

Baylor University Faculty Senate Minutes

12 December 2017

Truett Seminary 107 ♦ 3:30pm

Members Present: Senators Baldrige, R.S.; Bolen, Bradley; Cordon, Matt; Elkins, Nathan; Ellor, James; Farwell, Beth; Faucher, Mary Ann; Garner, Brian; Hansen, Christopher; Hultquist, Beth; Hurtt, Kathy; Korpi, Michael; LeCompte, Karon; Leutholtz, Brian; Long, Mark; McGlashan, Ann; Morgan, Ron; Neilson, Bill; Nichols, Curt; Ostlund, Sandor; Pounders, Steven; Raines, Brian; Robinson, Eric; Rodgers, Denyse; Schubert, Keith; Sielaff, Steven; Souza-Fuertes, Lizbeth; Gripp, Sharon for Stone, Sara; Supplee, Joan; Umstead, Randall; Walden, Dan; Wilcox, Walter; Nuner, Joyce for Wilfong Jr., Stanley; Woody, Margaret; and Staff Council Representative Lamar Bryant

Members Absent: Senators Leidner, Dorothy; Macgregor, Jason; Mencken, Kimberly; Neubert, Mitch; Parrish, Michael; Stroope, Michael; and Walden, Dan.

I. Call to Order

Senate Chair Ann McGlashan called the meeting to order at 3:32pm.

II. Invocation

Senator Kathy Hurtt offered an invocation.

III. Approval of Minutes: November 2017

Senator Robert Baldrige made a motion to approve the minutes for the Senate meeting of November 14, 2017 with the inclusion of the two executive sessions. The motion was seconded by Senator Steven Pounders and the minutes were approved by the senate.

IV. Conversation with Dr. Gaynor Yancey, Faculty Regent

Dr. Yancey mentioned that as a consequence of the many changes that have been occurring at the university, she observed that some of the regents have ample experience, while others are new and, in this different Board of Regents format, they all are new together. One of the modifications that has been made is that a regent can attend and participate in any committee meetings and ask questions or make comments, but leave when the committee functions on its own. At the executive committee meeting with the entire Board, each member has the right to vote, including the two faculty regents, Andrea Dixon and herself, which is an innovation. She complimented the student regents' leadership and how they effectively understand their role. She is also impressed with the openness of the Board. One example is regarding the agenda that President Livingstone provides to everybody (faculty and staff included) before each meeting. At the meetings, both she and Board of Regents Chair, Joel Allison, give a report and there is an overall sense of openness and of wanting people to know what is being done. Dr. Yancey also mentioned that we are in the midst of preparing the Academic Strategic Plan and that there is no hesitation that the focus is on academics. At the same time, we are dealing with the hurt from the past and looking at the present and future. She mentioned that we are free to give our input as well.

Afterwards, one senator asked if Dr. Yancey was on any committees and she mentioned that both she and Faculty Regent Andrea Dixon are members of the Academic Strategic Plan Committee (ASPC). She gave an example of the high quality of our student leadership and how they want to have an impact on the openness that was mentioned earlier. At the dinner President Livingstone, Provost McLendon, one of the regents and Faculty Regent Yancey were representing the ASPC. Students were able to ask what it looks like to be a regent and what kind of concerns they had and on the other hand, they were asked how they felt about the current situation. The intention was not only that students be reassured, but to see what it looks like to be the leaders of the student body, and they are taking full responsibility in this area.

Another senator commented on how the Board of Regents had said some issues had not been handled well and wanted to know if there had been improvement. Dr. Gaynor feels that prevention is in place and that the results of some of the latest reports were impressive; there has been character building and the issues are being addressed quickly and appropriately.

The regents mentioned that maybe there needed to be some sort of training. Have they done something to advance this? Dr. Gaynor said that back in May there was an excellent and detailed orientation and now a Board Professional has been hired. The function of the Board of Regents versus the function of the administration has been made very clear.

Faculty Senate Chair McGlashan read a note from Provost McLendon which stated that starting in January there will be a new public relations role for the students. The provost says that undergraduate student recruitment and admissions and the undergraduate student experience are the primary interest in this initial phase of the University's re-introduction campaign. Vice President for Marketing and Communications, Jason Cook, and his colleagues will prepare a separate marketing campaign and the provost looks forward to working with the Faculty Senate as they collaborate with Jason's team.

