

## **Revised Executive Committee Minutes September 26, 2002**

### **Attendance:**

**Present:** Noel Byrne, Robert Coleman-Senghor, Bob Karsrud, Rick Luttmann, Robert McNamara, Steve Norwick (guest), Elizabeth Stanny, Karen Thompson, Art Warmoth, Steve Wilson

**Absent:** Ruben Armiñana, Bernie Goldstein, Larry Schlereth, Susan McKillop

**Staff:** Carol Tamagni

Meeting began 3:05pm

### **Approval of 9/26/02 Agenda:**

Adjustments:

R. Luttmann: Has asked that No. 13 be moved to No. 9. This is a very short item of business but does need to be discussed at today's meeting.

K. Thompson: Asked if No. 12 should be brought before Structures and Functions Committee prior to the Executive Committee. N. Byrne stated that it was appropriate on the Executive Committee Agenda.

*No other objections. Approved as amended.*

### **Approval of 9/12/02 Minutes:**

S. Wilson: Page 9

3. Provost/Vice President - Bernie Goldstein

Presently working on a response to the WASK Report.

Correction: Presently working on a response to the WASC Report.

Page 6:

No. 11 Committee vacancy should read: Brian Wilson (Music)

Page 5: : ↩

FSAC - Elizabeth Stanny

Item 2:

Working on URTP document to make explicit that members of different levels of RTP committees cannot initiate meetings about a candidate.

*No other objections. Minutes approved as amended.*

**Correspondence Received:** None

## REPORTS

### 1. Chair of the Faculty - N. Byrne:

Announced that he would be attending the Statewide Meeting of Senate Chairs on October 10<sup>th</sup>. R. Luttmann will serve in his stead at the next Executive Committee Meeting.

### 2. President of the University - R. Arminana:

No report

### 3. Provost/Vice President - Bernie Goldstein

No report

### 4. Statewide Senator Report from S. McKillop:

No report

### 5. Report from Chair-Elect of the Senate - R. Luttmann:

Stated that all his reports could be covered under Business.

R. Luttmann also stated that he had received four nominations in regards to the Provost Search Committee and additional nominations would be sought from the Academic Senate floor at the next meeting. With that information, R. Luttmann stated that he would need C. Tamagni's assistance next Friday to send out ballots via e-mail and to also set up e-voting.

### 6. Report from the Vice President of Admin. & Finance - L. Furukawa-Schlereth:

No report

### 7. Chairs - Standing Committee Reports:

#### APC - R. Coleman-Senghor:

Moving forward on Implementation and Goals document.

Working on presenting WASC timeline schedule to the Executive Committee.

Has only three more meetings with the Deans and will now begin to meet with VP's.

Both committees (EPC and APC) are working on a Resolution regarding Academic Planning. WASC will be used for planning issues and to align with faculty. When complete, it will be presented to Administration.

#### EPC - A. Warmoth

A. Warmoth noted that since the proposed Resolution for Academic Planning was still on the agenda for APC/EPC, he encouraged anyone who wanted to "get in on the act" while this is still in committee, please let him know.

### **Student Affairs - Karen Thompson**

No report at this time, but did ask a question of A. Warmoth.

Last May, an EPC recommendation on the EMT program that went before the Academic Senate. Two parts were resolved. The third part was sent back to Student Affairs. Does she need to have her committee report back.

Warmoth stated that EPC was planning to get together with Student Affairs to discuss this but was waiting for Student Affairs to initiate.

K. Thompson stated that she would welcome a charge to work on this.

Warmoth again stated that he would get a group together for discussion and that he would also bring in Sam Brennan who was involved last year.

### **FSAC - Elizabeth Stanny**

A member from University RPT will be gone for one year and so will need to be replaced. E. Stanny needs to know if an election needs to be held, or can someone be recommended.

R. Luttmann and N. Byrne thought it appropriate to hold an election. This will be "piggybacked" onto the Provost election.

E. Stanny to email the details to R. Luttmann. Nominations will also be sought on the Senate floor.

*(Senate Agenda item)*

## **BUSINESS**

### **9. Structures and Functions Recommendations for Various Committee Memberships**

The Executive Committee *unanimously approved* the following recommendations made by the Structures and Functions Committee:

#### **Structures and Functions Committee:**

Brian Wilson (Music) - Arts and Humanities

#### **Sonoma State Enterprises Board:**

Carlos Benito - Economics

#### **Academic Freedom Committee:**

Heidi LaMoreaux - Arts and Humanities

Victor Garlin - Business and Economics

Martha Ruddell - Education

Jan Beaulyn - SSP

Lea Ann (Beez) Schell - Natural Sciences

Sascha von Meier - Social Sciences

The Library position is still open, pending volunteers.

**President's Budget Advisory Committee:**

John Kramer (Political Science)

**Campus Re-Engineering Committee**

Elaine McDonald (Math) - to replace Catherine Nelson for Fall term only.

R. Luttmann will notify the winners.

**8. Resolution In Support of Conducting an Audit of Greenhouse Gas Emissions at Sonoma State University in Conjunction with Sonoma County Climate Protection Campaign.**

Dolly Freidel gave background information regarding this resolution.

