

MSU Faculty Senate

August 2017 Minutes

The 2017-2018 MSU Faculty Senate met at 3:00 PM on **August 31, 2017**, in **Dillard 189**.

Senators present:

Kym Acuña	Rodney Fisher	Stacia Miller
Jennifer Anderson	Yvonne Franke	Jonathan Price
Salim Azzouz	Catherine Gaharan	Vicki Sanders
Chuck Bultena	Nathan Jun	Linda Veazey
David Carlston	Attapol Kuanliang	Matt Watson
Sarah Cobb	Adam Lei	Lynette Watts
Laura Fidelie	Matthew Luttrell	Bradley Wilson

Guests in attendance:

Julie Gaynor
Matt Shirey

Housekeeping:

The May 2017 meeting of Faculty Senate was only for the purpose of elections; therefore, there were no minutes to approve.

Approval of the agenda

The agenda was approved unanimously.

Current Business:

- 1. Introductions of senators**
- 2. Overview of Marketing and Branding**

Website Changes

Matt Shirey of the Webmaster's Office gave an overview of the website redesign and new content management system (CMS) coming in October. We have to be 508 compliant by January 1, 2018 by state mandate. In addition, it has been several years since the website was redesigned.

The website rollout will be in October. We will also switch from Percussion to Cascade, for the CMS system. After the website rollout, site managers for particular webpages will be contacted for training on the new system. This will happen over the fall semester.

Marketing and Branding:

Julie Gaynor gave Faculty Senate an overview of the new MSU logo and changes in branding. The new logo will be MSU Texas, in order to clearly connect MSU to our location in Texas. Julie Gaynor showed Faculty Senate mockups of new logos and promotional materials.

MSU will use “Live, Lead, Learn,” as a key branding phrase. In addition, we will also use “Live, Lead, Learn, Explore, Discover.” “Live, Lead, Learn” is featured on new promotional materials. The website redesign includes “Live, Lead, Learn, Explore, Discover.”

Although MSU is going through branding changes, there are no changes right now to letterhead or business cards.

Questions from Faculty Senate:

Billboard Placement: How do we decide where to place billboards? There seems to be many local billboards, but not as many in areas like the DFW area, where we may want to advertise to prospective students.

Julie Gaynor explained that there is not enough clear signage coming into Wichita Falls that alerts people that this is the home of MSU. Since billboards in this area are more affordable, they are used to make up for the lack of clear signage. In addition, billboards in the DFW area are very expensive, but we do have new billboards going up in that area.

Emails and MSU URL: If we are rebranding, are our email addresses changing? Are we stilling going to use mwsu.edu as our web address?

Julie Gaynor explained that MSU is still considering whether or not to change MSU’s URL to a different web address. She noted that it is confusing to prospective students that Midwestern State University is known as “MSU” and will have a hashtag of #MSUTexas, but has a URL of mwsu.edu. Prospective students either have difficulty with our web address or call us “MWSU” instead of “MSU.”

A senator then asked if MSU had considered just referring to itself as “MWSU” as a remedy. Discussion of the tradition of Midwestern State University as MSU and whether or not people think MWSU, MSUTexas, or any other address or campus nickname continued. The issue of the URL and its relationship with branding are ongoing.

3. Internal Grant Policy

Chair Carlston explains that the 2016-2017 Faculty Senate passed the Internal Grant Policy. However, since work on this policy continues, the current Faculty Senate needs to approve this policy in order to move it forward to the Executive Committee.

Vice Chair Fidelie moved and Secretary Veazey seconds to support the approval of the Internal Grant Policy.

Discussion: Senators note that the policy is vague and somewhat brief, but also that it should be forwarded to the Executive Committee.

The motion to pass the Internal Grant Policy passes unanimously.

4. Committee Assignments

Faculty Senate voted on assignments for committees. The results were tallied by Dr. Bradley Wilson and are as follows:

Publications Board:

Jim Sernoe (Fain College of Fine Arts)

Intercollegiate Athletics Council:

Catherine Gaharan (Dillard College of Business Administration)

Matt Luttrell (Fain College of Fine Arts)

Student Affairs and Enrollment Management Council:

Suzanne Lindt (West College of Education)

504/ADA Grievance Committee:

Lauren Jansen (Gunn College of Health Sciences and Human Services)

Adam Lei (Dillard College of Business Administration)

Denise Simmons (West College of Education)

Alternate: Randy Hallford (College of Science and Mathematics)

Academic Appeals Committee:

