

1 WILLIAM PATERSON UNIVERSITY – FACULTY SENATE MINUTES – November 9, 2004

2 Senate Web Page: <http://www.wpunj.edu/senate> -- E-mail discussion: facultysenate@list.wpunj.edu

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4 PRESENT: Agard-Jones, Bhat, Bolyai, Bone, Boronico, Charlebois, Cunningham, Deller, Duffy, Dye, Ferris,
5 Gehrmann, Giovanetti (for Diaz), Godar, Gulbranson, Gundling, S. Hahn, Heluk, Kalish, Kaplan, Kovaleski, Kim,
6 Korgen, Levitan, Martus, Mukherjee, Newton, Northington, Overdorf, Pagano (replaces Hartley), Pavese, Principe,
7 Rivela, Robb, Scala, Sesay, Speert, Stern, Stroppel, Swanson, Swingle, Tardi, Torres-DiMaio, Wagner, Wahrman,
8 Weisberg, Weltman, Xu

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10 ABSENT: Kaufman, Rothman, Thompson

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12 GUESTS: Betts, Brown, Boucher, Carter, Ciliberti, Daniel-Robinson, S. Goldstein, Gorczycki, Nigrelli, Potacco, Reid,
13 Schaeffer, Seal, Terraneo, Verbeek, Zeman

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15 **PRELIMINARIES:** Chairperson Wahrman called the meeting to order at 12:35 PM. She moved that the
16 agenda be amended, removing item E: report on the honors program and honors college and that the College
17 of Business proposal for a BS program in professional sales be added. Duffy and Godar moved and seconded
18 the motion, which was passed unanimously. Duffy and Kim moved and seconded adoption of the amended
19 agenda, which also passed unanimously. Martus and Kim moved and seconded approval of the minutes of the
20 October 26th Senate meeting and this motion also passed unanimously.

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22 **CHAIR'S REPORT:** Wahrman encouraged everyone to sign up to attend the annual Faculty & Staff Holiday
23 Social on December 4. She announced that the UFRAC elections are in progress and urged those eligible to
24 vote. She distributed a spring semester meeting calendar. Martus pointed out a typo. Duffy and Principe
25 moved and seconded approval of the calendar. Wahrman noted that the Senate will be meeting in Raubinger
26 101 as well as at Valley. The calendar was approved unanimously. Wahrman announced that she has
27 completed the Senate Year End Report for 2003-2004 and that it is being distributed. She said that a memo
28 also went out to all faculty and staff that included a current Senate roster and general information to help
29 everyone know who their senators are. Wahrman announced that the Department of Elementary Education
30 requested approval of a promotion committee to include two representatives from other departments. In
31 addition to Prof. Tony Coletta from the department, approval was sought for Prof. Michael Chirichello of
32 Educational Leadership and Prof. Paula Danzinger of Special Education & Counseling. Candidates for
33 promotion are Prof. Janis Strasser and Prof. Holly Seplocha of Elementary & Early Childhood. Duffy moved and
34 Tardi seconded approval of this committee, which was approved unanimously. A flyer was distributed
35 promoting the 24th Annual Bilingual/ESL Conference "No Language Learner Left Behind," sponsored by the
36 Department of Languages and Cultures, NJTESOL-NJBE, and the Center for Continuing Education and Distance
37 Learning, to be held Friday, December 10, 2004 at Valley Road. Wahrman announced that on November 10, in
38 commemoration of Kristallnacht, a presentation by Dr. Eric Ehrenreich entitled "Neutral" Anti-Semitism: Racial
39 and Scientific Propaganda and the Holocaust will be held at 11 AM at the Cheng Library Auditorium. Wahrman
40 also announced that on Thursday, December 9 at 12:30 in the Hobart Green Room there will be a luncheon
41 meeting of the Senate Council and Committee Chairs and the Executive Committee. She also noted that the
42 various Provost Ad-Hoc Committees are being reconvened and that email requests for members are going out.

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44 **VICE-CHAIR'S REPORT:** Principe reiterated Wahrman's announcement about the Chairs' Luncheon and
45 asked that if the chair cannot attend that an alternate member be sent, prepared to discuss the current work
46 of the group. He added that there are three vacancies remaining in the Council/Committee grid.

