

**Ferris State University  
Academic Senate Meeting  
February 2, 2010  
West Campus Community Center**

**Minutes**

I.	Action Items
A.	Without objections, the Minutes of the January meeting were approved.
B.	Without objections, the Academic Affairs Policy: Authentication of Student Identity was supported.
C.	The motion, postponed from the January meeting, to create a standing committee to maintain and review the Charter, Policies and Procedures, and any other rules the Senate may establish was passed as amended: 23 aye and 2 abstentions.
D.	Moved (Sen. Skrocki), seconded (Sen. Beistle) and passed unanimously to create a Bachelor of Science degree in Molecular Diagnostics.
E.	Moved (Sen. Alspach), seconded (Sen. Berghoef) and passed unanimously to create an Associate in Applied Science degree in Dietary and Food Service Management.
F.	Moved (Sen. Thapa), seconded (Sen. Drake) and passed unanimously to create a new minor in Surveying and Mapping.
G.	Moved (Sen. Alspach), seconded (Sen. Lashaway-Bokina) and passed with one no vote to endorse the General Education Philosophy Statement: "General Education at Ferris State University challenges students to be successful citizens of a diverse and globalized world."
H.	Without objections, the motion tabled from the January meeting to include the term "globalized" in the General Education Philosophy Statement was withdrawn.

The meeting was called to order by Pres. Griffin at 10:00 am.

Without objections, the Minutes of the January meeting were approved.

During the **Open Forum** period, Bruce Dilg encouraged Senators to participate in activities scheduled throughout the month in the Festival of the Arts. He said the program was off to great start following the 'kick-off' event last week. He reminded Senators about the Ferris tagline "Imagine More" and argued that this project reflects that sentiment. He used the images in Barnum's triptych "The Visionary" in the Arts and Sciences Commons for illustration, reminding us that all the figures are shown with eyes closed, as if they were imagining what might be. He showed the cover page of the Pioneer for February 2, remarking how the journalist was talking about the University in positive terms in the report of the Festival activities. He invited Senators to "imagine", giving examples of activities occurring during the Festival: stringed instruments and Sweet Adelines choral groups performing at basketball games. He asked Senators to be passionate about what we're doing and closed by praising the Lady Bulldog basketball team for ranking in the top nationally in academics.

Several Senators used the Open Forum period to comment.	
1.	Sen. Dakkuri expressed serious concerns about the amended Charter, especially regarding the election of the Executive Committee. He felt that the way the Executive Committee is elected, especially that the three at-large members are in the future to be selected in one ballot, could result in a strong likelihood that the EC would be dominated by one representative unit rather than having representation from the other representative units.
	Sen. Thapa echoed these concerns, observing that a majority of the Executive Committee could come from one college.
2.	Sen. Prakasam provided Senators with a flyer announcing the coming presentation by the Consul General of the Republic of Turkey, the Honorable Ugur Kenan Ipek, on Tuesday, February 9 at 11:00 am. He added that Mr. Ipek would be hosting a question/answer session in FLITE 438 from 2:00-4:00 pm that afternoon. He reported that a 30-minute media show about Turkey would be

	played several times on Thursday, February 4, to prepare attendees for the Consul General's remarks. (The video is also linked to the Ferris homepage.)
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**The Report from University President** Eisler was moved to the opening hour of the meeting, in consideration of his need to travel to Lansing later in the day.

