

Executive Committee of the Senate
April 30, 2003

Present: Robert Beasecker, Douglas Chung, Jay Cooper, Rob Franciosi, Robert Hendersen, Ray O'Connor, Paul Leidig, Jean Nagelkerk (vice chair), Ellen Schendel, Cliff Welch (chair)

Guest: Rhonda Lubberts (Institutional Marketing)

18.1 Approval of the Agenda.

The agenda was approved as submitted .

18.2 Approval of the Minutes.

The minutes of February 21, 2003 were approved as amended.

The minutes of February 28, 2003 were approved as amended.

The minutes of March 14, 2003 were approved as amended.

The minutes of March 21, 2003 were approved as submitted.

The minutes of April 4, 2003 were approved as submitted.

The minutes of April 18, 2003 were approved as amended.

18.3 Report from the Chair.

- The Chair will present the Domestic Partner Benefit Report to the Board of Trustees at the June 13, 2003 meeting scheduled for 11:00am on the 2nd Floor of Eberhard Center.
- The Chair and Vice Chair met with the Provost on April 28, 2003. Discussion centered around the reorganization process and sabbatical requests; President Murray will review in the future instead of the Board of Trustees.
- The nature of President Murray's responses to memos from the senate was discussed. This included a discussion of president's decision to ignore the senate's recommendation to delay implementation of personnel policy change giving him rather than the board final approval of sabbatical requests and his response to a memo on Chuck Furman and academic freedom. This generated a discussion about establishing guidelines for using GVSU letterhead for professional versus personal use.

18.4 Report from the Provost.

No Report

18.5 Report from the Student Senate.

No Report

18.6 Old Business. *No Discussion*

- a. Strategic Planning – Global and Specific Items
 - i. Quality of Education

- ii. Accountability for faculty, programs, units, administration
- b. Strategic Planning for 2002-2003 (from UAS 9-27-02)
 - i. Review of salary adjustment process (Chair/Vice Chair reaffirmed process specified in Handbook Appendix D w/Provost at 1/17/03 meeting).

Robert Hendersen thanked outgoing ECS member Ray O'Connor and chair Cliff Welch for their service to academic governance.

18.7 New Business.

- a. Recommendation on Campus Memo on Reorganization Procedures
Discussion on the draft memo centered on separating the development of a reorganization plan from implementing the plan. Various amendments to the draft were put forward and discussed. The Chair was asked to revise the draft reflecting these changes, submit it via email to ECS members for their comment. Barring disagreement, the letter was then to be distributed to the campus community.
- b. Recommendation on Administrative Manual Changes
The Chair received approval for delegating review of the remaining proposed personnel policy changes to FPPC for their recommendation.
- c. Recommendation on Faculty Involvement on Institutional Marketing
Rhonda Lubberts, Vice President of Institutional Marketing distributed a schematic of the "Integrated Marketing Committee Structure." She described the structure and reported that marketing studies have been conducted in Grand Rapids, Detroit and Chicago to collect data on perceptions of GVSU.
Following discussion, she agreed to ask the University Marketing Team how faculty governance could best be integrated into the structure to ensure faculty participation in decisions about marketing policy. A committee titled the "University Marketing Advisory Committee" was suggested.
- d. Recommendation on formation of Provost's Advisory Committee
No Discussion

18.8 Adjournment.
Meeting 4:16pm.

Cliff Welch



University Academic Senate
Executive Committee of the Senate
Cliff Welch, Chair 2002-2003
Jean Nagelkerk, Vice Chair 2002-2003

TO: University Academic Senate
FROM: Cliff Welch, Chair, ECS/UAS
SUBJECT: Meeting of the Executive Committee of the Senate
DATE: 23 April 2003
cc: ECS/UAS Distribution
Date: **30 April 2003**
Time: **2:00 – 4:00 p.m.**
Place: **Cook DeWitt Conference Room, Allendale Campus**

Proposed Agenda:

1. Approval of Agenda
2. Approval of Minutes—
3. Report from the Chair and/or Vice Chair
4. Report from the Office of the Provost
5. Report from the Student Senate
6. Old Business
 - a. Strategic Planning—Global and Specific items
 - i. Quality of Education
 - ii. Accountability for faculty, programs, units, administration
 - b. Strategic Planning for 2002-2003 (from UAS 9-27-02)
 - i. Review of salary adjustment process (Chair/Vice Chair reaffirmed process specified in Handbook Appendix D with Provost at 1/17/03 meeting)
7. New Business
 - a. Recommendation on Campus Memo on Reorganization Procedures. (previously distributed and re-attached for your convenience)
 - b. Recommendation on Administrative Manual changes.
 - c. Recommendation on faculty involvement in institutional marketing.
 - d. Recommendation on formation of Provost's Advisory Committee.

