The regular meeting of the University Senate Executive Committee was called to order by Chair Freymiller at 3:05 p.m. on Tuesday, December 3, 2013 in the Centennial Room of Davies Center.

1) Minutes of November 26, 2013 were approved as distributed

2) Open Forum
   • January 21st will be the All University Faculty and Academic Staff Opening Meeting of the Spring semester hosted by the Chancellor in the Woodland Theatre beginning at 3:00 pm
   • January 28th is scheduled for an Open Forum
     • Parking Director could be contacted to see if she would be available for an open forum on parking issues
     • Open forum could be expanded to Parking and Commuting
     • We have also added Jefferson Bus Line, ZimRide and Zip Car to the campus, so this could be included in the discussion as well
     • Zip Car is a program for helping people with transportation who do not have a vehicle
     • Vice Chancellor Hellwig will take the lead on this and work with Chair Freymiller to arrange this Open Forum
   • Katie Wilson had a little boy and both are doing well
   • Update on the cable television RFP
     • We have been trying for a year and a half to write a campus-wide RFP
     • We are in the third bidding process of that
       • The last bid that came back was positive
         • $5.30 per room with Charter
           • Cost for the campus would be around $118,000
           • It would also save Housing roughly $3 per room
         • The challenge was that Charter did not respond to a request for 18 international channels to be added to the array
         • The bid that included the international channels came in at $27 per room
           • Cost for the campus would be around $680,000
         • Going back to bid at this point, we have removed the request for international channels, but asked that the bidder who responds allows us to insert the international channels
         • This has been brought to Executive Committee because it is the sole voice representing the need for international channels on campus
     • Since we don’t know cost, a second RFP is needed for the 18 international channels that we requested
     • At what point does this become cost prohibitive; is this issue important to the whole campus
     • May start without international channels initially
     • Rooms would include the Davies Center Media Room and the residence hall rooms
       • It does not allow for any feeds to academic buildings
       • Mostly Student Affairs driven rooms
       • Other than Schofield Hall, no other rooms are “fed” with that service
       • This will serve The Priory as well
This solution would be campus-wide and would be high definition

Seems inconceivable that we wouldn’t offer international programming

The argument has been made that international channels could be available on mobile devices and could be streamed
  - Is it possible to stream from a computer to a television
    - Google chrome could cast to that display, but one would not know how we campus could control material that we do not want streamed to a public area

We currently have 1800 rooms
  - 90 to 95 percent of the cost are in the rooms
  - The number of room is what is keeping our costs lower

Charter provided the lowest bid, but did not provide every channel required; therefore, we are going back to requesting a bid without the international channels

We use a fiber distribution system, so it is encrypted; once information reaches the campus we cannot isolate buildings
  - It will not allow us to do an insertion

This solution brings academic cable back on line

3) Review of tentative agenda for December 10, 2013 meeting of University Senate
  - Approved as distributed with addition of Faculty Rep’s Report

4) Update on the Searches for Associate Vice Chancellor position(s)

   (draft position descriptions provided here)
  - Advertisements will be showing up before the holiday break
  - Mostly women are coming forward for the search committees, so men are being encouraged to come forward, particularly faculty or IAS
  - Under the 6th bullet for the Associate Vice Chancellor for Strategic Enrollment it states: Recommend to the academic deans strategic academic programming and assist in their realization
    - Expansion of that: we might have people coming from 2 departments in two different colleges considering the same kind of programming and it is important that someone keep reminding the deans to talk with each other and get together to plan these kinds of programs
      - Basically it is about being strategic when we put these pieces together
      - The wording could be changed/adjusted to better reflect the intent

5) Food Service Contract Discussion

   Food Service Contract Process
   http://www.uwec.edu/Dining/locations/nutritional.htm
   http://www.uwec.edu/Dining/mealplans/index.htm
   http://www.uwec.edu/Dining/locations/index.htm
   http://www.uwec.edu/Dining/events/index.htm

