

1 WILLIAM PATERSON UNIVERSITY – FACULTY SENATE MINUTES – October 24, 2006

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

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4 **PRESENT:** Adeniran (for Liautaud), Agard-Jones, Andreopoulos, Barnes, Basu, Bliss, Bhat, Davis, De Young,
5 Diaz, Duffy, Fengya, Ferris, Finnegan, Goldstein, Grodner, Gulbranson, Hahn, Jemmott, Kalish, Kim, Korgen,
6 Levitan, Mbogoni, Martinez, Pagano, Pavese, Pollak, Potacco, Rothman, Singh, Stroppel, P. Swanson, Swingle,
7 Tardi, Thompson, Verdicchio, Wagner, Wahrman, Weil, Werkley (for Peterson), Xu, Yildiz

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9 **ABSENT:** Boroznoff, Cho, Kaufman, Martus, Rivela, K. Swanson, Thiuri

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11 **GUESTS:** Daniel-Robinson, S. Goldstein, Leung, Miller, Schaeffer, Seal, Williams, Zeman, Zeff

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13 **PRELIMINARIES:** Chairperson Duffy called the meeting to order at 12:35 PM. The proposed agenda was
14 moved and seconded by Kim and Andreopoulos and accepted unanimously. The minutes of the October 10,
15 2006 meeting were moved and seconded by Ferris and Bliss. Fengya pointed out that on line 145 she intended to
16 convey that she holds classes as scheduled the day before the Thanksgiving holiday. With that clarification, the
17 minutes were accepted unanimously.

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19 **CHAIR'S REPORT:** Duffy reported that the nomination process for the professional staff representative to
20 replace Liautaud is underway, and the first round closed at noon. He remarked that there were two nominations,
21 both of whom were already members of the Senate and one was not a member of the professional staff. He
22 recommended that the professional staff nominate Atinuke Adeniran, of the Office of Graduate Studies, who has
23 been filling in for Liautaud. Duffy said that further to last meeting's discussion of learning literacy efforts there
24 will be a forum on this topic on Thursday, October 26 at 12:30 in the Atrium Auditorium. He said that Diaz
25 raised a salient point of the confidentiality of the course assessment process. Diaz asked that the online
26 assessment form not be linked to WConnect to avoid the possibility of a connection between a response and a
27 particular username. Tardi said that in any online survey anonymity cannot be assured. Zeff and Ferris said that
28 they will explore the options and seek a 3rd party survey tool that will address this issue.

29 Duffy said that the State of New Jersey has recently adopted a new Uniform Ethics Code for all state
30 employees and that state colleges and universities are receiving this in various fashion: adopting it, questioning
31 it, and challenging it as its requirements contradict traditional academic practices with regards to publishing and
32 attendance at academic conferences. Provost Weil discussed provisions of the code: that certain aspects of
33 travel, honoraria, publication, gifts, textbooks and other things must be cleared by the university liaison officer.
34 Weil said that the objections of the academic employees are understood and that there is the possibility that
35 exemptions will be provided for this segment of the state employee population. Duffy, on behalf of the
36 Executive Committee, distributed a resolution outlining the academic objections to the code which calls upon
37 the Governor and members of the ethics commission to exempt colleges and universities from the code until
38 appropriate revisions can be adopted. Kim asked about the real impacts of this code on the faculty. Weil said
39 that a set of practices involving submitting forms to Allison Boucher will be implemented. Weil said that all
40 documents pertaining to this will be posted. Barnes asked about consequences of failure to comply with the
41 code. Weil said that the university could be penalized and the individual could be subject to prosecution. Tardi
42 voiced concern that the code will be difficult to implement. Basu commented that such a code, applied to state
43 colleges and universities, could result in losing qualified faculty to private institutions. Diaz said that we could
44 also see a loss of students if the quality of the faculty declines due to this. Tardi seconded the resolution. There
45 was discussion about including the word "public" with "colleges and universities" throughout the resolution,
46 and this was accepted. Weisberg said that the code weakens the entire system of higher education in the state
47 and that it has the possibility of hampering collegial research between public and private institutions and
48 individuals. Tardi said that the ethical standards adopted by faculty already make this code redundant. Grodner
49 said that faculty have always adhered to a system of ethical conduct. Duffy said that he will redraft the
50 resolution. Tardi and Diaz asked to have paragraphs 4 and 5 combined. Schaeffer said that the Uniform Code of
51 Ethics was created by people completely unaware of the practices of academe. The resolution passed
52 unanimously.