1.	Pres. Eisler summarized the State Legislature budget debate leading up to the Governor's State of the State address scheduled for Wednesday evening.
	A. Several plans are being circulated in Lansing to address budget shortfalls. He sketched elements of three plans. He felt that the Bishop Plan aiming to ask voters to vote on a Constitutional amendment regarding funding seemed remote at this time. He sensed that the Governor's address to the Lansing Rotary presaged her State of the State recommendations; including an enhanced buy-out offer to 30+ year members of MPS and a reduction in benefits for future retirees. But he wasn't certain if this proposal applies to University employees. He expects much negotiation over the next weeks.
	B. He observed that the Executive budget due for presentation on Feb. 11 will give us more details.
	1. Sen. Sun asked if we are "public employees".
	Pres. Eisler said that question would require "a three hour answer"; it depends on the Governor's definition and focus on state education employees.
	C. On the positive side, he said that we have 300 more students than last year; retention is the key.
	D. He announced that Robert vanderOsten had asked to be replaced as chair of SPARC, and Leonard Johnson has assumed that role.
	E. He answered questions from the floor.
	1. Sen. Nash asked if the decrease in student credit hours (SCH) had been offset by the increase in students.
	Pres. Eisler felt that students taking fewer credits is good for working students, enabling them to learn more. He reviewed the change in the tuition formula that has eliminated the plateau at 15 credit hours. He argued that it is better for students to pass credits than to take so many credits. He also observed that the "churn", the practice of enrolling for more credits and then dropping a course, has been reduced.
	2. Sen. Dakkuri asked when a tuition increase would be announced.
	Pres. Eisler responded that there are still too many unknowns, but that an announcement would have to be made in time for financial aid to take tuition increases into consideration. A tuition increase range will be presented to the Board of Trustees at their May meeting; reviewed at the working session in June; and any tuition increase would be announced in July. He was concerned that announcing increases any earlier might prompt the Legislature to use that information against us. Paula – he said something at the end of this segment that I missed – can you check the tape and put in that final comment?

### Officer Reports

1.	President Griffin reported several additions to the agenda (noted below).
2.	Vice president Berghoef reported three items.
	A. Thank you to Sen. Sun on the Student Fees Committee for recruiting Dr. Hengli Jiao to fill the remaining seat on this important committee.
	B. A quick update from the Academic Senate Faculty Research Committee. You may have noticed in the Executive Committee minutes that we discussed the Faculty Research Committee's idea to consider adding a second call for research proposals, similar to the pattern of the Professional Development Grant schedule. After receiving only 3 research grant requests, the committee wondered if this would better accommodate faculty research opportunities. The Executive Committee encouraged the Research Committee to act as they saw fit after reviewing this idea. After deliberation, the Research Committee decided to fold this suggestion into its year-end report and consider the addition of a second call for research

		proposals in the 2010/2011 academic year.
	C.	Thanks in advance to Sen. Heaphy and Dr. Samuels for preparing this morning's presentation on TracDat. We are following up on this educational suggestion from our Fall retreat, in keeping with the idea that Academic Senators should be generally knowledgeable about major developments on campus. If you have other educational suggestions for the Senate, please forward those to any Executive Committee member.
3.		Secretary Alspach reminded Senators that additions or corrections to the Minutes should focus on substantive omissions or errors. While she is attempting to record comments made by Senators as accurately as possible, the narrative that accompanies the Minutes reporting the action of the Senate are not meant to be a complete transcription of the discussion on the floor. She asked that Senators email her any editions in the report of their comments that they feel are warranted.
	A.	She acknowledged, with gratitude, the return of administrative assistant Paula Hadley.
	B.	She acknowledged, with gratitude, the service of Robert Loesch as official Parliamentarian for the meetings.

