

Faculty Senate meeting

19 March 2021

Senators in Attendance: Rex Strange, Brandon Field, Adrian Gentle, Bartell Berg, Kenny Purcell, Laura Bernhardt, Mary Doerner, Marilyn Ostendorf, Peter Cashel-Cordo, Sang woo Heo, Charles Conaway, Michael Strezewski, Jinsuk Yang.

Other Attendees: Mohammed Khayum, Shelly Blunt, Ann White, Amy Chan Hilton, Kindra Strupp, Courtney Tritch, Stephanie Hawes, Zachary Pilot, Amie McKibban, Julie Eyink, Peter Whiting, William Elliott, Katherine Daniels, Kimberly Delaney, Hayden Olberding

- Held via Zoom meeting. Called to order: 2:33 pm.
- Carnegie Dartlet **presentation of USI Personality**
 - Reputation strategy: Humanization of institutions to build consensus between critical stakeholders around organization's authentic self.
 - Online personality survey with internal stakeholders, refined through 6 virtual message workshops; 1 external perception survey: who we are in comparison to competitors.
 - Unique, proprietary 9-archetype colorful model by Carnegie Dartlet.
 - Strong identity with the **Provider archetype**.
 - External survey: high response that we have an "average" reputation.
 - External Reputation: Academic rigor ranks lowest.
 - Final suggestion: Competitor, provider, Innovator
 - **Determination not being seen by outside voices.**
 - **Provider archetype observed by externals, but still vague.**
 - **Innovator archetype also needs to be emphasized more.**
 - Grand narrative statement.
 - Answers to questions:
 - Roughly 550 people contributed to the personality survey of the internal survey. The position of the survey respondent within the University was not considered with regard to the archetypal results. The stated reason for this was because the purpose was to develop a singular identity for USI based on everyone.
 - The external audience was surveyed by a paneling partner that identified the people to be asked. Courtney's role is not on the sampling questions, but on the strategy, so any questions about research methods could be forwarded to her colleague at Carnegie Dartlet.
 - It appears that the peer-review articles that Carnegie Dartlet were conference proceedings. The question of "do they aim for buy-in from the scientists at the Universities they serve, or only buy-in from the

academic administrators?" was answered that they are looking for faculty buy-in as evidence by including faculty in the internal surveys. In addition, Courtney's countered that the usual marketing strategies of Universities do not rise to this level of input. When questioned, Courtney expressed that she was not familiar with the Barnam effect, in which phrases are written in such a way that the person reads them sees themselves. However, she responded that the other Universities that she works for do not sound the same that we do, therefore this must be unique to us. Further, it was observed that the web link that Kindra shared regarding the "peer-review" papers by Carnegie Dartlet included no links to peer-reviewed papers.

- The funding for this (\$150000 per the Shield, a number neither confirmed nor contested by Courtney nor Kindra) was provided from a Lily Grant and through recycled Marketing Funds from previous years.
- The competitor universities were chosen with input from the admissions team, and they were limited to six competitors in their external surveys.
- The "personality theory" referenced in the slides was not known by Courtney, and she would refer any questions to her colleague.
- The end goal of this work is still being determined, per Kindra, but measurable goals are desired as an outcome.
- Post meeting comments:
 - The need for the University to put together a strategy is understood in the demographic climate is understood. However, are we going about it in the right way?
 - The competitors that were selected seem to be completely off-kilter to who our competitors really are.
- Approval of minutes from March 5th meeting.
 - Several changes were suggested and made.
 - Minutes approved with changes unanimously.
- Chair's Report: Rex
 - Dr. Rochon made the annual appropriations presentation in Indianapolis yesterday (Thursday), but I have not heard how the presentation went.
 - A note was made during the most recent President's Council meeting regarding Title IX Training – some employees had not yet completed the training, but these seem to be adjunct and other part-time individuals. Also, it was mentioned that Employees will be expected to complete the training every year.
 - It was brought to Rex's attention that not all of the alternates were listed on our website; this has been corrected. This was important to the person in question because the junior faculty member was told by their Dean/Director that they needed such evidence in their promotion portfolio. My thought is that it

- would be a good practice (if not policy) for the committee chairs to write a letter of acknowledgement to the members/alternates at the end of the term (or include this in the end of the year report). Rex will come up with a form letter for us to be able to do this, and will encourage the chairs of our subcommittees to do the same.
- There will be a discussion regarding Priority Registration: more on this later. The question was asked why we are having Priority Registration
 - College elections: LA has begun their nomination process, it ends today. Chuck will get the nominations to Kat's office over the weekend, and voting will go on through next Friday. CHP has finished their elections, and Rex will be getting an updated list. RCoB Senators have been notifying the Dean's office that this needs to happen, but have heard nothing. (Note that Heath Simpson will be setting up elections for the at-large positions, and this is who Chuck is working with as well.)
 - Rex was notified by Aaron Trump that the Indiana Commission for Higher Education and the 2021 Faculty Nominating Committee are now accepting applications for the next faculty member to serve on the Commission
 - The faculty member must hold a full-time faculty appointment at a public institution of higher education and be engaged in teaching, research or other activities and responsibilities traditionally expected of faculty. The faculty member must reside within the State of Indiana. The faculty member will be responsible to convene with and serve as a full voting member of the Commission and other duties as enclosed in the 2021 Faculty Application and Agreement to Serve.
 - Applications will be accepted via email (preferred), regular mail, express mail or fax. Candidates must submit applications and a signed Agreement to Serve by Friday, April 16, 2021.
 - Commencement will be held on May 7-9. Because of restrictions imposed by the pandemic, there will only have four to five people on the platform during any one Commencement Exercise. These folks will be Dr. Rochon, Dr. Khayum, a Board of Trustees member, the Dean/Director of the College/Graduate Studies, and the reader (who will most likely be seated off stage and adjacent). Faculty Senate chair is not needed to attend.
 - Provost's Report, Dr. Khayum:
 - Dr. Rochon made the budget presentation to the Appropriations Committee, hopefully we will hear the final budget by April 29th.
 - Enrollment numbers are not yet finalized, but 761 students have registered for orientation; we have 3000+ admits. We want to yield about 40% of that number.
 - No firm decisions have been made for Fall with regard to the pandemic; many things are still in consideration.

- The University Promotions Committee would like to move toward electronic submissions for promotions material.
 - Mike Strezewski reported that this year all the portfolios were put online by the Provost's office. The secure access question has been satisfied.
 - It was a little chaotic and disorganized, so it would be worthwhile to develop protocol for putting them together, and including an indexed (and clickable) table of contents.
 - In his opinion, it would be a good idea to move toward electronic submissions in the future.
 - Dr. Khayum would like the Senate to provide an opinion or vote on this topic. We will add it to the discussion next meeting, and should discuss with our colleagues if there could be any difficulties.
- Admissions office asks applicant students where else they have applied; that is partly what they use to inform their concepts of who our competing universities are.
- Need-based financial aid: nearly half a million dollars have been put toward that.
- Old business: Charge 2020.34 Establishment of Priorities for Financial Exigency
 - The Purdue students that are working on the prioritization project would like to speak with the Faculty Senators individually, and would like us to sign up for appointments via a Google document. Rex will send the link to the Google document.
- Adjourned at 4:34 pm by acclamation.

Minutes recorded by Brandon Field, secretary.