**University of Baltimore – University Faculty Senate**

**Meeting Minutes: February 3, 2016**

**Attendance**

**Present:** Sascha Sheehan (CPA), James Taggart (CAS), Stephanie Gibson (CAS- UFS VP), Darlene Smith (Provost) JC Weiss (MSB- UFS President), Dennis Pitta (MSB), Jose Anderson (Law), Cassandra Havard (Law), Kurt Schmoke (UB President), Stephen Kiel (Library), Eric Stoll (Adjunct), Stanley Kemp (CAS), Rajesh Mirani (MSB), Jeffrey Ross (CPA), Julie Simon (CAS – CUSF rep)

**Guests**, **included**: David Bobart (OTS), Harry Schuckel (UBO), Irv Brown (CPA), Steven Davison (Law), Lucy Holman (Library), Catherine Andersen, Paul Monoidis, Laura Wilson- Gentry, Fiona Glade (CAS)  
  
**Meeting called to order 1208 pm**

**Logistics**  
-**Minutes approved unanimously**  
- Addition to agenda- discussion about student affairs

- **Amended agenda approved unanimously**  
- Service for Richard Bucher was last weekend  
- Stanley Kemp elected as acting secretary  
  
**Presidents report**  
- Has been movement on the coalition lawsuit  
-Apparently the proposal for a UB merger with Morgan is not to be considered further and is off the table according to the judge in the case  
- Discussions and collaborations with the HBCUs can probably resolve this issue at this point

- Collaborations are being developed between UB and Coppin and BCCC  
- Culture and diversity committee- there is a new page on the UB website where the activities related to diversity are collected   
- Interview in UB post which is related  
- Black history month activities should be linked   
- There are a lot of surveys on the horizon which need to be managed so they do not compete with each other- Climate, students, Middle States  
- A systematic approach will be taken to the survey data and will be used to make data driven divisions, part of the survey fatigue currently experienced is due to not using the data in this manner in the past  
- Budget for the state proposed by the governor is pretty good for the system, nothing unanticipated  
- Whiting- Turner made a half million dollar contribution to the library  
 **Interim VP of admission**  
- Numbers report for the spring  
- Are 101 students behind projection, but have gained 200 students in the last week   
- Now at 5789 students, down about 22 students on returning students  
- There is fairly even enrollment across the schools

- 1100 former/ inactive students were called over the weekend and was insight into students personal life's and factors associated   
- Many personal reasons behind not attending but not because of concerns with Baltimore as the city  
  
**Provost report (first for Darlene Smith)**  
- Is assessing strategic priorities for the university, is getting feedback from the university  
- Enrollment growth is a priority, strategic enrollment group is being implemented with the goal of enrollment management  
- Gen Ed task force has been formed with Sasha Sheehan as chair, met for the first time  
-The committee has as part of its charge to streamline Gen Ed to make as transfer friendly as possible  
-Non traditional and transfer students are the future of higher education for USM  
- COACHE survey is being done again and will reflect faculty concerns and satisfaction levels; all faculty should respond  
- The sample size was too low last time to make confident conclusions  
- Bereavement policy is under review  
  
**Harry Schuckel   
Budget**   
- State budget- UB received 200 thousand for enhancement of programs  
- In the state budget proposal is a 2.5 percent salary and benefit increase, if authorized will be funded and we will not have to come through tuition and fees and definitely includes usm   
- Effectiveness of shared governance is being assessed as well, including a survey in order to determine effectiveness  
- March 9th will be a town hall meeting to look at the facilities master plan; 2 to 430 pm

**UFS President’s Report**

- Shared Governance Assessment

- Facilities Town Hall 3/9, 2:30-4, Wright Theatre, Student Center  
  
**Student affairs**  
- February 15 noon to 130 to 16  4 to 530 pm discussion on how student affairs can interact with UFS  
  
**Law school certificate in family law Jose Anderson**  
- Is a marquee program where UB has been the leader for many years  
- 43 percent of decisions are directly related to family law so this is very important  
- Maybe as many as 40 students estimated, will be implemented as soon as possible  
- **Motion to approve is approved unanimously**  
  
**Stephen Davison- APC update**  
- The question was addressed in expedited capacity: Do we run online courses during snow emergencies? Triggered by student comment during last snowstorm  
- APC recommends suspending classes during snow closures  
- Shady Grove goes by what happens in College Park so UB closure does not apply here necessarily  
- There is no system policy, and generally there is only informal policy and faculty are encouraged to use discretion  
- Much discussion regarding suspension of online classes during snow closure, without apparent consensus

- Request by provost to defer immediate vote in order to research best practices elsewhere, which would be quickly delivered to UFS

- President JC Weiss asked for a sense of the senate to accommodate this request, and action was deferred

- vote to be taken before March meeting, agreed to in principle by senators  
  
**Peter Toran  
Presentation about marketing and branding**  
- Marketing is about lead generation, which is when a student provides name and contact information  
- Website, word of mouth, rankings and current students and alumni in that order are the most important in attracting attention to UB  
- Connecting current news stories with UB programs on a changing billboard on Charles St.  
- Advertisement on various regional and national websites  
- Outdoor signage recently refreshed  
- 5355 leads, requests for information, pay per lead when form is filled out  
- There has been an 88.9% increase in leads from 2014 to 2015  
- Amount of leads seems to correspond with the amount of money spent in marketing, as the correlative pattern appears to be consistent   
- Lots of stealth shoppers especially among older students, where the first click is the application  
- Social media integration such as Instagram and snapchat has resulted in a better interaction with potential students  
  
**CUSF report**   
- Lobby day is coming up so go and talk to your legislator, for example about 332 SB which provides for choice of the chancellor to legislative vote  
- Need a CUSF rep  
  
**Gen Ed report**  
  
- Gen Ed will continue to meet  
- Having a successful round of assessment  
- Now has an adjunct representative   
  
**Middle states update**  
  
- There are other schools which have been identified with not meeting standards on learning outcomes  
- Looking at other schools informs us on the critical pieces which we need to address   
  
**Meeting adjourned at 159 pm**