  - Comments from Charles Farrell
    - RFP will go out in the Fall 2014 semester
    - Will have an event for companies that might be interested in bidding and it is likely that the interest will be greater than we previously had because our business has grown substantially
      - We now collect over $11 million in revenue, so we are more attractive
    - Companies have to be pre-approved by System because they must meet financial requirements
    - Will do a comprehensive marketing study to see what our desires are
    - Will also have town meetings
    - Last time both University Senate and Student Senate provided input before the RFP was put together with System Procurement
    - Everything we currently have is a reflection of what the campus wants
    - We have adopted some Sodexho programs, but we have also created all of our own concepts
      - It allows us to have greater flexibility
      - We seem to receive strong marks
    - We will tell prospective bidders how we want them to run our food service operation
- We have had two Sodexo contracts since 2002; it seemed that the food service quality dropped quite a bit initially, but has gradually and continuously improved since
  - It is all about on-site management
  - First contract was severely underbid so we had to get creative
  - Students wanted Noodles and Company, but they declined and we created our own variation
  - We are only limited by our own creativity
- There would be challenges if we moved away from Sodexo, but we would tell the winning bidder what we want and they would have to make that happen
- Student involvement
  - The State prescribes the way that the contract is awarded, but we have a committee made up of students, faculty, and staff, as well as a non-campus food service person, to create a matrix that we measure the program against
    - Procurement measures the financial aspects, we send our scores to them and they marry them together and inform us of who won the contract
    - Meetings every Thursday at 4 with the Campus Dining Committee to get student feedback
- Self-operational system
  - Charles Farrell took a group of students to UW Stevens Point, which had gotten rid of Chartwells and became self-operational, which is a good operation with many challenges
  - It takes a great deal of work to capitalize it and get the FTE to make it happen
  - In a self-operated system, staff would have to take the state civil service exam and many current employees would not pass it
    - At UW Stevens Point only two were hired
- Sodexo has the buying power to leverage the margin
  - Our ability as a state and a campus could not get the same kind of pricing that Sodexo can get
- UWEC currently employs 285 students; UWS employed more than that because they have fewer state workers, but they also shut down during breaks
- UWEC has a core group of 140 full-time workers that allow us to remain open during breaks or bad weather
- Buying local is a concern; who oversees that it takes place
  - Christian Wise oversees it and reports to Charles Farrell
  - We are contractually required to purchase 10 percent locally (within 150 miles of Eau Claire)
  - We purchased about 9 percent locally in 2009 and now we purchase about 23 percent locally
    - We were able to negotiate with Crescent Meats for hamburgers, which are produced locally and account for almost 5 percent
- What students say and what they actually do are not congruent
  - Sales data helps drive decisions as well
  - As we think about the next RFP, we typically ask the providers to give their vision for us; that is backwards as we need to tell them about our vision
  - A copy of previous RFP’s was requested
  - In terms of food, so much is taken for granted; we all have a lot of unlearning to do about food
  - Food can help give distinction to a place
  - As we think through the options, what kind of hybrid could we develop
    - Look at a local family business
    - It would make students feel like this is their place as well
  - What about local companies providing food rather than big corporations
    - Part of the challenge is the business model that we present to control pricing, product, and competition
    - We contract with big companies because they have figured out how to make this work
    - Campus would have to deal with juggling and are a lot of road blocks
    - We need to see all our options because extra work may be required to get the best deal
    - A better attitude is needed so we can look at other options/hybrids
  - We need to know reasons why companies decide not to come here
    - The role of food in student life is too critical to not be active in this contract
    - We need to have affordability
    - Budgetary issues need to be kept in mind
  - We are opening an Einstein bagel in Centennial Hall
• Faculty or staff interested in serving in the RFP process will be nominated by Beth Hellwig, so contact her if interested in serving
• The process formally begins with preliminary discussions in the spring; next fall we will have open forums on campus for people to express what they would like; about two years from now there will be a meeting for interested parties to get a tour of campus; then proposals will arrive and be assessed
  • July 1st 2015 would be when the new contract would be awarded for 2016
  • Vice Chancellor Hellwig will come up with a time line

6) Announcements
  • Council on Internationalization and Global Engagement will have a symposium on Feb 13th
  • Will have sessions on how to do things and how to approach certain problems
  • Working on drafting a preliminary schedule
  • Residence Hall Fire
    • There was a small fire in one of the residence halls early this morning, but no one was injured and everyone followed emergency protocol
    • A small mechanical room filled with smoke
    • The Fire Department responded quickly

Meeting adjourned at 4:17 p.m.

Submitted by,
Tanya Kenney
Secretary of the University Senate