4/30/03
dist. by R. Lubbock



INTEGRATED MARKETING

GOAL: To enhance the image, reputation, and visibility of Grand Valley State University

AUDIENCES

- Current and Prospective Faculty/Staff/Students
- Parents/School counselors
- Alumni
- Donors
- Business community/Elected officials
- General public

MARKETING PLAN bridges these two

Outreach efforts determined through research and discussions with committees

CURRENT IMAGE

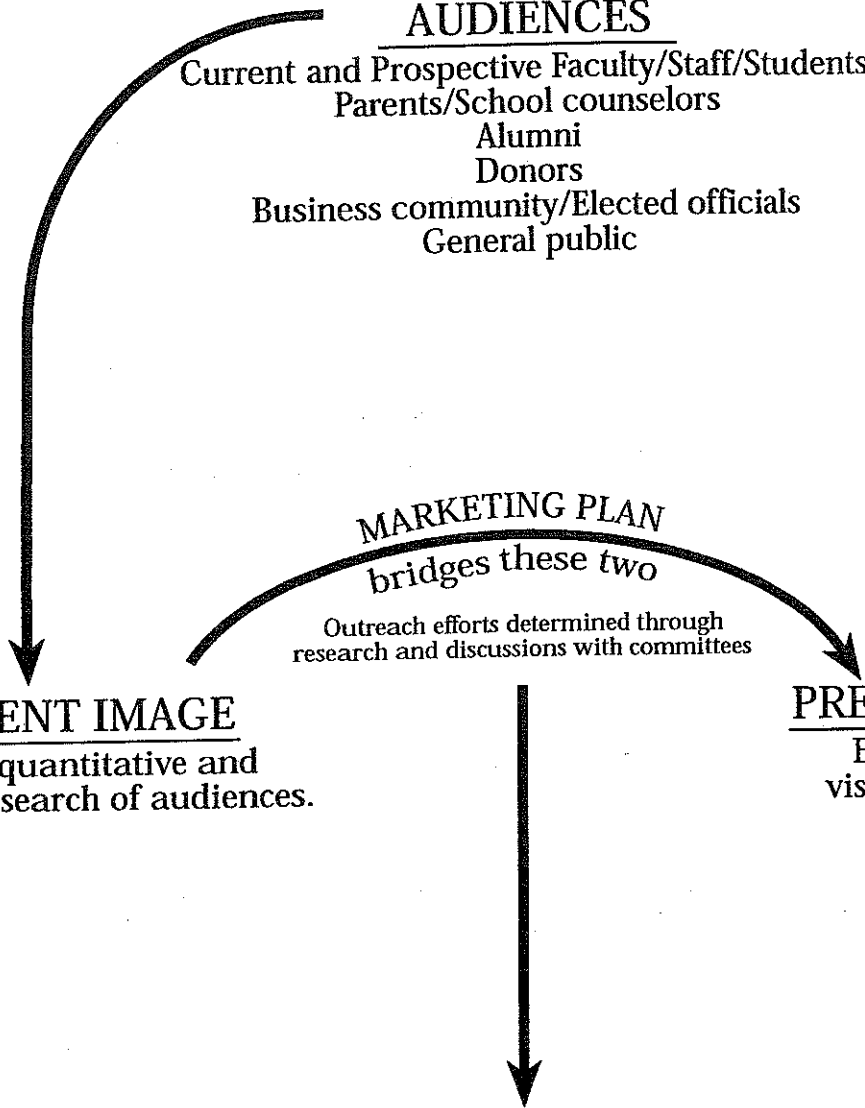
Based on quantitative and qualitative research of audiences.

PREFERRED IMAGE

Based on mission, vision, strategic goals, and research.

OUTCOMES

- Desired Faculty, Staff, and Students
- Alumni participation
- Public support
- Private support





INTEGRATED MARKETING COMMITTEE STRUCTURE

University Marketing Team

(Approve all marketing messages & efforts)

