

Faculty Senate Agenda – October 9, 2018

Attendees: Amal Dass, Ana Velitchkova, Andy Cheng, April Holm, Brad Jones, Breese Quinn, Brenda Prager, Byung Jang, Chalet Tan, Christopher Mullen, Cole Stevens, Corina Petrescu, Cristie Ellis, Dennis Bunch, Evangeline W. Robinson, Fei Lan, Jeff Pickerd, Jennifer Gifford, Jeremy Clark, John Berns, John Schuesselin, Kathleen Fuller, Kimberly Kaiser, KoFan Lee, Kyle Fritz, Laura Prior, LeTrice Donaldson, Lei Cao, Mary Roseman, Meagen Rosenthal, Michael Barnett, Nancy Wicker, Phillis George, René Pulliam, Robert Van Ness, Saim Kashmiri, Simone Delerme, Stacey Lantagne, Stephen Monroe, Stuart Haines, Sumali Conlon, Susan Allen, Tamara Warhol, Tejas Pandya, Tess Lefmann, Thomas Peattie, Vivian Ibrahim, Zachary Kagan Guthrie

Absences: Aileen Ajootian, Carolyn Higdon, Beth Ann Fennelly, Matt Bondurant,

Substitutes: Joshua First (V. Ibramhim); Nick Prins (M. Mendolia); Tina Harry (Cecelia Parks & Kristin Rogers); Nick Prins (Marilyn Mendolia); Burnhanettin Keskin (Roy Thurston)

Agenda:

- **Call Meeting to Order**
 - 6:00 pm

- **Approval of 11 Sept. 2018 Minutes**
 - Motion: Breese Quinn
 - Second: Mary Roseman
 - Vote: All in favor

- **Chancellor: Jeffrey Vitter**
 - Recent achievements:
 - School of Accountancy top 10 in country
 - Two programs have increased grad student program by 60%
 - Croft Institute 20th anniversary
 - Department of Modern Languages
 - Arabic Language Flagship
 - Chinese Language Flagship
 - Law School students achieved a 74% average on bar exam (highest in the state)

- 10 consecutive year that UM has been ranked a “Great College to Work For” by the Chronicles of Higher Education
- 4th consecutive year fund raising more than \$100 million
- Research funding
 - Oxford campus – up 23% - \$71 million in external funding
 - UM/UMMC – up 8.5% - \$124 million
- Josh Gladden named Vice Chancellor Research and Sponsored Programs
- David Puleo named as Dean of Engineering (background in bio-medical engineering)
- New Bio-Medical Engineering program has grown significantly since it was started
 - More than 100 students
 - 3 new faculty members hired
- 23, 250 currently enrolled
 - Represent all 50 states, plus Washington DC, and 90 countries
 - 4th highest enrollment
 - 86% retention rate
 - Amongst the 12 highest growing universities in the country
 - Focus is now on maintaining steady growth
- IHL to approve OleMiss International – Shorelight November
 - Also approved by the Department of Homeland Security
 - Will officially launch in August 2019
 - Idea is to increase the exposure of students on campus to international perspectives by increasing international enrollment from 5% to 10%.
- School of Journalism and New Media
 - IHL is considering the requested name change
- Legislature updates
 - The Inn at OleMiss has been re-designated with “resort status”, which will enable expansion of catering and events opportunities as well as the restaurant
 - Currently working to ward off effort through the courts or legislature to open campuses in MS to enhanced concealed carry

- Want to maintain “public” and “private” spaces
 - Working with the IHL and other institutions around the state
- Sports betting
 - Is already underway at Casinos
 - Concern to UM because it is another way people could unduly influence our student athletes
 - Working with the IHL to guard against this influencing and to prevent “proposition betting”
 - All personnel associated with student athletes in any capacity are not allowed to participate in betting at all
- M-Partner Initiative
 - Launched last spring with the following pilot communities
 - Charleston
 - Lexington
 - New Albany
 - Focused on connecting with courses
 - Do you have a course with a service learning component?
 - Get in touch <http://mpartner.olemiss.edu>
 - Upcoming events:
 - Community Day: <http://mpartner.olemiss.edu/community-day/>
- 3rd Annual Townhall October 23, 2018
 - Also speaking as part of panels at two upcoming events discussing race and slavery
- Questions:
 - Q: Could you comment on the recent New Yorker article on affirmative action?
 - R: I am sorry, I wasn’t aware of that piece. We work hard within our university on diversity. We are currently have the second highest ranking in the SEC for diversity of student body, we have a long way to go, but we are working on that.
 - Q: Could you please clarify that you have indeed passed along the School of Journalism and New Media’s request to change their name?

