



NORTHEASTERN
STATE UNIVERSITY

Faculty Council

November 3, 2017 Minutes

The mission of the Northeastern State University Faculty Council is to promote communication and cooperation among the faculty and between the faculty and the administration. The Council serves as the faculty's collective voice in shared governance in order to achieve excellence in the academic endeavors of the university. Toward this goal the Council seeks to enhance the university's pursuit and dissemination of knowledge by promoting and preserving academic freedom and integrity, encouraging creative inquiry, and recognizing scholarly achievement. The Council further serves to foster the professional development and economic well-being of the faculty ~ Adopted by the Council, February 6, 2004.

The meeting was called to order by President Renee Cambiano in CASE 133 at 3:00 p.m. on November 3, 2017. There was Zoom access in Tahlequah and Broken Arrow.

Guests (Time is typically set aside for administrators who wish to address the council):

Cari Keller addressed the council. In light of fall enrollment numbers down 10% for the semester, a targeted marketing campaign is underway. She has worked with David Joplin and Tricia Horn from Communications and Marketing to develop a recruiting plan in the Graduate College which outlined strategic goals to look outside of the curriculum with faculty, resources, and programs. A targeted plan template created using the RACE model to deliver the audience to the message, assess the impact, fix anything that can be fixed, and repeat the process. Communications and Marketing met with all College of Education programs to identify primary audience and the secondary audience (those who can help reach the primary audience), then asked to identify the succinct message to be shared. This ensured a unified message between the individual program and Communications and Marketing promotions. Funding has been applied to these efforts and an institutional plan has been developed with objectives for academic programs/emphases. Programs pursuing and/or utilizing these opportunities are the Masters in Psychology, Masters in Business Administration, Masters of Science in Nursing, and Masters in Counseling. She is open to discussing these initiatives with other interested faculty in departments with graduate programs.



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Patti Buhl and James Bell addressed the council. An incident occurred in Seminary Hall on October 18. Someone (or multiple people) entered Seminary Hall during open evening hours, so the building was not broken into after hours. An officer responded to find a water leak on 3rd floor, a blocked sink with soap, which overflowed onto the 2nd and 1st floors. 10-15 pieces of paper on doors and classroom whiteboards were written on with messages not directed at any particular individual and campus police believes these acts were likely perpetrated by juveniles. There are no suspects at this time and a variety of people have been spoken to with this ongoing campus police investigation. Damage was done to ceilings and carpet in Seminary Hall, which is being repaired. The event was not publicized right after the event due to Fall Break, which campus police wish they would have done differently. A new initiative for safety on campus is the BLERT app, which is wired into campus police dispatch. It includes the ability to send text messages, pictures, and/or short video. Seminary Hall is being locked earlier when campus police see that no one is in the building, but are available to reopen the building if there is a need for faculty to re-enter the building. The officers working nights are making diligent efforts to check all campus buildings for open doors. A plan is in place for unused cameras on campus to provide live feed monitoring in common areas of Seminary Hall, as well as outside 1st floor doors. Other academic buildings, dorms, and parking lots are currently monitored with safety surveillance cameras on campus. A reminder was given to sign up for the Emergency Alert System. Some of these EAS alerts are Timely Warnings, which are sent for a potentially dangerous situations on-campus, a threat to campus, or those adjacent to campus when specific information is available to disseminate. Alerts are also publicized via social media, campus digital signage, and the UC public address system. Alerts can be set up for up to six phone lines, two e-mail addresses, and one cell phone that can receive text messages. Campus police is working with NSU IT to explore a way of pushing-out messages to campus phones broadly, or specifically to a particular location.

- I. Call to Order:
- II. Quorum Check: There was a quorum present.
- III. Approval of Minutes: Minutes of the October 6 meeting were approved.
<http://offices.nsuok.edu/facultycouncil/FacultyCouncilHome.aspx>
- IV. Old Business Items:



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A. **Faculty Advising Task Force - From Bekkering**

Two meetings have taken place, including one with student representatives to understand what advisor actually does, time management capabilities, and the scope of advisement for undergraduates and/or graduate students. RUSO guidelines state all faculty should be advisors and the NSU Faculty Handbook outlines this under the Effective Teaching - C1 category. This is likely to be moved forward with a timeline for implementation is at end of Fall 2017. Last week's meeting was cancelled because of a lack of quorum but a meeting is rescheduled November 16 with evaluation of a Google document draft. President Cambiano shared how past discussions with President Turner and Provost Landry have concerns the advisement model is not working effectively based on HLC documentation. It was agreed faculty advisement often takes place outside of a formal location and how more conversations could take place in departments between faculty and academic advisors, including formal (department meetings) and informal (office drop-in) methods. Communication & Media studies have already done this with a morning breakfast event. A motion was made for the NSU Faculty Council to support deeper connections between academic units and advisors through communication, dialog, and conversations about how to relay and address student questions. We think that all faculty are responsible for mentoring, and that a resource guide will enable them to do this better. The motion passed.

