

Athens State University Faculty Senate Minutes

Charge: (As stated in Athens State University's 2000 *Faculty Handbook*, Section 4.2, Article XI).

At a regular meeting of the Athens State University Faculty Senate, held in room 114 of the Athens State University Library, on Friday, November 21, 2008, at 11:35, Dr. Jim Kerner, Presiding Officer, called the meeting to order.

Members Present: Amanda Branscombe, Kathy Buck, Sean Busick, Mike Essary, Dottie Gasbarro, Jim Kerner, Teresa Winbaugh for Laura Lynn Kerner, David Nye for Kim LaFavor, Bebe Shaw, Tina Sloan, Beth Vinson, George Williams. (Quorum).

Members Absent: n/a

With no corrections/additions to the minutes from the previous meeting, the record shows them approved as stated.

VP Rick Mould was the guest speaker, and he addressed the Senate on current ASU Marketing and Public Relations strategies. He detailed the purchases made for the next year: the new video presented at the faculty meeting, which is available for faculty use as well as being distributed to key recruiting sites around the state; there are two new television ads, the focuses being on-line education in one, and the College of Education in the other--these he will update again in 2009; direct mail, including postcards from Dr. Glenn encouraging community college students to consider ASU; advertising in class schedules in community colleges, south of Birmingham promoting our on-line degrees, north of Birmingham being all-encompassing; internet, radio, and television; newspaper advertising not expanding but television station click-throughs on the internet, which give us stats, expanding; billboards near community college campuses; video is expanding, soon even to YouTube.

The College of Arts and Sciences not being the focus of advertising was raised by P.O. Kerner, and Mould asked the Senate and the A&S faculty to brainstorm on ideas for that campaign. Discussion followed regarding our Secondary Education degrees, especially those in math and science, for which there is a tremendous need and career opportunities. Grants are even available to encourage students to pursue these degrees to resolve shortages of math and science teachers in the state.

Mould then passed around a colorful ASU logo template available for power point presentations so the Senate could see its layout, graphics, and design, with the intent for faculty to use this template for the purpose of standardization when possible. The Senate found it quite attractive, and Williams plans to use it at a presentation of ACCS next week, as opposed to his blank background.

Finally, senators inquired about the purchase of thirty acres off Elkton and plans for future growth. Renovations are already underway in Sanders and Waters. There are also

renovation plans for Brown, McCandless, McCain, and Beaty/Mason. Mould said sprinkler systems and ramps, elevators, etc., making buildings ADA compliant were expensive items. There is a plan for a capital campaign in the near future. P.O. Kerner thanked VP Mould for his efforts and for sharing them with the Senate.

The committees then submitted the following reports:

Academic Affairs: Minutes on Bb. They are working on the new calendar, which will address Doug Clark's concern about the first day staff returns being the first day of class. Instead, last day of exams will be day before grades are due.

Curriculum Committee: Minutes on Bb.

Learning Resources: Minutes on Bb.

Sabbatical: No change in status.

Faculty Affairs: Branscombe announced that the Faculty Handbook is complete. The Senate applauded their efforts. She also shared with the Senate a letter from Dr. Glenn commending FA on a "job well done." The next step is to submit the Handbook to the Department of Postsecondary Education for review by the Legal Affairs Division. Branscombe said the main change regards promotion, which will now be in part based upon faculty research.

Old Business: Gasbarro reported that Dr. Betts, working with Sarah McAbee, will come up with a policy for reporting DL attendance for Federal Financial Aid.

New Business: The Faculty/Staff Scholarship as put forth by Dr. Harry Joiner has raised \$1,900. P.O. Kerner encouraged Senators to contribute.

There being no additional comments or discussion, the meeting was adjourned at 12:30. Motion carried (Buck/Sloan).

Respectfully submitted,
Bebe Gish Shaw, Secretary