### Committee Reports

1.	General Education Task Force (Don Flickinger)	
	A.	Assoc. VP Flickinger reported the next phase of the review process will be defining the outcomes for General Education. The procedure will include a review of earlier materials, attendance at a national General Education meeting later in February, then Townhall sessions. The aim is to do quality analysis and to present Outcomes in the fall.
2.	Higher Learning Commission (Don Flickinger, reporting for Robbie Teahen)	
	A.	Assoc. VP Flickinger presented the Academic Affairs Policy: Authentication of Student Identity. He noted the urgency of enacting this policy to comply with federal requirements.
		Pres. Griffin asked for concerns; hearing none, declared that the Senate supported posting the policy.
3.	University Curriculum Committee (Leonard Johnson)	
	A.	UCC Chair Johnson distributed a report of the action taken by the UCC in the last month.
	B.	He reminded Senators that the UCC will only have 2 more meetings before the next Senate meeting to act on proposals for fall semester.
	1.	Sen. Dakkuri asked for clarification of the notation "sent back" on the report.
		Chair Johnson explained that this notation indicated that assessment of the proposal was ongoing. The item remained on the agenda until all consultations required to get UCC approval had been concluded
4.	Election Committee (Kim Beistle)	
	A.	Election Committee Chair Beistle distributed the current list of Senators, noting that shading indicated Senators completing their first year of a two-year term. Names with shading indicated Senators whose terms expire in April.
	B.	She pointed out the attachment of the Nomination Petition and encouraged Senators to complete the Petition.
5.	TracDat Report (Maureen Heaphy and Wendy Samuels) – deferred to later in the meeting when Samuels arrived from her morning class.	

### Roll Call

Present	Abbasabadi, Alspach, Beistle, Berghoef, Brandly, Cline, Colley, Compton, Dakkuri, Drake, Griffin, Heaphy, Isler, Jewett, Jorsch, Klatt, Lashaway-Bokina, Liszewski, Lovsted, Lukusa Barnett, Luplow, McLean, Nash, Prakasam, Rewers, Sanderson, Skrocki, Smith, Speirs, Sun, Taylor, Thapa, Topcu
Absent with Cause	D. Haneline, D. Hanna, Purvis
Absent	Boncher, Dekoster, Wagenheim
Ex Officio and Guests	Eisler, Erickson, Burcham, Flickinger, Cron, Johnston, Nicol, Oldfield, Doyle, Hashimi, Heck, Johnson, Samuels

## Old Business

I.	The motion, postponed from the January meeting, to create a standing committee to maintain and review the Charter, Policies and Procedures, and any other rules the Senate may establish (“Rules Committee”) was passed as amended: 23 ayes and 2 abstentions.		
	A.	Sen. Alspach explained that the motion had been reviewed by Parliamentarian Loesch and he had recommended the inclusion of the phrase “and any other rules the Senate may establish”.	
		1.	Sen. Dakkuri asked for justification for the naming of the Secretary of the Senate as chair of this committee.
		2.	Sen. Alspach reminded Senators that the motion had been amended at the January meeting to name the Secretary of the Senate as the chair of the committee. This procedure is also “standard operating procedure” for most bodies like the Academic Senate, according to Loesch.

## New Business

1.	Moved (Sen. Skrocki), seconded (Sen. Beistle) and passed unanimously to create a Bachelor of Science degree in Molecular Diagnostics.		
	A.	Dean Haneline justified the need for this program in the Health Care industry and explained the need for locating this program in Grand Rapids, where there was space for specialized classrooms and laboratories and access to clinical sites. She announced that Elaine Straley, author of the proposal, was leaving, but that there will be a search for her replacement.	
	B.	Sen. Nash asked how comprehensive this program would be for an undergraduate program. He asked if students would be doing gene arrays, for example, and how this program would be funded, since “we can’t get it here”.	
		Dean Haneline said that funding would be enhanced through donations in Grand Rapids. She explained that the “book work” would be completed in the first 2-3 years and the last year of the program would be completed in Grand Rapids, where students would learn how to run the procedures.	
		Sen. Nash asked for more information; and, Dean Haneline invited him to communicate with her directly.	
2.	Moved (Sen. Alspach), seconded (Sen. Berghoef) and passed unanimously to create an Associate in Applied Science degree in Dietary and Food Service Management.		
	A.	Julie Doyle explained the growing need for this kind of training as the ‘boomers’ began requiring more services. Each graduate would work with a dietician. This program is a partnership between College of Business and College of Allied Health Sciences.	
3.	Moved (Sen. Thapa), seconded (Sen. Drake) and passed unanimously to create a new minor in Surveying and Mapping.		
	A.	Sayed Hashimi explained that this minor would provide opportunity for non-surveying majors to learn surveying and mapping techniques.	
4.	Moved (Sen. Alspach), seconded (Sen. Lashaway-Bokina) and passed with one no vote to endorse the General Education Philosophy Statement: “General Education at Ferris State University challenges students to be successful citizens of a diverse and globalized world.”		
	A.	Fred Heck, chair of the General Education Committee, explained that the General Education Task Force had met twice since the last Senate meeting to consider the recommendations from the Academic Senate and other parties to address including the terms “citizen” and “globalized” in the statement. He referred Senators to the rationale for the new statement on their handout. The goal of the Task Force was to keep the Philosophy Statement short.	
	B.	Sen. Sanderson questioned the verb “challenges”.	
		Heck explained that the intent of the choice was to convey the idea that we are “not just spoonfeeding students”.	

