Members Present:

Members Absent:
  Jose Alvergue, Wayne Carroll, Lisa Coen, Wendy Geniusz, Gail Hanson Brenner, Heather Iverson, Barb Meier, Daniel Schumacher

Guests:
  Ann Aschenbrenner, MJ Brukardt, Margaret Cassidy, Debra Jansen, Brewer Doran, Rodd Freitag, Mary Hoffman, Troy Kozma, Kristy Lauver, Carmen Manning, Leah Olson-McBride, Nicole Owen, Jean Pratt, Jill Prushiek, Louisa Rice, Anna Ziebell

The regular meeting of University Senate was called to order by Chair Weiher at 3:00 p.m. on Tuesday, March 9, 2021 via an online Teams meeting.

1) Approval of the February 23, 2021 University Senate minutes
   • Approved as distributed

2) Administrator Remarks
   • Been having a great response from visiting families who are coming to see the campus and the weather has been so nice so that is an added bonus
     • Caution that we might have spring fever so please remind people to stay vigilant and to not gather in large crowds and to continue to wear your masks
   • Vaccinations
     • Many have been offered vaccinations already and they are being selected at random
     • Hope to be selected for a FEMA site
     • All our vaccines have been proven to be highly effective
   • Students with high need
     • CARES funding to be distributed again this week and next week
     • $3 ½ million dollars will be distributed
     • Contact Blugold Central if you have questions
   • Added 3 sports to increase enrollment with Women’s La Crosse being one of them
     • We had our first intercollegiate game in 22 years on Simpson Field
     • We have attracted new students from across the region
       • 18 are coming from outside MN and WI so those students pay a premium tuition so that will help as well
       • Music also had students from outside our normal areas
       • We need to make our recruitment pie larger
   • COVID impacts and declining enrollments
     • By 2025 the problem gets worse
     • Since COVID UW System has had a $300 million loss and we have all felt the effects
     • Today we get less than 20% funding from the state, where we used to have 80

www.uwec.edu/usenate/
• We can grow our financial stability is through recruiting and retaining those students
• We should not lower our standards to get enrollment and we need to be wholistic
• Strategic Plan
  • We don’t have a good track record with retaining students
  • Our lines follow high school graduates
  • We can’t distinguish ourselves enough from other regional institutions
  • Retaining our students provides for more predictability
  • The reality is that we need to change in order to thrive
  • Some programs and departments may need to be cut if enrollment declines
  • Becoming known for health and well-being, EDI and undergraduate research needs to come up in the first page of a search
  • Sometimes students find their field once they come here
  • By growing our enrollment and diversifying our campus we broaden our students, and they are more committed
  • We need to maintain our quality of learning and experiences then we will have resources to invest in new opportunities and programs
  • We need to have what the students are looking for
  • The 2025 Strategic Plan is to make UWEC more distinctive
  • UPC will be meeting with Senate after adjournment
    • Thank UPC for their hard work
    • The plan reflects who we truly are
    • This is not a plan with a description of every campus activity so if your department is not listed it does not mean that you are at risk
    • It lays out new ways of thinking about things
  • Health care fields are among the fastest growing areas and we need to infuse our liberal institution

3) Reports
   a) Report from University Senate Chair Weiher
      • At Academic Policies Committee we met with Vice Chancellor Crickette for a review of finances and budgeting with respect to an increase in non-instructional academic staff FTEs and a decrease in faculty FTEs that happened around 2016
        • There’s a UW System dashboard that shows this
        • We learned that most of the budget for instruction is nearly unchangeable from year to year and so there hasn’t been a change in priorities
        • There has been some structural change that can account for some of the FTE change: enrollment management moved out of academic affairs and many coaches changed from IAS to non-instructional
        • There will probably be continued discussion around this
      • At Senate Executive Committee we talked about the technical colleges interest in the AA degree, and we learned that the chancellor declined supporting this
      • UW System president search will start late summer / early fall; new system president will probably start at the end of the calendar year
      • Interim VC for EDI and Student Affairs Teresa O’Halloran consulted with us on the organization chart: she eliminated a position that had been added by Warren Anderson so that the candidates for the VC position will see an accurate organizational chart
        • We also discussed some of the details on it
      • Encourage you to participate in the survey that we forwarded regarding the systemwide COVID Caregiving Equity Task Force; there is a forum on March 26
        • The information was forwarded with you yesterday
      • Academic Master Plan
        • Associate VC Mary Hoffman will send out some information on this
      • Right after today’s Senate meeting, Chair Weiher is going to turn over the meeting to the UPC to discuss the draft Strategic Plan
        • We also asked UPC to meet with Senate Executive Committee next week
      • Health Department Meeting
        • Johnson & Johnson vaccine
          • With variants this is really effective
   b) Faculty Representative’s Report
      • None
c) For the Record: Academic Policies Committee
   Establish a Pre-Professional Sales Certificate

Without objection, this item will be entered For the Record

4) Unfinished Business
   • None

5) New Business
   a) First Reading: Motion from the Academic Policies Committee
      Establish a new major in Entrepreneurship and Eliminate the Management, Entrepreneur emphasis
      Debate
      • Contingent upon UW System/Regent approval

Without objection, we can suspend the rules and vote on this today

VOTE on MOTION: PASSED

b) First Reading: Motion from the Academic Policies Committee
   Establish a new major in Human Resource Management and Eliminate the Management, Human Resource Management emphasis
   Debate
   • None

Without objection, we can suspend the rules and vote on this today

VOTE on MOTION: PASSED

c) First Reading: Motion from the Academic Policies Committee
   Establish a new major in Operations and Supply Chain Management and Eliminate the Management, Operations and Supply Chain Management emphasis
   Debate
   • UWEC has had an emphasis in place for many years and we have a strong alumni program
   • Many companies recruit from our campus as our students also come out with a certification piece, which makes us distinctive
     • UW Stout focuses on engineering side of this and we are an accredited business program, so we have the full business core
     • It is business versus an engineering focus

Without objection, we can suspend the rules and vote on this today

VOTE on MOTION: PASSED
d) First Reading: Motion from the Academic Policies Committee  
Establish Pre-Business Pre-professional program/area of study

Debate
- The designation essentially replaces business undeclared on the eapp and so ARCC knows how to advise

Without objection, we can suspend the rules and vote on this today

VOTE on MOTION: PASSED

e) MOTION from the floor by Senator Murray for Senate to endorse the UPC 5-year Strategic Plan, seconded

Debate
- None

VOTE on MOTION: POSTPONED until the next University Senate Meeting

6) Announcements
- The next meeting of the University Senate is scheduled for March 23, 2021
- After Adjournment there will be a discussion with UPC on the Strategic Plan and feedback will be solicited

Without objection, meeting adjourned at 3:55 p.m.

Submitted by,

Tanya Kenney  
Secretary to the University Senate