1. Open Forum Issue
   - Remarks by Chancellor Mash
     - Thought Senator Kolb’s observations of Wisconsin Economic Summit exceptional and wise
     - After additional conversation with Senator Kolb will take that discussion further in spring
     - Strategic Plan will be distributed to University Senators before January 23, 2001 meeting
     - Annual Report also distributed to committee
       - Dressed up report
       - Contains lots of different information on budget, technology, year-end review, and, for first time, added text from Strategic Plan at end
       - Will be mailed to System shortly
         - Copies to Senators and key committees
         - Broader distribution than in past
     - Holiday Reception was lovely

2. Discussion of Fall Break in Academic Calendar 2002-2003 on motion “Held for Further Consideration”
   - Admission Office feels difficult, if not impossible, to take a Friday in October off for Fall Break
     - According to Jan Morse and Ron Satz, calendar can be sent to System as is
     - Can change later if possible to add Fall Break
     - Problem is high school teachers’ conventions take place during October allowing potential students and parents to visit campus
       - Northwest Wisconsin Education Association convention Thursday and Friday of second week of October
       - Minnesota Education Association convention Thursday and Friday of third week of October
       - Southern Wisconsin Education Association convention Thursday and Friday of fourth week of October
     - Important for faculty to be on campus
     - Also nice if students and various activities taking place
     - All three conventions considered heavy recruitment periods
     - Moving fall break to Monday not seen as problem by Admissions
     - Homecoming can be scheduled for either October 4th or 11th as both will be home football games

Discussion
   - Only other campuses with known breaks are private
   - Main reason to have day was student stress
     - If for advising, could be done any day of week
     - For stress relief would need to be Monday or Friday to be of value
   - See as conflict between recruitment and retention (break for retention would hamper recruitment)
     - Think worth a try
   - Traffic in Counseling Office picks up considerably around mid-October
     - Feel fall break warranted
     - Think since almost two years in advance can prepare for and change plans for one recruiting day
• Involved with these recruitment programs in past
  • Seems much more traffic on Thursday than on Friday
• Some may see fall break as positive recruitment tool
• Believe about 300 Minnesota students plus parents visit campus during convention
  • No indication how many on Thursday vs. Friday
• Against changing to Monday because then have problems with Monday night classes due to Labor Day
  • Friday also better for lab classes and clinical programs
• If Executive Committee and Chancellor negotiate agreement on change in motion, must go back to full Senate for reconsideration
• Provost will talk with Admissions and see what can be done
  • Will send calendar to System as is and add fall break day later
• October 4th (which would be acceptable for Admissions) just too early to hit peak stress
• Will be set by early next spring so people can get on calendars
• Other support offices would remain open during fall break
• Competition for students increasing
  • Getting potential students here important
  • See as missed opportunity
• Fact that all those meetings take place during that time frame should tell us something
  • Support October 18th
  • Other alternatives for recruiting
  • Could also have other responses to mental health needs – other activities
  • Counseling does many of those things now
• Could try taking day one year and see what happens
• Just giving freshmen off would create problem for mixed classes
• Faculty looking forward to day off also
  • General calendar to be forwarded to System
  • Will wait to hear back from Provost, Chancellor and Admissions to confirm date for fall break

3. Personnel matter related to fundraising
• Question of maintaining momentum of fundraising campaign
  • Foundation Board recently held quarterly meeting
    • Executive Board would like to continue moving forward with schedule for capital campaign
      • Decision has implications for staffing in advancement area
    • Capital campaign feasibility study recently completed indicated not currently ready for $30-40 million campaign; that would take 24 to 36 months to prepare
    • Executive Board concluded don’t need $30-40 million campaign if could conduct smaller one sooner
      • Nothing wrong with $20 million campaign
    • Carole Halberg currently Foundation President and also Special Assistant to Chancellor
      • Requires both to work harder
      • Parcelling more things out to others
• Would need new person with title like Director of Development
  • Could enter arrangement with consulting firm to place an appropriate individual here
    • Would cost around $340,000 for two-year period
    • Administration also has some ability to identify this sort of person
      • Would hire for two to three year period to handle day-to-day operations and run capital campaign
        • Could lead to permanent position
        • Would be less costly than consulting firm
        • Would need to work with Affirmative Action Office to meet requirements
  • Position would be funded by Foundation; would not affect FTE
  • By late summer, feel would be close to being able to launch $10-$20 million campaign
• Generally no best time to launch these types of campaigns (such as when economy seems to be going down), just find lead gifts and then follow with campaign
• Sometimes have to spend money to make money
Would also take money, time and effort to hire someone on our own
Assume with consulting firm would be some sort of guarantee (why consulting firm being considered)
Senator Smiar works in philanthropy and development program at St. Mary’s and has much knowledge and many contacts with people in this area
Would be good resource

Idea was to bring to Executive Committee to get input and to consult prior to making decision
That way if someone named to position, cannot say something was done behind backs
Matter brought up front to Senate Executive Committee
Would assume consulting firm contract would have stepped payout and escape clause
Members here need to respond to any questions brought up later
Openness with which approached and discussion took place up front