5.	Without objections, the motion tabled from the January meeting to include the term “globalized” in the General Education Philosophy Statement was withdrawn.	
	A.	Sen. Dakkuri asked for clarification of the difference between a motion to table and a motion to postpone. Parliamentarian Loesch explained that the motion to table should be used when the proposal being deliberated will be brought back up for discussion at a later time in the same meeting. Generally, the motion to postpone to a specific date is a “better idea” for handling situations like last month when the Senate ran out of time to complete discussion on the motion to endorse the General Education Philosophy Statement.
	B.	Sen. Dakkuri moved to take the motion from the table, in order to clarify the record.
	1.	Sen. Alspach reminded the Senators that the motion was to consider including the term “globalized” in the General Education Philosophy Statement. Since the Task Force had included the term in the new Statement, the motion was no longer relevant.
	2.	Sen. Prakasam, who originally made the motion, agreed to withdraw it.

### Announcements

1.	Provost Erickson explained how Academic Affairs was approaching the need for budget reductions.	
	A.	He said that he preferred selected and targeted reductions to taking reductions “across the board”. Since this procedure is more complex, he had asked the Deans to prepare proposals for a 3% reduction and an additional 5% reduction later, if needed.
		In regards to the Academic Senate, he had asked us to show what these reductions would look like. In response, the Executive Committee had targeted Supplies and Expenses for reduction, as demonstrated by moving from paper to electronic “packets” and eliminating food from the meeting.
	B.	As he said, “Long gone are easy ways to reduce the budget.” However he intends to protect instruction the most. The key is Student Credit Hour (SCH) production.
	1.	He reported that state contribution to the University budget is around 27%. The bulk of the budget comes from SCH, so protecting and growing SCH is most critical.
	2.	He focused on enrollment in two ways: recruitment and retention.
	a.	He applauded the development of new programs to recruit students, citing the action taken by the Senate today to endorse new programs.
	b.	He said, “We do a pretty good job (of retaining students)...” but he reinforced Pres. Eisler’s message that the point of recruitment is to “get kids to graduate”.
	3.	He expressed concern with the declining number of international students enrolled, measured by F1 and J1 visas issues, which are down 400 from 2001. This decline is not only a financial issue, but also has negative consequences by reducing the value that international students bring to the academic environment. He invites ideas for “re-growing” the international student population.
	C.	He answered questions from the floor.
	1.	Sen. Heaphy asked for clarification of the decline in international students.
		Provost Erickson explained that the decline had been steady over the decade, not a sharp drop following 9/11 as might have been expected.
	2.	Sen. Topcu shared that students had reported to her that the loss of the English-language program was a factor in their decision not to come to Ferris.
		The Provost agreed that English-language support is important.
	3.	Sen. Thapa clarified the differences between H1 and F1 visas: H1 visas are issued to people who want to work in the U.S.; F1 visas are issued to people who want to study here. He has heard that students are discouraged from coming to Ferris because we are located in a small town, and they are more interested in bigger cities. He reported that in his program, the number of students from Saudi Arabia has dropped from 12 to 1 in recent years.
	4.	Sen. Nash spoke to the budget. He agreed that across-the-board cuts were the most efficient but produced the most “hurt”. He thanked the Provost for the focus on increasing revenue. But he asked, “Will you consider proposals that cost initially” but promise increases down the road.

