu

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4 **PRESENT:** Andreopoulos, Bliss, Bhat, Cho, W. Davis, Diamond, Duffy, Ekmekjian, Ferris, Finnegan, Gardner, Diaz, Godar, Kim, Knaus,
5 Lawrence, Levitan, Liu, Martinez, Martus, McCallum, Mongillo, Mulrine, Natrajan, Owusu (for Thiuri), Peterson, Pinkston, Potacco, Rogers
6 (for J. C. Davis), Rosar, Scala, Schwartz (for Lorenz), Steinhart, Suess, Tardi, Van Boerum, Verdicchio, Wagner, Walsh

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8 **ABSENT:** Becker, Kaufman, Mbogoni, Pavese, Peterson, Stroppel

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10 **GUESTS:** Anderson, Bolyai, Daniel-Robinson, Deller, Diehl, Fuller-Stanley, Goldstein, Gonzalez, Hahn, Jemmott, Kashyap, Matthew,
11 O'Connor, Olaye, Schaeffer, Seal, Tirado, Verbeek, Weil, Williams, Zeff, Zeman

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13 **PRELIMINARIES:** Chairperson Godar called the meeting to order at 12:39 PM. The proposed agenda was moved
14 and seconded by Duffy and Martus and unanimously approved. The minutes of the September 23, 2008 meeting,
15 moved and seconded by Duffy and Martus, were also unanimously approved.

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17 **CHAIR'S REPORT:** Godar announced that the proposed BA in Geography program, discussed at the May 8, 2008
18 Senate meeting and deferred pending review by the Department of Environmental Studies, will be reposted and on the
19 agenda for the next meeting. Godar thanked the administration for posting the current catalog. Godar announced that
20 the Physics Department requests approval of a promotion committee including Gary Gerardi from the Chemistry
21 Department. Martus pointed out that this action was not approved by the Physics Department and Godar withdrew the
22 request. Tardi said that the Union has been contacted about this matter and will send out a calendar of promotions-
23 related deadlines and other dates. Duffy moved that the Senate Executive Committee approve the committee in order
24 to meet required calendar deadlines. Tardi questioned this practice. Duffy said that the Executive Committee
25 sometimes acts in lieu of the full Senate during the summer months. Tardi said that the Union and Administration may
26 need to work out an adjustment to the calendar to accommodate the Physics department. Godar said that this issue is
27 of terms and conditions of employment and not a Senate matter. Godar announced that on Friday October 17 there
28 will be an Assessment Forum and a GE Forum. She said that on October 23 there will be a wrap-up session of the GE
29 "Four Fridays" discussions in Ballroom A. She said that as the Senate will be deliberating on the entirety of the GE
30 package, it is important that we attend these ongoing GE meetings in order to understand the process as the new GE is
31 developed.

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33 **VICE-CHAIR'S REPORT:** Finnegan announced nominations to serve on Senate Councils: Tina Leshar for
34 Admissions and Enrollment Management, Payton McDonald and Djanna Hill for Budget and Planning, Jinn-Tsair
35 Teng and Stuart Lisbe for Elections, Alejandro Anreus for Governance, Tricia Snyder, Alison Dobrick and Eswar
36 Phadia for Undergraduate, and Richard Bartone for Assessment. Duffy seconded the nominations and this passed
37 unanimously. Finnegan announced that the luncheon meeting for the chairs of Councils and the Executive Committee
38 will be on October 21. He asked that the chairs send a delegate if they cannot attend. Tardi requested that, in the
39 future, the Senate refrain from scheduling meetings during the common hour slot normally reserved for Union
40 meetings.

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42 **ACADEMIC PLAN:** Godar asked that the discussion of the Academic Plan continue. She said that Steinhart's
43 motion from the previous meeting: to assign more specificity to the 5 bulleted goals at the end of the Conference
44 Committee's report was still on the floor for discussion. Tardi said that one problem with the report, as written
45 without prioritization, is that the Board will determine all of the specifics for implementation. She said that the Senate
46 should either agree to not approve the plan or to attach recommendations regarding priority. Finnegan agreed, saying
47 that the plan itself has merit but needs adjustments. He said that there is a reason our residence halls are occupied at
48 80% but our sister institutions report full capacity in theirs. He said that we're not perceived as a desirable institution
49 to attend. He urged the administration to set higher goals to bring us to a level of excellence exceeding Montclair.
50 McCallum spoke in support of having goals that raise us higher than average. Andreopoulos said that we need to
51 make WPUNJ competitive and find where we are unique. She moved to amend Steinhart's motion to include
52 language about uniqueness and competitiveness. Tardi said that Steinhart's is a general motion to include specific
53 statements and Andreopoulos' is a specific amendment on particulars. The motion that the five bulleted goals at the
54 end of the Conference Committee's report be revised to include specific targets passed with one abstention. Davis said
55 that we could send the Academic Plan back to the Conference Committee, the Senate could recommend more specific
56 goals, or ask that the Administration revise the document. Martus asked if we are under a time constraint to act. Weil
57 said that we are already in year two of the four year plan and that full implementation of the plan is pending Senate
58 approval. Tardi voiced concern that the Board has already seen the plan before Senate approval. Weil said that the

