The regular meeting of the University Senate Executive Committee was called to order by Chair Freymiller at 3:02 p.m. on Tuesday, March 4, 2014 in the Centennial Room of Davies Center.

1) Minutes of February 18, 2014 were approved as distributed

2) Open Forum
   - Developing a marketing brand for this university
     - Mind Over Media are our consultants and asked several questions
       - What does it mean to be a BluGold? What sets this institution apart? What do we represent? How do we want to talk about ourselves?
       - They talked to more than 3000 faculty, staff, students, prospective students, alumni, and community members and we now have a brand statement and tagline that expresses to our key audiences who we are and what we want to be
     - We will be announcing that brand to the campus on Wednesday, April 16th
       - The Chancellor will host a breakfast that morning to talk about our brand and to demonstrate how we can use it and to celebrate all the work that has been put into this over the past year
       - It will be prominently displayed and on our website
   - Formatting our website
     - Our current website is not serving our core audience well
     - It works fine on a laptop or normal computer, but when someone tries to view it on a mobile device it is much too small
     - We know that 70% of our prospective students are searching for their next university on a mobile device/phone
     - We do not have responsive design, which would enable any device to make our website easily readable
     - We will be looking at changes that will give us a responsive design
       - A team from LTS, News Bureau, and Marketing is looking at redesigning the website and piloting our design with three academic departments and three administrative offices
       - Will then meet with all the chairs and directors over the next month to let them know what the process will be for beginning the transition of the websites over to the new design
       - This will take approximately 18 months
   - University’s Mission Statement in the Catalog
     - Handouts were provided by Provost Kleine
     - Five comprehensive universities, including UWEC, are not in compliance with the State Statute that requires Mission Statements to delineate specific program responsibilities and types of degrees to be granted
     - This is unfortunate because our most recent Mission Statement was approved and accepted by the Board of Regents, as well as the General Counsel, but now it needs to be changed
     - No desire to change our Mission Statement, but we need to meet the state statutory requirements
       - We listed degree programs in previous Mission Statements, but new programs are not referenced
       - River Falls meets the statutory requirements
       - Their focused mission statement is on page one, then referenced in a longer document in a link
• The part that we are missing is where we list our various programs
• We could have a focused mission part with an additional link to access our full mission
• The Provost is coming to Executive Committee to ask what our approach should be
• It is not recommended that we rewrite our mission statement
• Green Bay, Oshkosh, Stout, La Crosse, and Eau Claire are the Universities not in compliance, and it also just so happens that these are also the campuses that are moving programs forward
  • We always have to justify within our Mission what programs we are moving forward so this may have peaked their interest
• We can be more descriptive for some of the existing programs that we already have
• We need to comply with the State Statute
• Love the concept of a link
• How do we lay out the degrees so they wouldn’t put us in a box
  • How do we craft this in a way that has the same integrity as our current mission statement
• The Chancellor feels strongly about our current Mission Statement
• There is a concern about the politics of our system
• We need language that provides us maximum flexibility, but still allows a “loophole”
  • It will challenge us
• In terms of Engineering, we have the intent and the ability to plan, but now other universities also want to come along: System is paying for a study to determine how important engineering is for this area
  • We already know the demand and hope that System makes the right choice
• We are confident that we can have the statements laid out like River Falls
  • A focused, or select mission, could be developed with a link to the longer Mission Statement
• Is this the preferred approach? If so, we could use some help developing the language
  • It was suggested that the context is already embedded in our bullet list
    • A tentative way to address the “loophole” might be to state “Educational opportunities responsive to the needs of our communities, state, region and beyond” and then reinsert the bullet points from the 2009 Mission Statement as examples of the degree that we want to offer
• Would allow Provost Kleine to come back to the Executive Committee with new wording
• This is a request from the Administration and some accommodation might be possible without extensive faculty consultation
  • We already passed a Mission that satisfies the community; since it will not change that much, how much does Executive Committee need to be involved with it
• We are not changing the mission, so it may not need to come back to Senate
  • Because it would appear differently in the catalog, Senate should have input into the catalog copy
• Some items that are discussed during the Open Forum should have their own place on the agenda

3) Review of tentative agendas for March 11, 2014 and March 25, 2014 meetings of University Senate
• March 11th Agenda
  • Remove the report from the Board of Regents Meeting
  • Add Residence Hall and Garfield Avenue to Mike Rindo’s report
  • Add a motion from the Faculty and Academic Staff Personnel Committees on Collegial Coverage
• March 25th Agenda
  • The questions for the Topic of the Day: Graduation and Retention Rate may be revised/altered in order to generate better discussion

4) Follow-Up on the Academic Year Calendar: Topic of the Day
• Many senators were very quiet
• A Qualtrics survey could provide us with some data
  • One could just have the Senate vote on a motion, which would determine whether this was supported
    • There was consensus for the Chair to put together a motion composed of different questions and let the body determine if it goes any further
• Comment that some members of the Senate see the Chair as intimately involved with this issue, so it might be appropriate for the Chair to step down to foster an impartial debate
  • The Chair will not participate in the debate on any motion regarding the Academic year calendar
5) Announcements
   • WIAC Championship Hockey game this Saturday against Superior
   • Should be exciting

Meeting adjourned at 4:27 p.m.

Submitted by,

Tanya Kenney
Secretary of the University Senate