

# MSU Faculty Senate

## February 2013 Minutes

The 2012-2013 MSU Faculty Senate met at 3:00 PM on February 14, 2013, in the Kiowa Ex-Students Dining Room in CSC. Senators present included Bowles, Betty; Bultena, Charles (Treasurer); Debois, Barbara; Duff, Jeremy; Gibson, Martha; Fidelie, Laura; Jun, Nathan; LaBeff, Emily; McClintock, Stuart (Secretary); McDonald, Dale; Morrison, Gary (Parliamentarian); Morrow, Ruth; Paddock, Ted; Roberts, Kathleen (Vice-Chair); Scales, Jon; Sernoe, Jim; Stiles, Beverly; Wood, Julie.

Gary Lewis represented Alan Black.

James Johnston, Interim Dean of HSHS, attended the meeting.

Vice-Chair Roberts presided over the meeting because Chair Owen was attending the Board of Regents' meeting.

The agenda was unanimously approved.

The minutes of the January meeting had been approved by e-mail vote.

### *Current Business:*

I. Ms. Julie Gaynor, Director of Public Information and Marketing, spoke about some changes her office has made or is considering in the branding for MSU.

- The Hardin Tower has again been adopted as the official MSU logo.
- MSU only uses our students in our billboard advertising. Her office is beginning to use photos of students actively involved in various facets of campus life.
- There are two permanent billboards advertising the university in the DFW area and several other temporary ones throughout the state. 40% of the advertising budget is spent on billboard.
- “Wichita Falls, TX” is on all the billboards advertising the university to tie MSU to the community and to let prospective students know where the university is located.
- She has been placing ads in the Sunday papers in order to invite the community to attend on-campus activities.
- The phrase “A private college education for a public university price” has been added to advertising.
- Ms. Gaynor's office is doing some limited television advertising because the athletics program is having more games televised.
- Her office has started a much more comprehensive direct marketing campaign to prospective students.
- Her office is rethinking the university's current tagline, “It’s my university, make it yours.” They are considering retiring this slogan and are open to suggestions for modifications or for a new one.
- The office has cut back on the number of *Sunwatcher* magazines printed each year. They are now printing one hard copy per year in the fall and then an online only version in the spring.
- The office is currently developing marketing for the QEP EURECA program (See II below).

- Ms. Gaynor has proposed new letterhead and business cards featuring the newly designed logo with a more modern look.
- There will be a new website design in the near future for the main university webpage.
- The software system Percussion is replacing Webedit on the new website.
- Ms. Gaynor also wants to institute some new branding standards, such as limiting the use of the university seal only to correspondence that comes from the regents or the President's office. They are also considering standards on colors and fonts.
- She emphasized that departments can customize their brochures with a program her office has.

II. EURECA: Dr. Magaly Rincon-Zachary discussed the new QEP (Quality Enhancement Program) Undergraduate Research initiative called EURECA (Enhancing Undergraduate Research Endeavors and Creative Activities).

EURECA has been designed to fit into the QEP focus on undergraduate research. Faculty will submit research proposals to the EURECA advisory committee. These proposals will be aimed at projects in which undergraduate students can participate. Once the project has been approved, a faculty member will be paired with a student who will work on the project with him/her during a single semester. Faculty are encouraged to recruit students to apply and will be paired with students whom they recommend. Both the faculty member and the student will receive a stipend for contributing to the project. All students and faculty participating in EURECA will meet once a month to discuss their projects and the research process in general. Additionally, the goal will be to present the projects at an annual symposium on campus and also at academic conferences. EURECA will be separate from the new Honors Program research requirements. Although details of the program have to be finalized, the EURECA proposal will soon be presented to SACs for approval.

III. Faculty Satisfaction Survey. The Faculty Satisfaction Survey will be distributed to all faculty on Tuesday, February 19. A senator from each college will distribute the survey to faculty members in his/her college. Faculty members will have until Thursday, March 28 to complete the survey. A reminder will be sent out two days before the closing deadline. The survey is intended to allow the Faculty Senate to address the faculty's most pressing concerns.

IV. Meeting with President Rogers. Dr. Rogers has offered to attend the next Faculty Senate meeting to discuss the QEP, changes to the Honors Program, and other areas of interest. Senators are encouraged to compile topics of discussion and/or specific questions for Dr. Rogers before the meeting and to send them to Vice-Chair Roberts in the next two weeks

*Committee and Other Reports:*

1. Administrative Council (Owen) (no report)
2. Board of Regents (Owen): (no report)
3. Academic Council (Roberts): Catalog changes were made to three programs
4. Student Affairs and Enrollment Management (Lindt): (no report)
5. Intercollegiate Athletics Council (Paddack): (no report)
6. Other active committees: (no reports)
7. Financial report (Bultena): The Faculty Senate has \$1,617.

The meeting adjourned at 4:20.

Respectfully submitted,

Stuart McClintock  
Secretary of the Faculty Senate

Kathleen Roberts  
Vice-Chair of the Faculty Senate

The next Executive Committee meeting will be at 3 PM on Tuesday, March 5 in the Apache Board Room of CSC.

The next Faculty Senate meeting will be at 3 PM on Thursday, March 7 in Kiowa Ex-Students room in CSC.