

## **Faculty Assembly**

February 12, 2013

Library Conference Room

Ralph Olliges, Faculty Senate President, called the meeting to order.

### **Proposal for Departmentalization of the Nurse Anesthesia Program** (See Appendix A)

Stephanie Schroeder and Jill Stulce presented information for the Nurse Anesthesia Program to become a stand-alone department.

The presentation included historical information regarding the Nurse Anesthesia Program being housed within the Department of Biological Sciences. Since that time, the program has increased in enrollment as well as number of clinical affiliates. The program requires many specialized processes such as accreditation and extensive assessments. The program has been operating as its own entity and has the intention to roll out a Doctorate in Nurse Anesthesia Practice within the next two years.

A motion was made and seconded to recognize the Nurse Anesthesia Program as its own department. All were in favor. The Nurse Anesthesia Program will now be its own department as of June 1, 2013.

### **Proposal for Formation of Department of Professional Counseling** (See Appendix B)

Mike Hulsizer and Hemla Singaravelu presented information to form the Department of Professional Counseling.

The presentation included historical information about the Counseling MA existing in the Behavioral and Social Sciences Department (BSS). Since that time, the program has grown into one of the largest programs on campus and has been operating as a separate entity. As a discipline, the field of counseling has evolved into a professional program which is very different from the disciplines that currently exist in the BSS department. Accreditation has become an increasingly important issue in higher education. The formation of a new Department of Professional Counseling would enhance our ability to become CACREP accredited and better meet the needs of our students, faculty and staff at all of our campuses. The proposed department will exist within the College of Arts and Sciences and become effective June 1, 2013.

Q. Will the Psychology faculty be teaching in the new department?

A. Accreditation is specific to counseling so no Psychology faculty would be teaching and the department will not have joint appointments with BSS.

A motion was made and seconded to approve the formation of the Department of Professional Counseling June 1, 2013. All were in favor. The Department of Professional Counseling will be a new department June 1, 2013.

**Proposal for the Institute for Human Rights and Humanitarian Studies to become its own Academic Unit.** (See Appendix C)

Kelly-Kate Pease presented information requesting the Institute become its own Academic Unit to serve as the hub for international human rights education, research, related programs and co-curricular activities.

The presentation began with the initial steps that have transpired and brought this proposal to the Faculty Assembly.

Q. Why an academic unit and not a department? It seems that this is not just an inconsistency but it is unprecedented and very different from the current academic structure.

A. This is what the Institute Fellows believe would be the best move to support the Human Rights Program. This has been an ongoing work in process for about two years and the thought process was that this may become the model for the future.

Q. Is adding curricular oversight the only addition?

A. Yes, the Institute has already been working as a separate unit.

Q. How would a non-status director drive curriculum?

A. The Director would be a status/status track full-time faculty facilitating the design and refinements of the programs, majors and new course offerings and will serve as an Institute Fellow. The Institute Fellows will be responsible for the governance and oversight of the curriculum.

Q. Are we voting on the wording or the overall plan and modifications can come later?

A. This has gone through several revisions with the feedback reflected. It may get tweaked but no substantial revisions are expected.

Q. In the Selection and Evaluation of the Director paragraph, shouldn't there be additional language, adding CRF or status, to the "The Director is appointed to serve a four year term"?

A. The Director is represented as a status/status-track member of the full-time faculty with primary responsibilities supervising the Institute. The Director retains full membership in his/her disciplinary department. The Institute will report to the disciplinary department and the department is responsible for all reviews.

Q. If a Director from outside is considered who will choose him/her?

A. The Institute Fellows will select a search committee that will include faculty from the future Director's home department. The Dean and the search committee will jointly carry out the screening process. The recommendation to hire is made to the Provost and Senior Vice President by the Dean.

Q. What will be done about added responsibilities for the larger departments who already have heavy loads?

A. The responsibilities of the Institute will not fall just on the Director. Institute Fellows are expected to be involved with all aspects of the Institute by providing advice, guidance, participation and assistance. The workload will be divided taking into consideration previous responsibilities.

