

THE UNIVERSITY SENATE of *Montclair State University*

Montclair, NJ 07043

1. The October 20, 2010 meeting of the University Senate was called to order at 3:08 p.m. by Senate President Dr. Sandra Collins.

2. Recording Secretary Dr. David Benfield called the roll. Present at the meeting were the following members: Adarkar, Alvares, Benfield, Chang, Chapel, Chatterjee, Chrite (Moskowitz), Collins, Cutler (Jenkins), Cutler J, Dickinson, Gill, Gingerich (Ficke), Hunt, Kelshaw, Lemesianou, Lin, Loysen, Mengara, Meneghin, Morrissey (Cottrell), Nurse, Oluwole, Oosting, Pennington, Poon, Powell, Prezant, Roberts, Rodak, Sadowsky, Specchio, Sullivan, Topic, & Wolfson.

3. The Minutes of the 9/29/10 meeting were approved.

4. Under the heading of very good news KaiLoni Hayes will be our student assistant again. This thanks to the Provost's generosity. Newly elected senators Dr. Meena Mahadevan and Dr. Jennifer Pardo were officially seated and they both will join the Student Affairs Council.

5. The University Senate Elections Committee reported that elections for 2008-2011 senate cohort will be held in the early Spring of 2011.

6. Senior Vice Provost for Academic Affairs, Dr. Joan Ficke, substituting for Provost Gingerich provided the report from the Administration. She introduced Jack Shannon, Vice President for University Advancement. He presented a PowerPoint slide show about the University Advancement Division. Mr. Shannon began by noting that the Division consists of the following sub-units: Communications, Development, Foundation, Advancement Services, Annual Fund, Alumni Relations, University and Community Relations. There is a new director of Alumni Relations, Jeanne Marano. With the addition of facilities at 1515 Broad Street, Bloomfield has now become a 4th local community for MSU to relate to.

Mr. Shannon went on to describe in some detail the plans for each of the sub-units. Communications has as its overall goal the telling of the Montclair story. The aim is to promote and publicize academic excellence, to build and maintain awareness of the MSU brand, to burnish and elevate institutional prestige, to foster creativity, and to craft and disseminate key messages.

The total budget for marketing is modest and around \$400,000. Diane Reed is the new Director of Media Relations. Media Relations will try to use new media to leverage the marketing budget mentioned earlier. Studies reveal that alumni use the MSU Alumni Life magazine as their primary means of keeping in touch. In particular, they read the class notes section very carefully. Mr. Shannon urged senators to help Alumni Relations to note significant accomplishments of our graduates. He went on to illustrate with slides the excellent photography of University photographer Mike Peters and to term him a great resource. Due to the importance of Photographic and Video Services, there may be additional help coming.

Claudia Bogris, the Director of Marketing and Graphic Services, was praised for the virtually unlimited work that her office does. The Web Services unit is undertaking a redesign of the University website. Senator Cindy Meneghin and others will be working on this project. For a variety of reasons but primarily for the purpose of providing an accurate online map of the campus, a project is underway to name streets and roads that are currently not named. Having streets with names will make campus navigation significantly easier. Senators were encouraged to put events and profiles up on the web.

To sum up his remarks, Mr. Shannon said that the major new marketing initiatives will include the redesign of the website, the increased use of metrics to measure the effectiveness of campaigns, the careful evaluation of our marketing and branding strategy, and the deployment of an expanded array of photo and video services.

Mr. Shannon then answered questions from various senators. Senator Chatterjee asserted that different schools and colleges at MSU appeal to different market segments. She also asked whether the School of Business could have a banner for use at conferences. Mr. Shannon said that he had recently discussed SBUS marketing with Dean Chrite and that shortly he will be delivering a report to the Dean. The goal will be to develop a strategy for the different regions Montclair State recruits from. He cited Baltimore, Philadelphia, and Southern New England as examples. Senator Oluwole noted that when he lived in Pennsylvania he did not hear much about MSU but now that he lives in Bridgewater, NJ, he daily observes a giant billboard touting the virtues of attending the University of Scranton.

Vice President Pennington, who serves on the Board of Trustees at the University of Scranton, pointed out that 60% of NJ college students are exported to other states. Part of the reason for this is that there is not enough housing to allow them to stay in New Jersey and to have a residential college experience.

Communications Director Paula Maliandi affirmed that the Deans have been quite helpful in explaining the uniqueness of their school and colleges' needs. Senator Specchio then asked about development and giving. Mr. Shannon said that the next priority was to offer to donors the opportunity to donate online. Currently a prospective donor must first contact the university and obtain certain forms in order to contribute.