59 Board saw an early draft for information purposes only prior to their work on scenario planning and that they have not
60 deliberated on the document and await Senate approval. Davis moved that the plan be sent back to the Conference
61 Committee and that they address the various issues that have come up. Steinhart seconded this. Weil said that the
62 Board has the ultimate responsibility of setting goals for the institution. Finnegan asked that we be told by the Board
63 how they intend to achieve their goal of 12,000 students by 2012, and that this is not specifically addressed in the
64 Academic Plan. Tardi and Davis said that the Faculty Senate should be sending recommendations, not goals, along
65 with explanatory rationale. The question was called and the motion to send the Academic Plan back to the Conference
66 Committee passed unanimously.

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68 Martus moved that the Senate recommend to the administration that a faculty representative be appointed to the Board
69 of Trustees. Godar pointed out that this is not possible. Schaeffer said that state statute prohibits this. Godar ruled the
70 motion out of order.

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72 **FALL '08 ENROLLMENT STATUS:** Associate Vice President for Enrollment Management William Anderson
73 announced that current total enrollment stands at 10,256, down from last year's figure of 10,443. He said that the
74 incoming freshman class numbers 1,204, down from 1,299 last year. He said that the composite SAT score of
75 incoming freshmen is 1046, up from 1037 last year and that this met the benchmark set by the Board. He said that the
76 goal for next year is 1053. Godar asked if this test score figure includes the 30% of our new students who are not
77 regular admits. Anderson said that the figure includes only regular admits and that the aggregate score of all admit
78 categories is 993, up from 986 last year. He said that there are 98 students in the honors college, up from 73 last year.
79 He said that there are 863 transfer students, down a little from last year. Anderson said that applications were about
80 8,000, about 1,000 up from last year. Anderson said that they intend to increase the percentage of regular admit
81 students but that the academic profile of sponsored students is improving. Kim asked for comparisons to our sister
82 institutions and what the overall university enrollment plan is. He asked if there are only five international students
83 this semester. Jemmott said that there are actually about 102 international students, but that they are enrolled via
84 various programs and under various categories. Zeff said that the four student figure represents only full time, first
85 time undergraduate students. Tardi asked why our enrollment is down despite having waived application fees at some
86 open houses. She suggested that this increased the application totals. Steinhart said that WPUNJ has suffered a
87 collapse of its perception and reputation and needs to repair these. Bliss said that there are areas where the university
88 does well. Finnegan said that, overall, we continue to lose students and that the administration and Board do not seem
89 to be taking corrective action. He said that the 6% decrease in graduate enrollment is terrible. Andreopoulos said that
90 we need to make the university more appealing. Weil said that the Board is working with urgency to create an
91 admissions plan. Godar asked that the Planning and Budget Council have an opportunity to review these drafts.

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93 **NEW UNIVERSITY MARKETING PROGRAM:** Associate Vice President for Institutional Advancement
94 Stuart Goldstein presented slides depicting advertising materials recently developed. The campaign features variations
95 of "Your next..." with the theme of creation of new opportunities. He showed the cover of the new viewbook. He said
96 that the university brand is conveyed using images and testimonials of actual students and faculty. Goldstein said that
97 WPUNJ advertising will appear on NJ Turnpike billboards near the Meadowlands and in Elizabeth near IKEA. He
98 said that NJ Transit bus ads will also appear, along with advertisements in local newspaper education supplements.
99 Goldstein said that they have placed an ad on sticker that will appear on the front page of the Star Ledger, and that the
100 new advertising materials will also appear on William Paterson's web pages. He said that ads will also be placed in
101 Google search results and in social networking sites. In response to Finnegan's question Goldstein said that no
102 television advertising is being done. Goldstein said that \$500,000 is being spent on the current campaign. Tardi asked
103 if the Marketing Committee reviewed these materials first, and that she only saw this yesterday for the first time.
104 Tardi said that this generation of students responds better to bullet points than text-based narratives. She said that she
105 does not see depictions of the university's image or reputation reflected in this campaign. Andreopoulos asked about
106 the mentoring message. Goldstein said that it focuses attention on the opportunities students have to obtain support
107 and experience through working with faculty. Godar expressed concern that the majority of students will not have an
108 opportunity to develop such a relationship with a mentor. Goldstein countered that the ad is representative of the
109 impact of such relationships. Diamond asked how the campaign targets parents and family of prospective students.
110 Goldstein said that the campaign is geared to counselors and that students drive decision-making. Martinez expressed
111 concern that international studies and global education are not reflected in the campaign. Godar said that there is a
112 section with an international business focus.

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114 **ADJOURNMENT:** The Faculty Senate adjourned at 1:50 PM. The next meeting will be held at 12:30 PM, Tuesday,
115 October 28 in University Commons Ballroom A.

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117 Respectfully submitted: K. Wagner, Secretary

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THIS AND OTHER SENATE DOCUMENTS CAN BE FOUND ONLINE AT www.wpunj.edu/senate