V. Update on new public relations roll-out, with Jason Cook, Vice President for Marketing and Communications

Baylor is working on a new marketing campaign and the first phase, which will begin in January 2018, will focus on admissions. Phase Two will begin once they receive alignment and definition from other initiatives such as the Academic Strategic Plan and the Capital Campaign.

He then gave examples of the target audience, such as Zoey, who values transparency, honesty, and authenticity, is big on "snack media," music, and social media. Her world is all mobile. Her mother is part of the "lost generation." Traditional media is very important and she values sincerity, authenticity, and independence. Her generation has more spending power than any other generation.

He then played some music which essentially said that lights shine bright everywhere you go. In relation to Baylor, light is very important on campus; many of our traditions include lighting up Pat Neff when something good happens; some events use candles and torches; some of our

research involves lights; the arts, theater, and athletics use lights; and there is Scripture, with over 200 references to light. Now is the time to shine light on Baylor. One of the target markets is to restore the Texas base. The campaign is geared toward undergraduates and the tag line is “Baylor University: where lights shine bright.” Baylor is coming out of a period of darkness that lasted almost two years and now it is moving to the center, to the light. It is an opportunity to share what we have learned and to shine light on this great institution, on the current work being done, and to shine as we move forward with the Academic Strategic Plan. There are several different layers to the campaign and what it symbolizes is simple but very powerful.

Vice President Cook then explained how this will take place. In January there will be an introductory campaign on campus given that people have been waiting for us to step forward. With the on-campus launch, 17,000 students and over 3,000 faculty and staff will function as brand ambassadors for Baylor. Some of what will be done includes:

- Distributing mini-usb lights to all students with the knowledge that they can shine their lights bright;
- Lighting the benches and swings across campus with green LED lights.
- Placing green LED necklaces on the statues around campus and encouraging students to take them.
- Distributing LED bracelets at basketball games. The bracelets can be programmed to music and they will play “Lights Shine Bright” at half time. ESPN announcers will be told why lights are important at Baylor.
- Giving out green glasses at Dr. Pepper Hour and there will be black lights in the room.
- Installing big Baylor letters with one of the letters missing so students can stand in the place of the letter and take pictures to distribute on social media.
- Creating a social media mosaic: students will upload a picture, print the image, and put it on a mosaic. They do not know what the image will be.

Other elements of the campaign include:

- Placing an ad in magazines, stating “Baylor, where lights shine bright, the best and brightest excel at Baylor University...”.
- Changing the billboards on I-35 to “where lights shine bright” with the address www.baylor.edu/lights
- A view book that goes to high school juniors.
- Other billboards will be placed in Dallas and Houston in addition to Waco.
- At the malls in Houston and at Dallas Galleria they will place ads on video boards.
- Ads at DFW airport charging stations.
- Buying music on Pandora Radio.
- Making Clifton Robinson Tower cool, with imaging and messages. Possibly some buildings in Dallas as well.
- Use the song by TobyMac, who is a Christian singer/musician. He will do some radio and video messages.

The launch of the plan will be January 8, 2018.

Questions:

- One of the senators mentioned that if they needed inspiring stories from women, she had many to share. Also the Dallas campus will have a new building and they would like to see it with lights.
- Another senator mentioned she had recently passed through Hobby airport and saw many banners for Sam Houston State University advertising their graduates and found it impressive; she suggested Baylor also use banners at airports besides the charging stations. Vice President Cook agreed and said that Baylor will also be using videos highlighting faculty as well as students.
- One question was if there was more of a focus on women in the campaign, and he said that male enrollment is lagging behind but also to counter the public discourse that women do not want to come to Baylor, so from the student perspective, there is more of a focus on women.
- Another senator believes the campaign is fabulous and mentioned that she hoped that the videos would include the our seniors and graduate students and their voices about their experiences at Baylor, as it is more powerful to hear from them and Vice President Cook said that the research shows that our current students have played a significant role in ameliorating the situation.
- One senator is interested in the profiling of incoming students and if there is a source where you can find that information. Baylor has done four brand surveys and is also working with an agency out of Dallas.
- One question related to the actual slogan was if it shouldn't read "lights shine brightly". The answer was that in marketing there is freedom in using the language but he would take note. Other senators mentioned that chances are the once the campaign became public, some faculty might also ask the same question.
- One observation related to the lighting in the photo, that it seemed that the students were more in the shadow, but it might have been the projector.
- Another senator observed that his research on this population focuses on spirituality and not on religion and they tend to identify more with the language of spirituality than the language of religion and he hopes that the campaign will be spread throughout Houston, Austin, Dallas, the Nursing School in Dallas, downtown Waco, and lots of places, not only main campus.