		The Provost said “yes”; he would be looking to support “flow back” from program growth to the whole University. He said he is looking for a more “authentic” budgeting process than the historical process that has been used here, from “my 8 month perspective, which might change in my 9 <sup>th</sup> month.”
		Sen. Nash cited the Great Lakes Scholarship program as an investment designed to increase revenue.
		The Provost agreed that this program is a good example of what he would like to see.
	5.	Sen. Prakasam asked if we would have a “plan ahead” model for budgeting for visiting faculty and adjunct faculty.
		The Provost agreed that institutions who plan now will come through the economic recovery process stronger. He said that one of the features that attracted him to come to Ferris was “our ability to adjust”.
	6.	Sen. Berghoef asked where we get retention data.
		The Provost answered that data could come from either Academic Affairs or VP Burcham. He welcomed thoughts and ideas about how this data is collected and used.
		Sen. Berghoef asked if more information could be made available about what the University is doing to recruit and retain students, perhaps posting information somewhere.
		The Provost observed that it’s easier to keep a student than to attract a new one.
	7.	Sen. Dakkuri asked if we have data on the percentage of students leaving due to low grades.
		VP Burcham responded that the biggest reason for leaving the University is the economy. Students can’t keep their grades up and work 40 hours a week, as a recent study confirms. He responded to earlier comments about the decline in international students, opining that we need to reduce costs to international students.
	8.	Sen. Nash welcomed looking at net costs to recruit and retain students.
		The Provost said that daily interaction is the key. He speculated the impact if every faculty member recruited one new student.
	D.	The Provost closed the session with the comment that he was “sadly happy to talk about the budget.”

Wendy Samuels and Maureen Heaphy demonstrated the TracDat system for captured assessment data.

1.		Heaphy described the TracDat software as a university-wide system to manage information, including outcomes results by program. The program enables assessment data to cascade from the program level to the course level. Assessment is about “how to measure if students learned what we thought we were teaching them.” This data allows us to create curriculum maps. She reported that all programs had been given a Dec. 21 deadline to file data in the system.
	A.	Sen. Alspach asked if the system captured only quantitative data. She spoke on behalf of her constituency in the Department of Humanities who were struggling with how to measure a student’s “appreciation of fine art”.
	B.	Sen. Jewett said that the UCC “verbage” drives us to develop quantitative outcomes.
		Heaphy responded that outcomes need to be measurable or observable, but that does not mean quantitative. The system allows for qualitative observations as well.
2.		Samuels described TracDat as a “container” for information. She gave an example of how she records observations of students’ demonstrating the values in her program outcomes. She explained that it is important for programs to set benchmarks to student achievement.
3.		Samuels explained that access to TracDat is granted at appropriate levels. For security purposes, some users are granted “read-only” access while others receive “read-write” access.
	A.	Heaphy extended that limited access is not a deterrent, but rather allows many people to channel data to one person who can “do” the system well.
Although many Senators left during this presentation, there were several observations noted.		
	A.	Sen. Isler asked if TracDat is available on the website.
		Both Samuels and Heaphy affirmed that TracDat is available through Academics Home.
	B.	Sen. Drake reported the challenge to accessing data when written reports gave links to documents, and reviewers were concerned about being able to navigate the system to find relevant data. He reported that following the links resulted in layers of paper documents, so he

		wondered about the efficiency of the system.
	C.	Sen. Alspach summarized her concern that the “container” will be shaping the educational process.
		Samuels encouraged us to “try to avoid that”.

The meeting adjourned at 12:00, without a final Open Forum.

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Sandy Alspach  
Secretary

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Richard Griffin  
President