

Faculty Senate Meeting  
Wednesday, March 14, 2012

Faculty Senate Members Present: Julie Bergeron, LaWanda Blakeney, Matyas Buzgo, Amy Erickson, Trey Gibson, Mary Jarzabek, Kevin Krug, Robert Leitz, Harvey Rubin, Carl Smolinski, Raymond Taylor, and Marjan Trutschl

Faculty Senate Members Absent: Emre Celebi, Chris Hale, Mary Hawkins

The meeting was called to order at 3:08 pm by President Jarzabek in the third floor lobby of the Noel Library.

The minutes of February 6, 2012, were approved with the following changes: Dual enrollment number is 950; a typographical error was corrected.

**President Jarzabek** reported that there were discouraging numbers concerning the budget from Mike Ferrell of Business Affairs. She stated that morale needs to be boosted on campus. She related Dr. Sisson's comment about "fighting to the death" against the merger without a clear plan for what that merger would entail. She commended Deans Gustavson and Anderson for their letters on the topic that were disseminated campus-wide to faculty and staff. A survey has been developed by Helen Wise of the LSUS Institute for Human Services and Public Policy concerning the Board of Regents' (BOR) recommendation to merge LSUS with Louisiana Tech. It will open today and remain open throughout the week. The Student Government Association will be kept in the loop to remain current on actions concerning this. President Jarzabek suggested four areas for us to concentrate:

- Legislation
  - Urge contact with legislators
  - Call for specific plan for future of LSUS
- Additional Programs
  - Administration is ANXIOUS for receipt of new programs/degrees to send to Regents
  - Applications may be viewed favorably if Regents want to keep LSUS in the LSU System
- Recruitment
  - LSUS must increase enrollment – looking at a \$1.3 million deficit for next year
  - LSUS can try to offset this impact by attracting new students
  - This is something we can work on NOW
- Revenues
  - We must be creative
  - Provost office has some ideas for selling ads on our website

Jarzabek stated that we must all be involved in helping with the current budget crisis. Each of these areas will have an Ad Hoc Committee created to assist existing groups accomplish goals in these area.

#### **ADMINISTRATORS' REPORTS:**

**Chancellor** – Chancellor Marsala discussed a copy of an email concerning a meeting on Monday, March 19<sup>th</sup>, with Dr. Reneau (President of La Tech) at the Shreveport Chamber of Commerce with area business leaders and Ed Morrison, the author of . This copy of the email

was given to Dr. Marsala by someone who received the email. Dr. Marsala was not a recipient of the communication. Dr. Marsala expressed his frustration and anger at not being included in the list of those invited or notified of the meeting, though the email stated “ We have invited those who have expressed an interest in this initiative that will come before the legislature this session. Feel free to invite friends who may have an interest, but please let us know of your interest in joining us.” Dr. Marsala encouraged all who could to attend this meeting. Dr. Johnnette Magner stated that she is a member of the Executive Board of the Chamber and had not received that email either. Dr. Marsala stated that the LSU Board would issue an opposition to the proposed LSUS/La Tech merger on Friday. Tulin Melancon of the LSUS Distance Learning Department, stated that the Chamber was hosting a Breakfast of Champions on Tuesday, March 20<sup>th</sup>. Dr. Gustavson and Dr. Magnum are both attending.

**Provost** – Provost Paul Sisson reported on the enrollment issues facing LSUS. He stated his concern over students leaving LSUS due to the uncertainty caused by merger talks. Provost Sisson stated that a letter to students will be going out shortly from both Dr. Marsala and Dr. Gloria Raines, Vice Chancellor of Student Affairs. A discussion began on ways to have positive interactions with LSUS and the public. Dr. Magner suggested a Boy Scout event called “Done in a Day” where scouts earn badges through the help of experts (faculty members) on campus. Dr. Magner suggested that all faculty and staff think along those lines in helping to think of ways to get out good news about our campus. President Jarzabek indicated that commercials would be advantageous. She also discussed how faculty could become more active in dual enrollment classes by visiting those high schools and speaking to students there. Dr. Urska Cvek suggested that all faculty members make personal telephone calls to encourage the dual enrollment students to register at LSUS as college students. She also asked if Spring Fling could include students bringing a guest. No action was taken on this concerning the added expense. Julie Lessiter, Associate Vice Chancellor of Academic Affairs, gave examples of marketing/fundraising ideas gleaned from her previous 13 years spent as an athletic director at another university. She discussed selling ad space on websites and in sporting venues and dedicating items in refurbished buildings to paying sponsors. She also discussed having a more visible presence with our business neighbors. Senator Trutschl explored the idea of having discounts from merchants on Youree Drive for LSUS students. He felt as if merchants would be agreeable to this and it would give more attention to the university. Dr. Gustavson stated that merchandise from LSUS (flags, etc.) need to be displayed throughout town. Ms. Lessiter also discussed soft drink contracts. She stated that Pepsi and Coke are often in a bidding war and she noticed that our campus serves both. Ms. Cindy Armstrong, Purchasing Director, stated that LSUS has a contract with Coke but that the Coke company here sells some Pepsi products as well.