- R: Yes that was done.

- **Provost and Executive Vice Chancellor: Noel Wilkin**
 - Searches:
 - VC of Research and Sponsored Programs named (Josh Gladden)
 - Searchers underway for:
 - Dean of Graduate School
 - Dean of Applied Sciences
 - Chief external relations officer coming up soon
 - Shorelight
 - There will be two pathways for international students to enter UM
 - 1. Come directly into their requested program
 - 2. Accelerator program
 - Herein students will go through a one-year acclimation process and improve their English language skills
 - Currently 810 students on campus from overseas
 - Q: I wasn't aware of Shorelight being used as a way to enroll graduate students who would be responsible for paying their own tuition. I could see this setting up a situation wherein we have two "levels" of graduate students – one with a stipend and one without.
 - R: Ultimately how this is dealt with is at the discretion of departments. For example one of the departments in the school of pharmacy recognized a growing number of requests for master's level training from countries attempting to grow their own pharmaceutical manufacturing programs and has developed a non-thesis based program that has been very successful.
 - Enrollment efforts:
 - UM is making increasing efforts to be proactive in our recruitment efforts to ensure growth of the student body
 - Our yield of students (i.e. students who submit applications to our programs) needs to improve
 - Working on a "Why here?" marketing program with deans
 - Working with a firm to improve our student engagement process

- Recent social media video blitz at Alabama football game resulted in
 - 818k views
 - 12k click throughs to the UM website
- SASOCC
 - Compliance certification document submitted September 10
 - January 2019 QEP
 - March 2019 On site visit
 - December 2019 reaffirmation decision
- QEP (Quality enhancement plan)
 - Topic: Cultivating and fostering critical thinking
 - Really an investment in faculty by way of training to help students to be more successful in achieving critical thinking
 - Q: Is this still on track to be released mid-October?
 - R: I believe that's true
 - F/U: It is still internal at this time, but will be fully rolled out in a couple of weeks
 - Q: With respect to messaging – you mentioned looking at the information we are sharing on the web with students. Have we thought about the needs of programs with accreditation standards?
 - R: There are two tracks I am going to use in responding to this question. One: Consultants have asked us to show lists of majors we offer at this institution. We couldn't do this before. We needed a concise way to describe programs that search engines can read. We now have this information and it was all approved by academic programs. Two: How are we representing our university? I think slogans are hard to apply to our programs. We are currently in the process of developing a list of attributes (some examples include: opportunity, excellence, success, beautiful (campus))
- Current enrollment (all data following is preliminary)
 - Down from 23,780 to 23,250 (this is across all campuses)
 - Down 2% on the Oxford campus – 17,161
 - Increased focus on how to accommodate growth successfully
 - 7-8% growth is too much

- Aiming to have 2-4% growth
- Q: How do you balance between the financial side of recruitment and the academic mission of the institution?
 - R: (Chancellor) – We have historically paid less attention to the marketing side of things. We have to pay more attention to that going forward.
 - R: (Provost) – Once we get people into the school etc the academic side of our institution takes over. We now need to engage students who are applying to 6-7 institutions. How do we stand out in such a field?
- Q: How are we sure that if we get all the students in the door that we make sure there are enough faculty to do all these things well?
 - R: This is about operational planning: every year all deans and chairs are asked what they need. In addition to knowing what departments need we also need to have the funds. Then the deans and chairs have to prioritize. We also need to help chairs collect the data they need to make a compelling case for the resources.
- Continue to have more resident students than non-resident
 - Q: Is the decline in the enrollment in General studies due to the Complete to Compete Program?
 - R: No, in fact this program can only increase the number of students enrolled
 - F/U: Part of the decline is due to the drive by General Studies to have undeclared students declare themselves into other programs.
- UM remains the 3rd smallest student in SEC
- Grad student applications flat
- New Freshmen trends

