The regular meeting of the University Senate Executive Committee was called to order by Chair Harrison at 3:04 p.m. on Tuesday, March 5, 2013 in the Centennial Room of Davies Center.

1) Minutes of February 19, 2013 approved as distributed

2) Ten-minute Open Forum for any member of Faculty or Academic Staff to speak to the Committee
   - Meditative space on campus
     - Would like a meditative space that is acceptable to Muslim students
     - It was mentioned that the Center for International Education would like to see this as a space for all students
     - This space has been open for 3 years
     - If we create space for one then we must create for all
     - The Space Allocation Committee may be the committee to consult

3) Review of tentative agenda for March 12, 2013 and March 26, 2013 meeting of the University Senate
   - Add a motion from the FPC for the first meeting in April
   - March 12, 2013 Agenda
     - A Request for Consideration of Performance since last Pay Increase Motion will be considered a Resolution from Senator Serros
     - Discussion on this change
       - Want previous years evaluations considered for an accurate representation since the last pay plan was implemented
       - An email was already sent to the Vice Chancellors and Deans/Chairs that they can use information since 2011 in this review
       - This is not part of the Compensation Committee’s Compensation Plan motion
       - The annual reviews were supposed to have been done even though there was no pay plan issued
       - There is still no guarantee that there will be a pay plan funded by the state
       - Discussion on if one should go back as far as 2009 or if 2010 was appropriate as that was the last time there was a pay plan
       - If this motion is brought forward the discussion could consume the entire Senate meeting
       - There was no consensus among the Executive Committee as a whole so it should be considered a resolution
       - Approved as amended
   - March 26, 2013
     - A Request for Consideration of Performance since last Pay Increase Motion will be considered a Resolution from Senator Serros: Second Reading added
     - Approved as amended
4) Continued Discussion of calendar guidelines (Please see page 125 in the Faculty and Academic Staff Rules and Procedures)

- Comments from Housing and Residence Life: Deb Newman, Associate Director of Housing and Residence Life and Quincy Chapman, Assistant Director of Housing and Residence Life can be seen at: http://www.uwec.edu/usenate/ExecRecord/130305CalendarChangeRationale.pdf
- Continued discussion
  - Housing is prepared for upperclassmen
  - Discussion continued on alternatives and options
  - Questioning if the argument be made at the state level for changing the September 2nd statute
    - The first year we could change the calendar is 2015-2016
    - The Chancellor’s Office and Mike Rindo would be liaisons to the university if we were going to bring this up at the state level
  - Response from Housing and Residence Life on a fall break and having no classes the day before Thanksgiving
    - According to Housing and Residence Life the day before Thanksgiving most students are already gone
    - Fall break is harder to respond to but it could probably work
  - Curious if changing the structure of courses or the course timeframe would help
    - Suggestion of 75 minute classes and use minutes instead of days
    - We have instructional day guidelines
  - Need to ask ourselves how much can we compress before we stress the students
  - Would be nice to explore all possible options
  - Senator Serros to look at sister institutions and what they are doing
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- Classroom utilization would also need to be considered

5) Discussion on background check requirements for Employees and for Student Volunteers

- UWEC Background Check Policy
- A background check is required for all employees, student employees and volunteers
- One could contact Donna Weber if they would like to have these checks done sooner rather than later due to an event that is forthcoming
- We have a new policy that was submitted to System in February and it is supposed to be up and running March 1st but we are still working on how to roll this out as we need a background check on every current employee, student employee, volunteer and student volunteer
- This will cost us additional money
- We do have a vendor that we will be contracting with
- In our search we are required to do a social security number trace, criminal felony/misdemeanor and sex offender search and in addition a Wisconsin Department of Justice search
- Will be a highly confidential process and one would be informed if there was a problem
- There will be an additional fee if the person opts to have the background check sent to them
  - This should be bargained on prior to contracting with the new company
- An email will be sent to staff from Donna Weber in the near future about the background check policy
- Is only a background check on you as an individual, not your children or family
- If a “hit” were found during your check one would be called into see Donna Weber and possibly Teresa O’Halloran to explain
- UWEC is only looking for “hits’ that would significantly have an impact on the position one holds

6) Marketing Advisory Council

- Looking at how we position ourselves in the state and with our legislators
  - It has to do with marketing, how we talk about ourselves and what are our means to get our story out
  - Would like an advisory group for marketing so we have input from all corners of the campus
- We are also engaging an external agency
  - Over the next year this agency will help us with the process
  - They will be on campus March 26th
  - Want to talk about effective marketing at a public institution and what will engage us when talking about our institution
  - We should do a survey on how we are perceived now
• This firm specializes in higher education branding
• It will be a yearlong process and we are steering the direction
• Have to think about how we want to influence those perceptions
• We want it to communicate who we are
• We do have examples of the work that this firm has already done
• We do not have to respond to other peoples messages
• It seems that we are getting out marketed by UW Stout
  • They have nailed their brand
• Enrollment management is one of the keys
• Branding comes before marketing
• The concept is beyond sales
• One of the big questions for the chancellor candidates was asking them what they were going to tell the legislature
  • We need to portray why a liberal education is valuable to students and the community
  • The Rapid Action Taskforce might feed into this
  • The Executive Committee and the University Senate will also help with those kind of connections
• Is not our intention to be competition for the other 4 year schools

7) Announcements
• Anatomy of Hate is coming to campus next week and the director will be doing a speak out at the 3:30 showing and although the tickets are free of charge one is necessary

8) Consultation with the Strategic Planner (MJ Brukardt) regarding possible Marketing Advisory Council members. Pursuant to Wisconsin State Statutes 19.85 (c) the committee contemplates going into closed session for the purpose of discussion

It was with no objection that the committee go into closed session under Wisconsin Statute 19.85 (c) to discuss possible members.

Without objection from the following voting members: Cathy Berry, Julie Eklund, Mitchell Freymiller, Susan Harrison, Paul Kaldjian, Mary La Rue, Mike Morrison, Geoff Peterson, John Pollitz, Sherrie Serros, Linda Spaeth, Theresa Wells, Katie Wilson

Committee adjourned from Closed Session.

Meeting adjourned at 4:50 p.m.

Submitted by,
Tanya Kenney
Secretary of the University Senate