A motion was made and seconded to recognize the Institute of Human Rights and Humanitarian Studies as its own Academic Unit and with the exception of two abstentions, all were in favor. The Institute of Human Rights and Humanitarian Studies will be an Academic Unit as of June 1, 2013.

### **Announcements**

**A)** Dani MacCartney announced that Webster University now has an undergraduate major in Women and Gender Studies.

### **B) Update from Salary and Fringe Benefits Committee**

Jeffrey Carter announced that two weeks before spring break there will be focus groups added to address non-teaching responsibilities.

### **C) Wellness Committee**

Eric Goedereis and Troy Luh presented an update on the Employee Reimbursement Program. United Health Care (UHC) provides \$50,000 Wellness Credits for the program and only \$20,000 have been used. Unfortunately this is the last year for the program and the remaining \$30,000 credits must be used in 2013. Funds can be used for health promotion programs, memberships, and events. Information and applications are available at <http://bit.ly/ViR9VE>. The university has done this in the past and it is a more inclusive way to use the credits and gives personal ways to better your wellness. Future funding for this will be a part of the annual budget process.

### **D) Missouri House Bill Resolution (See Appendix D)**

Bill Barrett presented the bill that is currently in the Missouri House that would allow teachers or school administrators to carry a concealed firearm on campus if he/she has a valid concealed carry permit. The full bill can be located at <http://www.house.mo.gov/billsummary.aspx?bill=HB70>. Bill Barrett is requesting the Assembly to agree to pass the message (See Appendix D) that we don't want concealed firearms on campus and to provide that message to the legislature.

A motion was made and seconded to approve the message to the legislature regarding the Faculty Assembly of Webster University's opposition to Bill HB70 and with the exception of one abstention, all were in favor. The Faculty Assembly's opposition to Bill HB70 will be passed on to the Missouri State Representatives.

### **E) Teaching Festival**

Terri Reilly provided the schedule for the Teaching Festival. The Opening Reception and Poster Presentations will be in the EAB Monday, February 18 (3 p.m. to 5 p.m.). The rest of the week will include presentations. She encouraged faculty to attend as there will be a diversity of subjects.

## **Marketing and Recruitment** (See Appendix E)

Paul Carney, Vice President-Enrollment Management and Student Affairs and Barbara O'Malley, Associate Vice President and Chief Communications Officer attended the Faculty Assembly meeting to address the questions that were emailed to them regarding plans and actions in place for effective marketing and recruitment policies.

### What are the current recruitment strategies and how they compare to institutional competitors?

The admissions counselors have travelled to 17 states (AL, AR, CA CO, IA, IL, IN, KS, KY, LA, MN, MO, MS, OH, TN, TX, WI) and 7 countries (China, Taiwan, Vietnam, South Korea, Guatemala, United States, Venezuela) this year. Webster University participates in college fairs, community college visits, high school visits, outreach programs, campus visit program and has international agents for recruiting internationally. Webster is competitive with other institutions but we need more presence and that is in process by working on our brand.

### What are the strategies for national and local advertising that involve search engine marketing?

In the last couple of years the goal has been to be more strategic. Locally there are new billboards to develop awareness and we also have media support including television, print, radio and digital all promoting the *What's Next* campaign. Webster Today is the brand new website. The website is cutting edge and will provide great opportunities to focus on digital marketing. When completed, the new website will create a new responsive design.

### What are the future plans to address colleges or schools and programs, rather than University at large.

The website structure is not complete. We are at about 75% and there are still additions to be made. Building a brand begins with image at the university level first. There is a huge effort to build awareness of Webster University and make students want to put Webster on their first list. The next focus would be actual colleges and schools to better understand academic areas, then programs can be added when the budget and resources allow.

Q. There is not enough information about specific programs. Webster University is its programs, students, and faculty. You draw students in by letting them know that we do all of this neat, cool stuff. How do we get that information out there?