7. At this point Dr. Bryan Terry, Associate Vice President for Enrollment & Student Academic Support, was introduced. He provided a lengthy PowerPoint presentation on aspects of enrollment. Dr. Terry reminded the group that the first undergraduate Open House is this weekend and that 1,700 students have signed up. The next undergraduate Open House is 11/14/10. There is a new Director of Admissions, Lisa Casper. Dr. Terry provided many slides revealing various statistical analyses of the enrollment picture.

A variety of goals have been set, one of which is that MSU will try to fill beds with students who will not go home on weekends. He noted that out of state colleges are our biggest competitor. To deal with this, MSU will expand its recruitment target areas to include Staten Island and the Greater Philadelphia metro region. Another innovation coming is an Alumni-staffed recruitment team. Currently, there are only two staff members who have recruitment as their main job. Admissions has begun a new initiative involving bringing high school guidance counselors to a sponsored reception. The first such reception was held in Burlington County. The Office is moving to an Earlier Action program: apply by 11/15 receive a decision by 12/15.

He noted that there are several ways faculty and professional staff can help the Office of Admissions: participate in an Open House; write a department "Congratulations" letter to accepted students; and offer to help develop program-specific recruitment literature.

Dr. Terry then turned to Financial Aid data. Many more slides and facts were presented. At the conclusion of the slide presentation a discussion ensued. Senator Alvares asked about what items are mailed to newly admitted students. It was noted that personalized letters could be sent. MSU often loses out both to Rutgers and to out of state institutions in the competition to provide financial aid packages to prospective students.

Senator Oluwole noted that increasing graduate student enrollment is an important goal and that the same recruitment strategy used for undergraduate admissions might also be employed for the graduate school. The new 5 year BA/MA combined programs offer verticality and they enhance both recruitment and retention efforts.

The discussion included questions about other (that the SAT) predictors of academic success, whether a list of feeder schools could be provided, and about the remarkable and happy increase in African-American undergraduate enrollment this year.

8. Senior Vice Provost Ficke continued the Administration Report, noting that Dr. Joanne Cote-Bonnano will lead the Online Program Development Team, affectionately known as the OP-DOT. It is an administrative unit and it will work with other administrative units that provide support services. Faculty members should contact Dr. Cote-Bonnano if they want to be involved in the planning. Existing graduate programs are the initial target. The goal is to have 4-5 such programs up and running by Fall 2011. An online Graduate Certificate in Child Advocacy already exists. An online MA degree in this area is doable.

It was pointed out that MSU's first two online graduate programs must be reported to Middle States as a substantive curricular change. Senator Specchio inquired about the reputation of existing online programs. Several reputable programs were cited: Penn State's World Campus, UMass, & Illinois. MSU is looking to learn from the good ones. It was noted that some online programs require an in-person residency period.

Dr. Ficke said that MSU has been benchmarking various programs for the past five years and the goal is to assure that in any online MSU program Montclair quality is maintained. University deans will decide which among existing programs are to go fully online. Graduate certificates will be among the online offerings. Dr. Ficke remarked that online programs are expensive to mount.

Senator Topic commented that he is thrilled that MSU will be joining the ranks of schools offering online programs but on behalf of his colleagues in the schools and colleges and in central OIT, he hoped that adequate support resources will be provided. Dr. Cote-Bonnano will be meeting shortly with the IT professionals. A question about the research needs of online students was raised.

Dr. Ficke concluded her remarks by noting that the Winter Session will offer as many as 68 courses this year and that in ten days the Chairs Council will meet. A major item on the Chairs Council agenda will be how to prepare for the 2,000 additional resident students in Fall 2011.

9. Senator Dickinson provided the Academic Affairs Council report. The Council will be meeting on Monday at 2:00 p.m. Senators Sullivan and Dickinson will meet with Jerry Collins, Coordinator of Student Conduct. Cyber-cheating will be a major discussion topic.

10. Senator Topic gave the Administrative Affairs Council report. He offered better news about parking: there is a bit more. He then reported on the various rules and costs involved in obtaining a replacement MSU ID card. The conditions for a free replacement were detailed. Some replacements are not free. The full fee, when charged, is \$20 and the funds collected cover the costs of making the cards and of the licensing and programming software. Parking and traffic suggestions from the SBUS faculty were mentioned. Senator Benfield urged that the MSU ID card replacement fee be waived so that no one would be excluded from the various benefits of membership in the university community

Senator Mengara observed that Lot 20-A appears to have both metered and also free faculty parking. Senator Sullivan has observed that many students are parking in locations designated for faculty only. Senator Poon has noticed that the new Adjunct-only lot is half empty at 10:00 a.m. and again at 3:00 p.m.

Senator Meneghin commented that parking spaces now turnover fairly often and a single space can be shared with people leaving the campus. With the addition of the 2,000 new residents the turnover of spaces may be significantly slower. She suggested that planning for this contingency should begin immediately.

The meeting adjourned at 4:57 p.m.

Respectfully submitted,

Dr. David Benfield
Recording Secretary