Campus
Marketing
Communications
Team

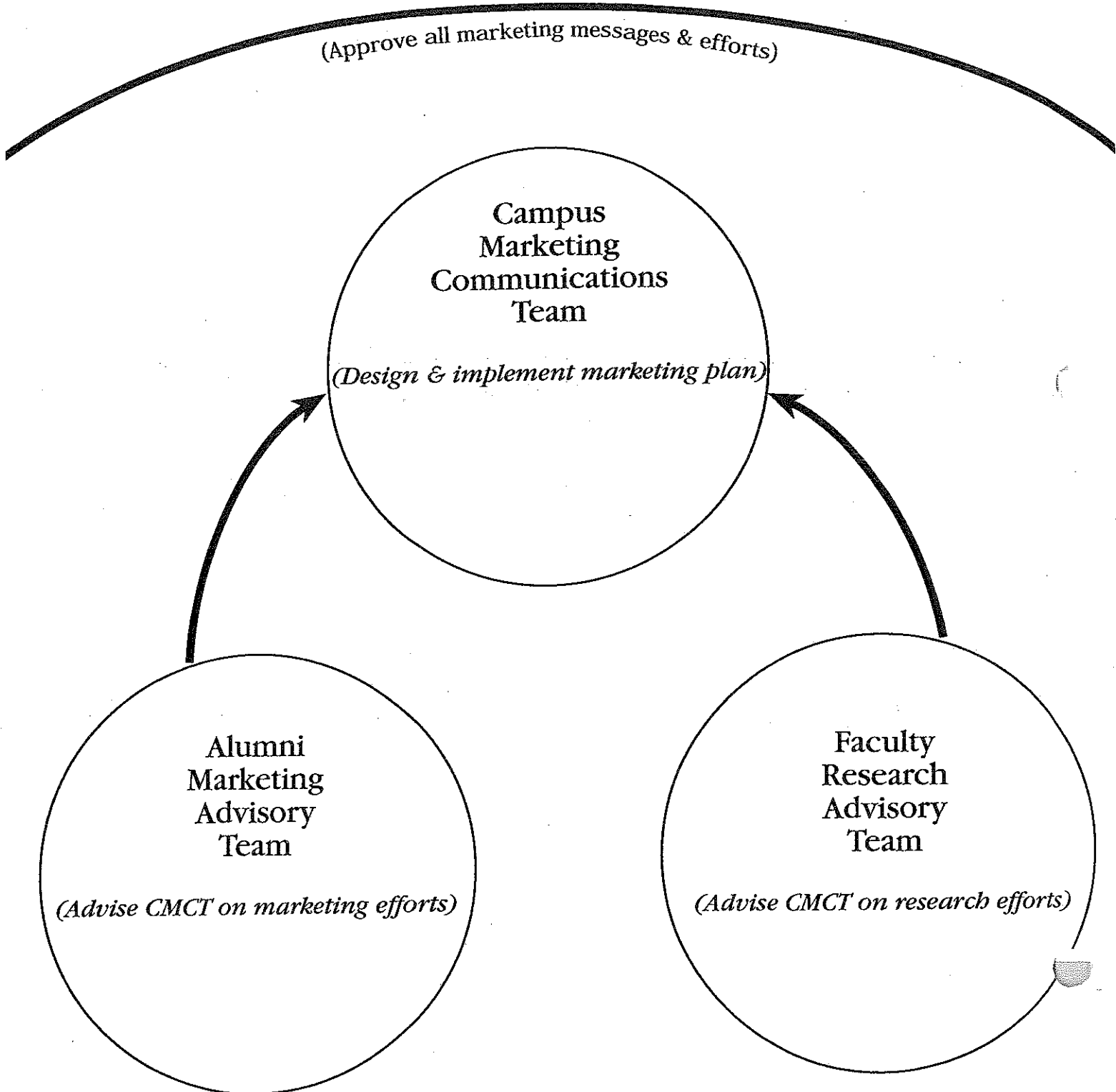
(Design & implement marketing plan)

Alumni
Marketing
Advisory
Team

(Advise CMCT on marketing efforts)

Faculty
Research
Advisory
Team

(Advise CMCT on research efforts)



Memorandum

TO: ECS Members
FROM: Cliff Welch, Chair, ECS/UAS
SUBJECT: Draft "Reorganization Procedure Memo" to all faculty and staff
DATE: 14 April 2003

On March 14 Provost Gayle Davis outlined reasons for reorganizing the Academic and Student Affairs Division. She described the "broad categories of difficulties" she believes reorganization can help to resolve. The current structure hinders progress in such areas as:

- 1) advancing the newly reaffirmed mission statement that places Liberal Arts and Sciences and liberal education at the foundation of all university programs.
- 2) implementing academic affairs policies consistently among academically related units and specific disciplines.
- 3) increasing efficiency and enabling initiative.
- 4) establishing support, information networks and a climate conducive to greater collaborative relationships, sense of intellectual community, and synergy among faculty and students within and across disciplines.
- 5) facilitating work with external academic and non-academic entities.