A. Those issues should be put on Webster Today. Students and faculty can write stories about experiences, programs, teachers, etc. and it can be published on the website.

Q. Maybe focus should expand toward graduate students and align them with Webster University. What is Webster University in the marketplace?

A. Webster University is a truly global university totally connected at a community level reflected in the great academic programs we offer to students locally and internationally. Webster cares beyond education and we serve the health and welfare of the community.

Q. The pipeline to the Marketing Department is filled with road blocks. There is a really a bad connection as far as getting content out there. Is there a process in place for help?

A. The process is in place but is still in transition. The first line is to call the IT and the CIT Help Desk and the people there will pass on certain questions to us.

Q. Since students come here for specific programs, what is the strategy with regards to Search Engine Optimization (SEO) and Search Engine Marketing (SEM)?

A. The university purchases search words for every major, graduate and undergraduate. When a prospective student enters a topic in Google search, Webster University will be represented in the response.

Q. Are you paying for display ads?

Q. The budget is a restriction so programs are prioritized.

Q. What programs are at the top of that list?

A. The faculty will need to speak with their Dean about program priority.

Q. What is the largest major in the university and do they get preferred placement or an ad? What majors are getting the money?

A. We can get a list to Ralph to circulate to the faculty.

Q. Webster has programs that fill unmet needs for students. If Webster brands the university only how will students know about those programs?

A. Tell your story. If you have a story to tell you can call us and we will come cover it and get it out there for you in Webster Today.

A faculty member commented that years ago Admissions and Marketing would call him to ask what is going on. Marketing should be going out and looking for the stories.

There was a request from a faculty member for a commitment that every College and School will get a visit from Marketing.

Q. Operating funds were down because Webster did not reach targets for enrollment. Maybe we should consider how to put more resources into marketing and how to spend that money to get new enrollments.

A. Marketing money does not go very far and it is being spread out as much as possible. Right now there is a "bare bones" staff. Moving to a more digital format is going to provide more opportunities to market Webster University. We need to look at the big picture. Branding works for two reasons: (1) elicits gifts and donations and (2) builds enrollment. Using behavior based marketing gets the Webster University name out there. Face book is the most effective way to recruit the undergraduates and we are using that tool.

Q. Is student retention an issue?

A. In general Webster has 450 to 480 new freshman every year and 1400 to 1600 continuing students. The biggest freshman class admission at Webster was in 2009 and those students will be graduating this May which is going to affect us.

Ralph ended the discussion to move on to the last item on the agenda.

**Proposal for Amendment to Global Citizenship Program (See Appendix F)**

Kelly-Kate Pease presented information on the language requirement for CAS and to propose an amendment to the Global Citizenship Program. CAS would like to add “An international language course may be used to fulfill GCP requirements, if the student is not majoring in that specific language.”

The presentation began with some background information regarding the College added requirement for A&S students to take 3 hours in a foreign language. Then, in the fall 2012, it was determined the new GCP would not allow A&S students to use this 3 credit language course to fulfill GCP content, putting an additional burden on our students. Exposing students to another language through the College requirement is meeting the needs and allows the students to pursue other interests. The issue is, if the student is not majoring in that specific language why does he/she need to take two language courses?

A motion was made and seconded to support the amendment change. All were in favor.

Q. Are all international language courses coded for GCP?

A. Only the ones pre-approved can count towards GCP.

A faculty member commented that the amendment statement does not make the distinction between first and second major and the language does not fit with GCP rules.

If the language course is for a second major or minor that course should meet the requirement of the GCP. If the language course is for the first major then a second language course requirement should apply.

It was suggested that something be added to the amendment for clarification.

Amendment will be amended to state “An international language GCP course may be used to fulfill GCP requirements, if the student is not majoring in that specific language.”

A vote was called to accept the amendment with the suggested change. With the exception of six abstentions all were in favor.

The next Assembly meeting will be March 19<sup>th</sup>.

With no further business, the assembly adjourned at 4:25 p.m.