The Faculty Senate Executive Committee met with the administration at 2:00 p.m. on Wednesday, February 25, 2004.

Present: Chancellor Kristensen, SVCAA Hadley, and VCUR Lewis

Senators Miller, Obermier, Kelley, Kruse, Young, and Bridges

Item 1. Senator Miller asked for an update on the status of the marketing campaign "Don't Forget Kearney."

VCUR Lewis handed out the ad that will be appearing in the magazines Time, Newsweek, Sports Illustrated and U.S. World News and Report. The full page ads will appear in the magazines in March and April. Prior to appearing in the magazines, opinion leaders in the Eastern part of the state will be notified about one-week prior to the ad appearing in the magazines. The current focus of the marketing campaign is working on exposure. UNK has benefited from the exposure due to events like the Pat Summerall ads on the Discovery Channel, the public forum “By the People” that was held on campus, and the Go For the Gold Activities held around the state.

Chancellor Kristensen added that many of the system-wide activities promoting the University are designed to increase national exposure, of which Lincoln has a greater need for. However, it is also important the UNK has an identity of its own; hence, the marketing campaign focusing on UNK and Kearney. Chancellor Kristensen went on to say that it is easy to tailor the new marketing plan message to specific audiences.

VCUR Lewis went on to explain that this is the first phase of the marketing campaign, and that will assess its effectiveness and work on refining the message.

Senator Young asked why the message focused on “Kearney” rather than “UNK?” VCUR Lewis responded that the name recognition associated with “Kearney,” was one reason, another is that UNK and Kearney are really a package deal. Using “Kearney” in the message is a way of tying the University to the location. Senator Miller added that the use of “Kearney” might provide a linkage between Kearney State College and UNK.

Senator Kelley asked if faculty would have access to the informational and promotional material (e.g., PowerPoint presentations) for other uses such as Transfer Day and Orientation Sessions. VCUR Lewis responded in the affirmative.

Item 2. Update on the approval of departmental rank and tenure policies

SVCAA Hadley is still waiting for the material to come from the Deans.

Item 3. Legislative Lobbying (University Day)

If an individual faculty member has a strong desire to go, they should attend. For those wishing to attend, there will be some opportunity to carpool.
Item 4. What is the current status of the following searches?

   a. **Dean of the Library**: Interviews are in process. Search committee will meet immediately following the last candidate’s campus visit and will forward the appropriate information to SVCAA Hadley.

   b. **CTE Director/Coordinator of Assessment**: Interviews are in process. Search committee will meet following the last candidate’s campus visit and will forward the appropriate information to SVCAA Hadley.

   c. **Faculty Assistant to the Sr. VCAA**: Committee will be meeting shortly to finalize the ad.

Item 5. What is the current status of the following committees?

   a. **Sr. VCA&SA Faculty Workload Committee**: Senator Kelley will attend an upcoming Dean’s Council meeting to explain the issue.

   b. **Chair/Director compensation committee**: The committee has finished the work and is in the process of writing the final report. The report should be delivered to SVCAA Hadley very soon.

Item 6. Senator Miller asked for an explanation of the process for obtaining approval of the Major in Philosophy.

   SVCAA Hadley responded that the proposal has been approved by the Chief Academic Officer. The next step is the Board of Regents. The goal is to have it on the April Board of Regents meeting agenda as an item to be “reaffirmed” rather than an informational item. After the Board of Regents the proposal then goes to the Coordinating Commission.

Item 7. Senator Miller inquired about the status of the Faculty Senate constitution (University Attorney).

   SVCAA Hadley responded that the constitution had been sent to the University Attorney. However, the Attorney appears to be confused about what changes were actually made to the document and asked SVCAA Hadley for clarification. Senator Young volunteered to locate a copy of the last memo from the Attorney indicating what items needed to be addressed in the previous version of the constitution and the changes that were made in response. Hopefully this will clarify the issue.

Item 8. Senator Miller asked for an update on sponsoring a workshop concerning “Inappropriate Faculty/Student Relationships.”

   SVCAA Hadley responded that the workshop is a good idea, and that he has asked Ed Wimes, Asst. VP and Director of Human Resources, and Carmen Maurer, University of Nebraska Associate General Counsel, to help with the workshop. Senator Miller explained that the workshop would be sponsored by the Center for Teaching Excellence and would focus, in part, on the need for awareness of the power differentials that exist and the importance of procedures being in place to handle these types of situations at the Department level.
In a related matter, Senator Young brought up the need for consistency in the language in the Board of Regent’s statement and UNK’s policies regarding terminating tenured faculty. This is especially important in terms of the timelines for appeal and notification.

**Item 9. Reports from the Chancellor, Vice Chancellors, & Dean of Students**

Chancellor Kristensen:
The budget situation is still the main topic of discussion. Right now it is uncertain, not automatic, that a 1% cut is coming from the legislature. Waiting to see what happens on Friday (2-27) when the Forecasting Board meets. One main concern is the escalating costs occurring in the July 2004/05 budget from utilities and health insurance. Another concern is the decrease in tuition revenue on the other campuses. The real question is how will the situation be handled? This really is a policy choice that is up to President Smith and Provost Noreen. We should know a little more by commencement.

Chancellor is beginning work on developing a policy to govern the promotion of Staff and/or Administration internally. Wants to have some system of checks and balances but still provide flexibility with hiring internally.

Chancellor would like to personally commend the faculty, staff, and students for the large turn-out at Mary Robinson’s presentation. Over 900 people attended her lecture for World Affairs Conference. The students who asked questions did well. It was also noted that only 100 people attended Mary Robinson’s presentation in Lincoln.

Senator Young added that the World Affairs Conference is now on an every-other year schedule and that this is the off-year (mini World Affairs Conference). A full-blown, World Affairs Conference with multiple sessions and presenters will be offered next year.

**SVCAA Hadley:**
Chief Academic Officer is in the final process of approving the conflict of interest policy.

The Distant Education Strategic Management Plan is going to Jay Noreen.

Departments that are engaging in searches should be aware that diversity funding will provide up to $1,000 to bring in an ethnic minority or female candidate on campus.