- If we do not increase yield rates we will not have enough applications to grow enrollment
- Q: I understand that the university has signed to be part of the Common App, can you speak to how this is going?
 - R: This app was just rolled out this year. So students coming into the university this way wouldn't arrive until the fall of 2019.
- Do we have a process for engaging students once have selected Ole Miss?
 - R: Yes we do, we are still working out the details. We also don't know how many student people applied through this process who wouldn't have otherwise applied. ...We have also opened up our admissions criteria such that if non-resident students meeting IHL criteria for resident students they can be admitted without further review.
- ACT average 25
- Retention
 - Current 86% - goal is 90%
 - African American student retention is 85.1%
- 6 year graduation
 - 60.1% for all students
 - 40-50% for African American students
 - Q: Is there any concern about the potential for a perceived disconnect between the retention and graduation rates being caused by "keeping" students here longer to continue to get their tuition?
 - R: We collect data twice/yr to figure out how we can get students to graduate faster. The data tells us that they are leaving in good academic standing. Some leave for financial reasons, others leave to finish in other programs – which makes it impossible for us to track.
- Diversity trends
 - 12.9% of students are African American – this is 2nd highest in the SEC
 - 20.4% minority enrollment

- Slight decrease in the number of African American students enrolled
- Recruiting more resident minorities than non-resident
- Faculty
 - We continue to add faculty lines to departments
 - 580 TT full time
 - 311 NTT full time
 - Q: The Dean of the COA seems to be committed to maintaining the number of TT faculty lines. Is that an institution wide decision?
 - R: That is up to departments ultimately given the resources that they have available and their specific needs
 - Salary
 - Is increasing over time, but we would like that to increase faster
- Most external funding continues to come from non-profits
- Flagship Constellations
 - 22 proposals submitted
 - 4 funded
 - + 1 possible
 - Seed finding calls ongoing
 - Research Administrator being hired to assist
- Institutional funding
 - 50% comes from tuition and fees
 - 12.5% comes from state appropriations
 - 17.7% Auxiliary
 - i.e. athletics, housing, and food services (but keep in mind that these are self-sustaining entities they spend what they bring in)
- Expenses
 - 47% go to salary and benefits
- Education and General
 - 77% of operations covered by tuition and feeds

- Salary and benefits make up the majority of E and G
 - Campus changes
 - South Oxford center
 - Actively getting units moved into the spaces there
 - Some renovations needed
 - Q: Could you talk to us about the movement of employee health?
 - R: The solicitation for moves our were submitted some time ago. Student and employee health have increased in use and need more space. No space on campus, they submitted a proposal. I understand the concerns. Potential for two centers for students. We are open to conversations about appropriate next steps. The Provost's office is not making them move.
 - Parking and transportation
 - OUT – continues to be used by UM people
 - Q: STEM building schedule?
 - R: We have received bond funding and Ford Foundation funding for this project, but we haven't reached the funding threshold yet to start the rest of the construction.
 - General questions:
 - Q: Tenure line faculty has declined between 2006 and 2017 from 70-65% what can you say about this erosion?
 - R: Some of this has occurred between of the growth in numbers of students on campus. NTT faculty are easier and faster to hire initially. We have also seen growth in programs that require new faculty. We engage deans and chairs in thinking about this process.
 - Q/C: A study recently came out that found that UM still doesn't represent the population of the state. That's something that we need to be aware of.
 - R: Agreed our campus population needs to look like our state
 - Q/C: I teach four sections of intro to African American studies and my students have told me that they transfer because they don't feel

comfortable on this campus. That coming here was a mistake...part of that has to do with the imagery (i.e. statues not being taken down)

- Katrina Caldwell will be coming to the November meeting
- QEP committee representative also coming to November meeting

- **Committee Reports**

- Academic Instructional Affairs (Corina Petrescu)
 - No report
- Academic Conduct (Vivian Ibrahim)
 - No report
- Finance & Benefits (Phillis George)
 - No report
- Development & Planning (Mary Roseman)
 - No report
- Governance (April Holm)
 - No report
- Research & Creative Achievement (Thomas Peattie)
 - No report
- University Services (Brad Jones)
 - No report
- Executive Committee (Brice Noonan)
 - Currently discussing and looking for feedback on the addition of an A+ to the grading
 - In relation to the School of Journalism and New Media currently discussing the potential influence of donors on academic programs
 - If you have anything to add on this topics please contact Brice Noonan (faculty senate@olemiss.edu)

- **Old Business**

- None

- **New Business**

- None

- **Adjournment**

o 7:30