

# UHD Faculty Senate

Minutes recorded by: Sandra Dahlberg

December 6, 2016; 2:30-3:22pm

Room A300

**Attendance:** Carolyn Ashe, Julio Canedo Soto, Luis Cedeno, Michael Connell, Travis Crone, Sandra Dahlberg, Michael Duncan, Trevor Hale, Jillian Hill, Pamela Hurley, Ruth Johnson, Robin Jose, Stephanie Karas, Karen Kaser, Abigail Koenig (for Joan Wedes), Cynthia Lloyd, Creshema Murray, Mitsue Nakamura, JoAnn Pavletich, Anand Pore, Azar Rejaie, Jacqueline Sack, Clete Snell, Benjamin Soibam, Edwin Tecarro, Michael Tobin, Keith Wright.

**Regrets:** Anne Kane, Hsiao-Ming Wang, Zhenyu Zhang

**Absent:** Kendra Mhoon, Pat Williams

**Guests:** Elisa Crossland, Executive Director of University Relations and Toye Simmons, Marketing Director

**Call to Order:** The Senate was called to order at 2:30pm by Senate President Dr. Carolyn Ashe.

Minutes of the Senate meeting on November 15, 2016 were approved.

## **Comments**

Ashe welcomed everyone to the Senate meeting and holiday celebration. Ashe noted that Provost Hugetz was attending the SACSCOC conference so not present.

## **Academic Policy Committee (APC) Election**

Hale announced that the Senate needed to vote on candidates for two replacement positions, both from the College of Humanities and Social Sciences, on the Academic Policy Committee. Elected to APC were Andrew Pavelich (SOS) and William Nowak (AH).

## **Presentation**

Elisa Crossland presented to the Senate UHD's new marketing campaign and plans for enrollment marketing activities. She began with a review of most recent campaign—Major Opportunity—that is now 5 years old, as well as a review of studies done to determine the best methods and foci for marketing UHD. She noted that most of the marketing will be devoted to increasing enrollment (80%) in specific segments of the university and the institution as a whole.

Digital marketing through Google, Bing, and Facebook will provide the base for the new campaign that will also include updates to degree webpages and degree listings for UHD online. There will be some print marketing and billboards as well.

The new campaign—Finish UHD Strong—will emphasize a “finish your degree here” message, and was selected to increase transfer student enrollments.

Ashe asked if faculty will be provided with give-away items to use at recruitment events. Crossland said yes, and said programs would also be provided with degree information sheets.

Rejaie asked if there were any plans to target younger students, high school students, who would come as freshman. Crossland said she is working with Admissions to ensure that viewbooks and other items are provided for high-school student recruitment, but added that the campaign’s emphasis is on the adult learner, the transfer student, or graduate student.

Rejaie also asked if there were plans to break into other digital platforms that might appeal to younger students, but Crossland said that because those options change so quickly, there is no plan to expand now.

Cedeno asked if a short video presentation could be made for the UHD 1301 courses as a way to get new freshman students involved with UHD, and as a “rah-rah” device to keep students at UHD to avoid the wave of students who come here planning to transfer out after the core. Crossland said that was a good idea.

Canedo asked if marketing would extend beyond the Houston area, noting that we attract students from surrounding counties. Crossland said the marketing range would extend to HWY 99, but not beyond the greater Houston area because UHD is not a residential campus.

Johnson asked if the emphasis has to be on “Finish,” and why it can’t be “UHD Strong” instead. She noted that the campaign slogan does not invite students to come here for the whole UHD experience. Crossland said again that the campaign is not trying to attract first-time (freshman) students. It is aimed at transfer students and adult completers.

Koenig asked if any of the ads will be in Spanish. Crossland said not for now.

### **Old Business**

Ashe passed out the list of Faculty Concerns that had been generated by discussion in Senate and in the academic departments. Senators were asked to circle the two items that represent the top priorities of their faculty constituents. The results will be tallied by Hale and emailed to the Senate. These are the issues that the Senate will work to address next semester.

### **Reminders**

The Senate intended to discuss the lecturer’s policy and the adjunct’s policy prepared by the Faculty Affairs Committee, but that discussion will occur at the January 17 Senate meeting. FAC discovered

that the policies had not been sent out for the faculty to review, but they have been now—with a Qualtrics system in place for comments. Faculty have until January 18 to comment.

The Senate's comments will need to be compiled and submitted to FAC by 5pm on January 18.

The General Education Policy will also be reviewed by Senate at its January 17 meeting.

The Senate Constitution, which is being updated, will be presented on January 17. Duncan will send the revisions/draft to the Senate in advance. Most of the revisions were done to provide clarification.

Meeting adjourned: 3:22pm to allow Senators to enjoy the holiday food and to visit with each other.

The next Senate meeting is on January 17, 2017.