4. Focus questions for Open Discussion on the Direction and Priorities of the University and their relationship to workload
Need focus for discussion to take place at University Senate meeting of January 23, 2001
Have Five-Year Strategic Plan; has three goals, 11 initiatives and 102 points
Perhaps should pick top ten points for resource priority
What are key points and what to staff
Think should start with mission and go from big picture, set priorities from that
Need to have unique niche that filling
Mission discussion now taking place; pieces of that pretty well set
UW-Eau Claire needs brand positions
Communication/Journalism class did high school survey and found no product differentiation between UWEC and UW-La Crosse and other comprehensive schools
No value unto itself
Much change over last 35 years when as high school senior you went where they offered what you were interested in
System then broaden focus of many institutions; added many professional schools
List got longer and choices broader; need to work harder to get students here
Seems in trying to do everything for everyone, people wonder who we are
Adding emphases, community stuff, links with technology, watering down curriculum, classes for Uniprise, etc.
Niche by what you are not great if don’t want to move forward; need to be specific
Question for meeting – what are priorities for today and future
Like question, but would like to see five things not ten
Think go through this exercise at department level of what is necessary and good in various disciplines
That needs to be reflected university-wide
What happens to departments if priorities different at university level
Value of having discussion in Senate is all disciplines there with chance to speak
Maybe there can think about what is best for the University, less about leverage for departments
Appearance of broadening seems to be crux of what here
Niche is the quality undergraduate experience provided for traditional students working with faculty and staff in a residential setting with a rich co-curricular environment
Became selective public university, separate from 90% of others in country
Classical university in the traditional sense
Comprehensive university where can build upon tradition and embrace change and stay nimble enough to do both
Haven’t done as good of job of reaching out and being friendly to part-time students
Further enhance niche – more comprehensive, interactive stance
Enable to get support piece which is critical
Understanding that system is poorly funded because not promoting to public that working for basic good of public
At moment, doing one and starting to do other in cost-effective ways
Because stretched to limit, cannot commit significant resources to this
Sort of promoting ahead of reality
If no freshmen courses available, do have to take care of that
However, want to position for role of leadership in garnering support
Must put money to right things first
Then discretionary funds can be used for department things
Mission already talks about service
Things like certificate programs without adding a host of new programs
  Just require brochure to direct more services to part-time population without committing resources to programs
Putting heads in sand and remaining only a classical university in traditional respect would be mistake
Seems everyone on campus not necessarily on same page, sometimes not even in same chapter
Seems goal of discussion would be to get everyone on same page without going back to square one
Say things over and over until all people saying same thing
For example, when one program gets initiative (such as Computer Science and Management Information Systems) good for all because frees up other resources to be used elsewhere
Must also respect diversity of opinion, but is nice if everyone in same chapter
Sometimes must propose things which don’t get funded this time around, but may be their turn next
Will always be people who do not want to change
  Emphasis on tradition still there, but without costing lots, we will do this, this and this
  Is Wisconsin Idea to serve people to borders of state
Seems Outreach piece is missing retired people; hoping to work on that
Look at priorities – in three, five or ten years, where do we want to be
Understanding of where we are to know where we are going
Where to allocate time, staff and money when have a choice
Seems asked to do more, what do we give up
Focus on identifying where to expend energies and time; feel trying to keep too many balls in the air
Discomfort in that everybody is not able to do everything
  But collectively can do everything
  Goals should reflect niche
Lot of decision-making done at local level (campus and department)
This institution has niche of a classical traditional undergraduate liberal arts university
  Want to reach out and do more for part-time students to position for better support to further enhance core mission
  Then could discuss how to get there
  Then departments can decide what pieces of that to take on
Good way to set stage for discussion so don’t start in middle; people will feel safer
Points in strategic plan all ways to get there
  All from department annual reports of people taking these roads
  People also need to know that if don’t take road someone else espousing, won’t be penalized
Think of classic education as niche – laundry list of other stuff muddies the water and lose sight of that
  Maybe should reinforce in position statement and lump the other stuff together so people remember and understand basic focus
Initial guiding statement essential, not extra work, but department priorities and attainable goals
Provost or Chancellor to introduce open discussion

5. Tentative review of January 23, 2001 University Senate agenda
  • Approved by consensus

6. New Business
  • Lex Renda from UW-Milwaukee has asked for a resolution on collective bargaining to be placed on the University Senate agenda in December or January
    • Last such item came from individual senator on floor
    • Consensus to send to Faculty Personnel and Academic Staff Personnel Committees
7. Announcements

- By Provost Satz
  1) Thursday will meet with unclassified staff from Continuing Education to begin search process for permanent Director of Continuing Education
     - Now that all physically in one location will work on position description
  2) Mary Ryan-Miller intends to relinquish part of position dealing with summer orientation
     - Academic Affairs sees as opportunity to put this together with other retention-related issues into single position
     - Include orientation and whole freshman experience
     - Person to direct
     - Program-revenue position

- Other items delayed from open forum
  - Registrar’s Office will be closed Saturday, Sunday and Monday
    - Unable to submit grades to office on Saturday while on campus for graduation
    - Would need to make other arrangements or email grades
  - Have heard of case where administrators have ability to change grades without consulting faculty involved
    - At level of Associate Dean on up
    - Policy dictates if student appeals grade, committee of faculty and students formed
      - If deemed appropriate, committee can change grade
      - Faculty person informed of committee decision
    - If know of particular case where committee not formed, or faculty not informed, refer to Provost

- Provost indicated at last system meeting, several universities within System paired
  - UW-Eau Claire paired with Madison
  - Referred to as doctoral institution and classic undergraduate institution
  - Maybe that should be our distinguishing brand

Meeting adjourned at 5:02 p.m. without objection

Respectfully submitted by,

Wanda Schulner
Secretary to the University Senate