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54 **NEW WPU MARKETING CAMPAIGN – STUART GOLDSTEIN:** Goldstein described a new advertising
55 campaign being put into service. He said that it is comprised of a series of print advertisements in regional
56 newspapers and education supplements along with signs on busses and billboards throughout north and central

57 New Jersey. Goldstein showed examples of the ads and signs, which depict a male and female student in the
58 form of a lifelike drawing. The text of the ads and signs uses the themes of “I believe in conversations, not
59 lectures” and “I believe a campus should be more than classrooms” to promote the idea of learning for life.
60 Goldstein said that internet-based ads will soon appear in Yahoo email and instant messaging along with higher
61 education web pages. Bliss asked if this approach was tested. Goldstein said that it was not, but the consensus
62 between his office and the Sawtooth Group that created the ads was that the drawings and text were effective.
63 He said that a recent ad campaign by Charles Schwab had a similar look and feel. Fengya said that the message
64 about dedicated faculty and staff and small class sizes was good. Xu agreed but added that despite the fact that
65 some classes are more conversational, there is still a need for many classes to be lecture based. He said that the
66 ads may be sending out a message that we do not think lecture is a valid teaching method. Tardi said that this
67 approach will not attract higher quality students. Goldstein said that the message about greater possibilities for
68 student interaction with faculty is an important one to convey. Thompson said that a high quality prospective
69 student might be attracted to the theme of engaging the mind. He added that this is an ad, not a statement of
70 policy. Davis said that the theme of education as a conversation sends out the message that the students’ voice is
71 valid. Andreopoulos said that the word conversation might send a different message than is the intent and that
72 “interaction” seems better. Duffy said that the campaign is already in place. Finnegan asked how much money
73 was spent on this and how the results will be measured. Goldstein said that about \$500,000 is being spent and
74 that this is less than our competitors are spending. He said that the results cannot be directly measured. M.
75 Goldstein moved the agenda and this passed. Duffy thanked S. Goldstein for the presentation.

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77 **ADJUNCT VOTING IN DEPARTMENTS:** Duffy said that the floor is open to continued discussion of
78 Pavese’s resolution, which is available online at <http://www.wpunj.edu/senate/ADJUNCTVOTING061031.pdf> .
79 Levitan seconded the resolution but questioned the recommended implementation which sets eligibility at
80 teaching 12 credits the preceding academic year. She said that that is the maximum that adjuncts are allowed to
81 teach. Tardi asked Hahn if any adjunct teaches this much. Weisberg asked if this excludes summer semesters.
82 Martinez suggested a minimum of six credits and that the adjunct must be teaching during the semester they are
83 serving as a representative. Ferris said that she feels the whereas stipulations do not lead logically to the
84 resolutions. She said that the culture of the university needs to change fundamentally with regards to adjunct
85 faculty and regular faculty lines. Tardi said that we need more full time faculty lines and that it’s unlikely this
86 will be accorded to us. Pavese said that the resolution does not ask that adjuncts serve on department
87 committees. Bliss voiced concern that the resolution mandates departments to include adjuncts in their local
88 governance. Pavese said that each department can decide whether the adjunct representative gets a vote. Davis
89 said that the recommended implementation section should be amended to remove the teaching credit
90 requirements. Weisberg said that exact implementation is not a part of the resolution itself. Duffy said that
91 revisions or amendments will be reflected in the minutes. Tardi said that University policy needs to be changed
92 to accommodate this, if passed. Duffy said that the resolution will come up for a Senate vote at the November
93 14th meeting.

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95 **ADJOURNMENT:** The Faculty Senate adjourned at 1:47 PM. The next meeting will be held on Tuesday,
96 November 14 at 12:30 PM, Raubinger 101.

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98 Respectfully submitted: K. Wagner, Secretary

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100 THIS DOCUMENT AND ALL SENATE MINUTES ARE AVAILABLE ONLINE AT <http://www.wpunj.edu/senate/minutes.htm>