B. **Facultyenlight**

This program ensures students and faculty are in agreement of classes and the correct textbook to use. Facultyenlight is accessible via the Barnes & Noble link on the NSU website. Questions about ITV sections need to be shared with the bookstore manager and sometimes different campus designations need to be selected in this tool. It is a helpful way of requesting print or electronic desk copies as well.

C. **Faculty Handbook Update (vote at cabinet next week)**

The updated faculty handbook still hasn't been passed, but will be up for discussion and vote next week, but Dr. Landry



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does not foresee any issues at this time.

On November 16 President Cambiano and Provost Landry will visit all NSU campuses and present information regarding RTP departmental requirements. Promotion and tenure will be dependent upon departmental criteria, based around the Boyer Model. All updated information will be on the Faculty Council website by December 31.

Dan Mabery addressed the council. As Assistant Vice President of Enrollment Management his department noticed there was a void in faculty engagement but didn't have knowledge or opportunity for involvement. New initiatives to increase involvement include the invitation to participate in student-led campus tours over the summer. Upperclassmen, grad students, and/or recent alumni could also possibly participate with these recruitment efforts. A lookbook has also been redesigned for potential new students and families. So far focus groups of Tahlequah High School students have been utilized. These students liked seeing academic programs/majors to be easily identifiable and spelled out, vs. information by academic college. The aim of this lookbook is for first-time freshmen attending on the Tahlequah campus. Another lookbook is being designed to target transfer students on the Broken Arrow campus. A printed format is preferred for students, many of whom view their lookbook 3-5 times. QR codes weren't as well received with high school students, but maybe will be for transfer students. Many students are career- focused, but perhaps unsure about a major. Comments included making sure more information is included about the libraries along with the occupational therapy program in Muskogee. Additional opportunities exist for faculty involvement, including attending recruitment fairs or inquiring about budget assistance if a solo trip needs to be taken by a faculty member. Community college recruitment is also taking place with two-year college partners, often with a pizza party and geofencing online publicity. A visit to Connors State College in Warner is scheduled for Nov. 15 and other upcoming visits will be taking place at Carl Albert, NEO, TCC,



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and NWACC. Faculty are always welcome to invite the Recruiting Department to engage potential students during NSU on-campus events.

D. **Retention and Recruitment (Faculty Engagement – see above)**

V. New Business Items

- A. JD Young is implementing a fee for courier services.
- B. Executive Cabinet is in discussion and VP Freeman is currently looking into this issue. Tabled for next meeting
- C. Viewbook - feedback wanted (see above)
- D. Safety - Building Lockdown (10:00 pm) – BLERT app (see above)

VI. Committee and Standing Reports:

- A. Faculty Welfare Committee: John (Chair)
- B. Faculty Awards Committee: Renee (Chair)
- C. Ad hoc Strategic Plan Committee: Sarah (Chair)
- D. Ad hoc Budget Committee: Sarah (Chair)
- E. Delicious Dialogues: Pamela Louderback (Chair)
- F. University Committee Reports

Announcements

- Coffee Shop Construction has started at UC - Beginning of Spring Semester Opening
 - Faculty lounge still available on 3rd floor near Flo's
- eNSure our future campaign update - 19,941,539.00\$ 80% of goal
- NORA Scholarship report - 23 applications funded 3 undergraduates (\$1000) and 2 grad students (\$2000)

November 16th - Handbook Revisions & Boyer Revisited - Q&A with the Provost & Faculty Council

BA at 11:00 (BAAS Annex), Muskogee at 1:30 (NSM Sunroom) and Tahlequah at 4:00 (UC 203 Ballroom Lounge).

Dates to Remember

- November 8th @ 3:30 pm - Playhouse Scene Shop Dedication
- December 5th @ 5:30 pm - Seminary Hall Lights On



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- December 16th - Commencement
 - 9:30 pm - COBT and COLA
 - 1:30 pm COE & COSHP

President Cambiano relayed the reminder from President Turner encouraging employees to contact our legislators as individuals to be advocates of public education in Oklahoma.

Meeting adjourned 5:07 pm

Respectfully submitted, Sarah Burkhead Whittle, Secretary/Treasurer,
November 7, 2017