VI. Update on Ombudsperson search

Chair McGlashan informed the faculty senate that she had sent an email regarding the ombudsperson discussion and had received word today. The new ombudsperson is Dr. Kevin Pinney, who accepted the position.

VII. Update on Council of Deans meeting

Vice President Jason Cook made the presentation of the new campaign at the Council of Deans.

Vice President for Finance & Administration Reagan Ramsower said there was a need to update computing on campus and that it would take 5-7 years for the system to transfer. One senator mentioned that there is a research study that is related to text messaging and in health care there

might be some personal health information and apparently Baylor's server is not encrypted for confidentiality, so it does not qualify for digital exchanges. This issue is not in relation to our personal computers on campus, but the university's data system.

Another topic was communication with faculty. For example, the provost would like to have the opinions of the faculty regarding the Academic Strategic Plan (ASP). There was a discussion on this issue and the perception is that there is a lack of communication at different levels (provost-deans-faculty) which needs to be addressed because the faculty are not aware of many of the details.

Chair McGlashan read an email from Interim Provost McLendon to the Faculty Senate in which he stated that he and President Livingstone would like to consult with the faculty senate about the Academic Strategic Plan before the February Board of Regents meeting and that he would set a date in order to discuss some of the elements of the Plan. He is still receiving fully developed ideas and proposals from groups of faculty and their deans, which will be studied over the holidays.

The ensuing discussion continued on the topic of lack of communication and suggestions were made regarding how to address it and through which channels. It was suggested that President Livingstone come to the next Faculty Senate meeting.

VIII. Provost Search Committee voting for those who have not used Qualtrics.

Chair McGlashan checked to see if anybody needed a ballot to vote for the faculty senators who might participate on the Provost Search Committee. Most voted using the Qualtrics system.

IX. Other reports

There are several active task forces and Chair McGlashan will contact them to give reports at the February meeting.

Senator Umstead mentioned that he created modules for Academic Council and Academic Freedom on Canvas and senators can send comments to him.

X. Old Business

There was no old business.

XI. New Business

Chair McGlashan brought up the need to form a Senate Elections committee. Two members from different schools are needed besides the current senate secretary, senator Souza-Fuertes. A motion was made by Senator Umstead to appoint Senators Karon LeCompte (School of

Education) and Matt Cordon (Law School) to the Senate Election Committee and Senator Supplee seconded the motion. It passed unanimously.

Another motion was made by Senator Supplee for Claudia Beal to substitute Senator Mary Ann Faucher for the Spring semester while she is on sabbatical. It was seconded by senator Raines and the motion passed unanimously.

One senator brought up the parking issue (old business) and Chair McGlashan stated that the Parking Committee does not exist anymore and that we should reconstitute and extend it to include both Parking and Facilities Management. Another senator suggested we talk to the staff in Robinson Tower to obtain the description and charge of the committee as well as how to set up the ad hoc committee. Chair McGlashan proposed we invite the Director of Parking and Transportation Services, Matt Penney, to come and talk to the faculty senate. Another option would be that instead of a presentation, senators could place questions on Canvas and he could address the issues at the meeting. There was a consulting firm that wrote a report and perhaps we could read the report ahead of Director Penney's visit. A senator suggested he meet with the executive committee rather than the whole faculty senate and it was agreed.

One senator inquired about the dean evaluations. The protocol is that they be evaluated every three years, but the evaluations were stopped a couple of years ago by the provost's office. Senator Robinson, who is in charge of the leadership task force, said he would clarify this task force. Senator Faucher made the motion that the faculty senate compose a letter to our faculty regents requesting that we have a resolution to the cessation of dean evaluations. It was seconded by senator Baldrige. Then senator LeCompte suggested an amendment to the proposal: that a letter be sent first to President Livingstone rather than the regents. It was seconded by senator Supplee. The motion carried with two opposed. A second amendment by senator Umstead specified that the letter be written by the faculty senate executive committee to president Livingstone to explain why the deans are no longer being evaluated. The motion carried with one opposed.

X. Adjournment

A motion to adjourn the meeting was made by Senator Baldrige. The motion was seconded by Senator Ponders and approved. The meeting was adjourned at 5:01pm.

Respectfully submitted,

Lizbeth Souza-Fuertes
Recording Secretary