The Provost called for the creation of a Reorganization Task Force and on April 4, 2003, the University Academic Senate nominated faculty representatives to serve on it. In August, 2003, that task force will report to the campus community reorganization models for addressing the "difficulties" above.

Grand Valley has a tradition of reorganization on both small and large scales. Three major efforts were undertaken within the past ten years and three hefty reports were produced. These are:

- Report of the Commission on Institutional Structure (August 18, 1992)
- Report of the Task Force on Reorganization (January 2000)
- Report of the Task Force on Organizational Structure (November 2001)

One concrete outcome of these efforts was the autonomy of the schools of education, social work, and nursing. Another was the accumulation of considerable experience with the process, the most relevant of which seems to be that associated with the 1999 Task Force on Reorganization. The Senate followed procedures from that effort in collaborating with the Provost in creating the current task force and now presents to the campus community the two part reorganization process to be followed in evaluating the report of the Provost's Reorganization Task Force.

Please see the attached Parts One and Two of the Reorganization Procedure.

Reorganization Procedure
Approved by ECS, October 1, 1999
Revised by ECS, April __, 2003

In considering structural change, ECS will adhere to a logical structure of questions and issues for considering reports on University organization, within which Faculty Governance and the Divisions have time and opportunity to fully discuss each issue in an orderly fashion. We believe the proposals for reorganization need to be put forth within the context of the new Vision, Mission and Values Statement.

Therefore:

1. ECS will receive reports without approving or disapproving them. These reports will be viewed as a basis for discussion and not as substantive proposals in and of themselves.
2. Discussion of these reports will be separated into two parts. First we should address the changes, such as creation of autonomous professional schools that can be accommodated within the existing organizational structure. Second, we should address as necessary the organization of the rest of the units after the acceptance of any of the former changes.

Part I Should new autonomous professional schools be proposed, the proposal writers will follow the guidelines for Part I of this process.

Part II Concerning Reorganization of the University's Structure in Either its Administrative or Academic Areas

Part One

ECS requests the following:

1. That each unit and/or school (hereafter, entity) that proposes to be autonomous provides a concise document which addresses the following questions:
 - a. What advantages/disadvantages does the separation have for your undergraduate degrees? Why are the advantages unachievable within the present structure?
 - b. What advantages/disadvantages does the separation have for your graduate degrees? Why are the advantages unachievable within the present structure?
 - c. What advantages/disadvantages does the separation have for your accreditation? Why are the advantages unachievable within the present structure?
 - d. If separated, how will you still participate in the General Education Program of the University?
 - e. If separated, how will this affect the development of your curriculum and its integration with the rest of the University?
 - f. If separated, how will you maintain links with the units that provide service courses for your degrees?
2. That each proposed autonomous entity should have a vote, by unit, and then by the entire entity on their composition.
3. That each Division affected by the proposal to separate an entity from it should address these questions: what advantages/disadvantages does the entity's separation from your division have for your undergraduate/graduate degrees, for the General Education program of the University, for the development of your curriculum, for its integration with the rest of the University, and for the Division's continued existence and ability to achieve its mission?

4. That the reactions of all Divisions to the separation of any entity from any Division should be invited, as should recommendations on the matter from all relevant University governance committees.
5. That these documents should be reviewed by ECS and then made available to all faculty upon request and by publication on the Faculty Governance web site.

ECS will then formulate proposals as appropriate and request comment from the faculty at a forum. ECS can then decide whether or not to recommend these proposals for final action by UAS. Based on the outcome, ECS can then move on as necessary, to the second part of the deliberations.

Part Two

- A. To enter part II of the reorganization process as defined in 2 above, ECS should invite the campus community to respond to the following questions:
 1. What aspects, if any, of the University's organizational structure do you see as sufficiently problematic to require changes in the existing organization and why?
 2. What changes in the University's organization do you propose? In what ways will the changes in organization that you propose meet the need for change described in #1?
 3. What advantages/disadvantages would these changes have for areas such as undergraduate education, graduate education, accreditation, general education, social and political organization of the campus?
 4. Why are the advantages unachievable within the present structure?
 5. What advantages of the current structure would be lost if it were abandoned?
- B. These responses should be sent to ECS, which will begin reviewing them by November 7, 2003 (in the first instance by sending them to the task force for its study and recommendation). These responses will be made available to all faculty and units upon request. ECS can then formulate proposals as appropriate and request comment from faculty at a forum.
- C. Should ECS decide to advance any proposals to UAS, recommendations regarding such proposals will be invited from all the schools and divisions and from all relevant University governance committees.
- D. This phase of the process will begin during the Fall 2003 semester. ECS should aim to have this phase of the process completed (Part 2) by the end of the semester.