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48 **PROPOSAL FOR A BACHELOR OF SCIENCE IN PROFESSIONAL SALES:** Kim praised the proposal as
49 being excellent and that only a handful of similar programs exist in the nation. Godar said that the proposed
50 program shares most of its elements with the concentration approved by the Senate last spring. She said that
51 the proposal before the Senate contains a few new classes and upper level electives and deletes the
52 concentration in professional sales. David Reid said that this would be the first BS program in Professional
53 Sales in the nation and create instant attention. He said that for among many other reasons this program will
54 allow students to add a minor outside the College. Reid introduced the Russ Berrie Institute's Executive
55 Director Jim Brown and Chair of the Center for Sales Management Tony Carter. Tardi voiced concern that the
56 approval process for this has bypassed the Undergraduate Council. Wahrman said that for unavoidable
57 reasons the Council has not been able to meet to act on this proposal. She added that the program is nearly
58 identical to the already-approved concentration and that Godar circulated a detailed summary of the
59 differences. Steve Hahn discussed the need to act on this with alacrity – contractual arrangements with the

60 Berrie company and the need to get the program off the ground in order to enroll students by September.
61 President Speert added that having the program running at the time of AACSB accreditation in January is
62 desirable. Rivela asked about the required credits for the degree and whether the Institute has sufficient
63 faculty. Godar said that classes will be capped at 20 students and that six additional faculty will be hired.
64 Kaplan asked about impacts on classroom space. Godar said that no more sections of evening classes can be
65 added at the Valley campus, but that most of the program's courses will make use of the new Berrie facility.
66 Tardi asked about the difference between practicums and internships. Godar said the College of Business requires
67 practicums, which are student groups doing consulting for companies. Kim moved and Duffy seconded acceptance
68 of the proposal, which passed unanimously.
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70 **REPORT ON INSTITUTIONAL ADVANCEMENT:** Vice-President for Institutional Advancement Sandra
71 Deller showed a video used to encourage potential donors to support the University. The video featured
72 current donors, testimonials by students, commentary by faculty and administration, and scenes of the
73 campus. She said that the fundraising efforts are based on the strategic needs of the institution and seek
74 about \$9.2 million to complete the \$30 million initiative. Among the capital improvements sought, Deller said
75 that renovations to the performing arts complex plus a recital hall and Clark Terry archive are being planned.
76 Deller also described the need to revitalize the science building with state-of-the-art laboratories, smart
77 classrooms, and new offices, a lobby and conference rooms. Deller said that the recreation center will need
78 expansion to meet the needs of a growing student body. Joanne Nigrelli, Office of Development, said that
79 Institutional Advancement and the Alumni Association raise money on behalf of each of the five colleges and
80 meet with the deans to discuss initiatives. Bhat praised the video and said that this message needs to go to all
81 facets of the community to promote awareness of the University. Deller invited everyone to contact her with
82 their ideas for improving outreach.
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84 **ADVERTISING CAMPAIGN:** Associate Vice-President for Institutional Advancement Stuart Goldstein
85 discussed the ongoing advertising campaign. He said that this is the 2nd year of the current "Live it, learn it"
86 theme and will reach the central and southern New Jersey area. Lorraine Terraneo, of Marketing and Public
87 Relations described the format and geographical extent of the campaign. She said that there are NJ Turnpike
88 billboards as well as commercials on Comcast and Cablevision networks. She said that the sesquicentennial
89 anniversary logo has been added to the advertisements.
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91 **SESQUICENTENNIAL ANNIVERSARY COMMITTEE:** Executive Assistant to the Provost Bob Seal and
92 Cheng Library Director Anne Ciliberti discussed the ceremonial opening of the University Archives held
93 recently. Ciliberti reported that a reception at the Library was well attended, and that the various displays of
94 memorabilia from the institution's past, along with an elaborate timeline, were well-received. Ciliberti added
95 that the archives still need any historical items and would especially like to build a complete set of college
96 catalogs. She said that any donations would be well cared for and properly preserved and accounted for. Seal
97 said that the Anniversary Committee intends to have monthly events celebrating the sesquicentennial. He
98 added that he and Ciliberti and a group of retired faculty recently attended the NJEA conference and displayed
99 the William Paterson timeline at a reception. Terraneo announced that the publication of a 150 year history of
100 the institution, written by Professor Vince Parrillo is forthcoming.
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102 **ADJOURNMENT:** The Senate adjourned at 1:41 PM. The next meeting will be held on Tuesday, November
103 23, 2004 in Science 200A.

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105 Respectfully submitted: Kurt W. Wagner, Secretary