**Business Affairs** – Mr. Ferrell was not in attendance as he has once again been asked to submit data to the BoR on short notice. President Jarzabek stated that she attended the budget meeting and is aware that LSUS will need 1.3 million next year. It is imperative that student enrollment increase.

**Student Affairs** Dr. Gloria Raines, Vice Chancellor of Student Affairs, respectfully requested that President Jarzabek add a fifth item to her list of areas which need to be the center of future work: Retention. Dr. Raines stressed that she did not want standards lowered, but that faculty members need to be careful about what information is being given to students. She stated that students need to be reassured that they will be able to complete programs. Even with the worst case scenario, LSUS is legally obligated to allow students to finish their degrees. She encouraged faculty to be positive with students. Senator Bugzo stated that faculty are in “overload.” Senator Leitz suggested that we look at the press that LaTech gets with a critical eye. He pointed out

how ridiculous some of it is. He gave specific examples by pointing out some of the items in a US News and World Report article. Dr. Leitz suggested that now was not the time to continue “making nice.”

**LSUS Foundation** – Dr. Johnette Magner, Interim Vice Chancellor of University Development, discussed projected enrollment figures based on upcoming circumstances. She discussed factors that will influence enrollment negatively: tuition increases, changes in transfer and freshman admission standards, and implications from the Grad Act 2. Dr. Magner projects an enrollment of 3100 in 2014; 3700 students are needed for a fiscal break even, according to documents presented to the Faculty Senate. Current enrollment is 3700 (without dual enrollment numbers) and we have more part time students than full time students. Dr. Magner advised the group that there was a campaign to amend the Grad Act 2. Discussion began on how LSUS could draw more BPCC students. Dr. Bible asked if BPCC still offered an office to us. Dr. Raines said she thought that one was still available. Dr. Bible stated that he could “man” it. Senator Trutschl stated that we need to purchase an 80” television to run information around the clock about LSUS. Senator Gibson asked about the advising that BPCC instructors do as many BPCC students have difficulty with the transfer of courses. Dr. Raines stated that the staff at BPCC was overwhelmed.

### **OLD BUSINESS:**

President Jarzabek announced the selection of Trey Gibson as Senator from School of Liberal Arts. He was elected unanimously. Dr. Amy Erickson was also elected unanimously to fill the vacant position of an At-Large Member to Executive Committee.

Faculty was reminded of the online Ethics Training to be completed by March 30, 2012.

President Jarzabek will be seeing Dr. Kevin Cope, Faculty Senate President from LSUBR, this Saturday. She will see if he is able to reschedule a visit with us.

Senator Erickson reported that 40 of the 120 faculty members responded to the FPR Review Survey (31% response rate). These results will be analyzed and reported at a future meeting.

The discussion of the cost for CLEP/Challenge Exams was tabled until the April meeting.

President Jarzabek stated that the agenda item *Focus on LSUS image/marketing* had been covered throughout the meeting.

Dr. Sisson stated that the Faculty Senate needed to invited Allen Garcie to the April meeting to discuss the proposed stipend structure for online courses.

### **NEW BUSINESS:**

Senator Trutschl requested that information for promotion/tenure/sabbatical regarding deadline dates be clearly stated on the forms and not buried on a drive that is not easily accessible. He agreed to add those dates to the current forms for the university.

### **OBSERVATIONS AND CONCERNS:**

Senator Bergeron suggested that committees be formed to address each of the five areas of focus for the betterment of the campus.

- Senator Gibson agreed to chair a committee to help the organizations already in place that work on **recruitment**. It was suggested that Dr. Kyle Pierce be asked to work on this committee because of his many contacts with students nationally and internationally.
- Senator Rubin accepted work as the chairman of the **Revenue** Committee to work with Dr. Magner and Ms. Lessiter.
- Senator Bergeron agreed to chair the committee on **Programs and Collaboration**. Senator Buzgo offered to work on this committee as well.
- The Executive Committee of the Faculty Senate will keep the faculty and staff apprised of **legislation**.
- The work of Dr. Elizabeth Leibert and Dr. Linda Webster in the area of **retention and advising** was noted. It was suggested that the Senate check with these instructors to see how the Senate can best assist them in their efforts.

A general discussion followed, much of which centered around ways that LSUS could help itself. Dr. Gustavson discussed speaking at high schools in other areas to promote LSUS. For example, he mentioned taking a few days to visit east Texas or the New Orleans area and speaking to several schools in those areas. Dr. Demello explored several fund raising ideas including solar panels. He expressed concern that a TOPS scholarship to LSUS did not have the same dollar amount as a TOPS scholarship to LSUBR. Dr. DeMello feels that this gives the impression that LSUS students are not as worthy as LSUBR students. Dr. Raines explained that the lower amount of scholarship dollars is due to LSUBR having a higher rate of tuition. Dr. Erickson stated that the stipend given to Graduate Assistants needed to be increased.

President Jarzabek suggested that all ideas be pursued in appropriate committees.

The meeting was adjourned at 5:05 pm.

Minutes respectfully submitted, Julie. L. Bergeron, Faculty Senate Secretary.