Dittika Gupta (West College of Education)

Sally Henschel (Prothro-Yeager College of Humanities and Social Sciences)

Alternate: Patricia Anderson (West College of Education)

Alternate: Jessyca Wagner (Gunn College of Health Sciences and Human Services)

Admissions Committee:

Susan Anders (Dillard College of Business Administration)

Julie Wood (West College of Education)

Alternate: Jim Owen (Dillard College of Business Administration)

Alternate: Catherine Rudy (Gunn College of Health Sciences and Human Services)

Architect Selection Committee:

Stuart McClintock (Prothro-Yeager College of Humanities and Social Sciences)

Artist Lecture Series Committee:

Angela Cartwright (West College of Education)

Claudia Montoya (Prothro-Yeager College of Humanities and Social Sciences)

Employee Health and Fitness Committee:

Soon-Mi Choi (Gunn College of Health Sciences and Human Services)

Erica Juide (Gunn College of Health Sciences and Human Services)

Faculty Forum Committee:

Whitney Snow (Prothro-Yeager College of Humanities and Social Sciences)

Faculty/Staff Traffic Appeals Committee:

Raj Desai (College of Science and Mathematics)

Jessica Fino (Gunn College of Health Sciences and Human Services)

Financial Aid Appeals Committee:

Melissa Nivens (Prothro-Yeager College of Humanities and Social Sciences)

Karen Polvado (Gunn College of Health Sciences and Human Services)

Jianguo Shao (College of Science and Mathematics)

Pre-law Scholarship Committee:

Linda Veazey (Prothro-Yeager College of Humanities and Social Sciences)

Student Allocations Committee:

Andrea Button (Prothro-Yeager College of Humanities and Social Sciences)

John Martinez (Dillard College of Business Administration)

University Celebration of Scholarship Committee:

Nathan Jun (Prothro-Yeager College of Humanities and Social Sciences)

5. Orientation

Chair Carlston recommends that one senator from each college should send a summary of the meeting to faculty in that college after each meeting.

In addition, Chair Carlston notes that the Faculty Senate will undertake a Faculty Satisfaction survey again this fall. More information will come as we are closer to the time of that survey.

Committee and Other Reports:

1. Board of Regents (Dr. Carlston)

The Board of Regents met. Due to state budget cuts, MSU had to pull from reserves for the current academic year. Once enrollment numbers are finalized for fall 2017, MSU is hoping to

meet its budget target this year. In addition, the Board of Regents finalized the Strategic Plan and a Capital Campaign with a goal of \$50 million over 7 years. There is still discussion of placing a stadium on campus. If so, it would be at a cost of \$10 to \$15 million and donor money would be drawn from donors whose primary interest is in supporting MSU athletics. If sufficient donor support for this project is not found, the Board of Regents will revisit the feasibility of an on-campus stadium.

2. Academic Council (Dr. Fidelie)

No report. This committee did not meet over the summer.

3. Student Affairs and Enrollment Management Council

No chairperson yet for this committee.

4. Other Active Committees:

Dr. Bradley Wilson brings up the Student Allocations committee. After state budget cuts this summer, MSU revised its budget. Student Allocations is overseen by the Department of Student Affairs and Enrollment. Cycling and Diversity and Inclusion were moved to this budget area during the budget revision, even though the Student Allocations Committee did not meet over the summer in order to approve these changes. Dr. Wilson would like the Student Allocations Committee to bring up the decision-making process with Student Affairs and Enrollment.

Senator Jun asks if Faculty Senate has plans to discuss the timeclock policy for non-exempt staff.

Chair Carlston notes that the Executive Committee did bring up this issue with President Shipley and that Friday, September 8, Dr. Fowlé and Provost Johnston will host a meeting in which they address this issue. Dr. Carlston encourages those interested to attend. After that meeting, if there are still concerns, Faculty Senate will discuss it again.

5. Financial Report (Dr. Bultena): We begin the 2017-2018 year with \$1,227.

New Business:

None

Senator Fisher moved to adjourn and Vice Chair Fidelie seconds. The vote to adjourn passes unanimously.

Submitted,

Linda Veazey,
Faculty Senate Secretary

David Carlson,
Faculty Senate Chairperson

Next Meetings:

The next **Executive Committee meeting** will be at **3:00 PM on Thursday, September 7** in the **PY Staff Lounge**.

The next **Faculty Senate meeting** will be at **3:00 PM on Thursday, September 14** in **Dillard 189**.