Began by stating that the Resolution provided with today's agenda had been modified. The Resolution was created to assist a group of SSU students and faculty who will be working with the community to generate change regarding our role in how we contribute to global warming.

We know this is happening, now we need to discuss how our campus can stop contributing to global warming. This Resolution is a first step in a way to bring attention to the campus community. All of the major cities in Sonoma County have agreed to do an audit then a proposal to reduce emissions by 20%. SSU students will do the audit of the campus and various administrative groups will assist students to input information into specific software. A report regarding this audit will be available in May 2003.

Students of the following schools: Hutchins, Geology, Biology and Philosophy will be involved in conducting this audit and will be supervised by SSU Faculty.

This project is supported by the International Council for Local Environmental Initiatives (ICLEI), who is also providing a specific software package for data gathering and analysis.

All SSU campus activities will be evaluated: Lighting, parking, driving habits, etc.

**Timeline of Events:**

February 2003: Lisa Sloan, Professor from Santa Cruz will be here to speak on what will happen if emissions are not reduced.

April 2003: Community Get-Together

Government Agencies and Teachers will meet at elementary and secondary schools to discuss plans for changes.

May 2003: Final report to be presented by students.

R. Luttmann: Stated that this is a terrific idea and felt SSU should be a leader in this area.

## **Resolution In Support of Conducting an Audit of Greenhouse Gas Emissions at Sonoma State University in Conjunction with Sonoma County Climate Protection Campaign. - continued**

His feedback was as follows:

- Would be helpful to have a list of those faculty members that will be involved to present to the Senate.
- The wording in the Resolution is vague and needs to be clean and concise.
- What is it that is needed from the Senate?

R. McNamara: The wording needs to be tighter, otherwise the Senate will debate.

R. McNamara, R. Luttmann and R. Coleman-Senghor will assist D. Friedel and her group on the rewording for presentation to the Senate.

After corrections are completed, it was agreed that the Resolution may go to the Senate.

*(Senate Agenda Item)*

### **10. Integrated Communications Committee**

Lynn McIntyre provided the Executive Committee with the background regarding the decision to introduce a new logo to SSU.

She noted that APC was aware of this issue since they had already met. She further stated that this discussion was for information purposes only.

L. McIntyre has been here for eight years and several things came to her attention:

- The community was largely unaware of what SSU did.
- Communication not only lacking, but incohesive amongst the departments.
- No visual identity

This was why the Integrated Communications Committee (ICC) was formed. ICC then began to work on marketing strategies - marketing the story of SSU.

L. McIntyre briefly discussed her handout. She stated that this was clearly a work in progress as A. Warmoth noted several omissions regarding SSU contributions:

- No discussion of alumni achievements
- SSU is an economic resource to the local economy
- SSU's contribution of trained employees to the workforce

K. Thompson asked why we needed something different from the university seal.

S. Kashack responded that the seal we are presently using is an official seal - not a logo. Most CSU's reserve their seal for important documents like diplomas, legal papers, press releases etc. Logos are appropriate for t-shirts, banners and

## **11. Integrated Communications Committee - continued**

advertising. The committee has come up with the decision to create a logo based on information that had gathered and will be working with a timeline (see attached document). The primary goal for the next month is to meet with focus groups to inform them of the logo progress and to gather feedback. One of the questions asked at the focus groups was regarding what made students and faculty think of the University. The majority of the responses were:

- The unique closeness of students and faculty
- The quality of the university
- Excellence in teaching
- The campus grounds
- The physical location of SSU
- The hills

Kerry Gilbert (Extended Education) who is designing the logo came up with 40 different designs. By November Kerry will be asked to take the feedback from S. Kashack and redesign and present 7 to 10 logos for review.

By March of 2003, a final decision on the logo will be made.

## **12. University Logo Update**

K. Thompson asked why we were doing "double duty" with the logo since we had just updated the athletic logo. She had been informed that the University / Athletic logo would be the same.

S. Kashack was not aware of this but would have a conversation with Mitch Cox.

R. McNamara asked if this item was to go in front of the Academic Senate and if so, what else was needed. S. Kashack responded that this was just informational only and would not have to be presented to the Academic Senate.

Several of the members stated that they really liked the present logo (seal) and would actually miss seeing it used in the present manner.

R. McNamara was also concerned about the use of marketing in relationship to the University. There are many visions of SSU not just the one that the "marketing" department of University Affairs would generate.

L. McIntyre responded by stating that she fully agreed with R. McNamara's statement that there were many visions of SSU. But she continued by say that while are enrollment has increased, it may not continue to do so in the future. Universities are facing competition from not only other universities, but also from alternative schools and online education. We need to start acting now and preparing for the future.

### **13. University Logo Update - continued**

S. Kashack responded to a comment regarding the cost of creating this logo. Since Kerry Gilbert an SSU employee was working on the design of this logo, the cost was must less than having to recruit someone from the outside.

R. Coleman-Senghor stated that San Marcus, Santa Cruz and Humbolt State all had distinctive logos. Wanted to know how the campus was going to be marketed to his community. Wants to know where we are going.

He stated that we are no longer a community or even a regional university - we are now a national university. Students and faculty come to us from around the world. So we need to start reaching out farther and farther. SSU has always been a business. Example is Harvard. Harvard taught the clergy, but they also charged the clergy for instruction. Harvard's charter reads like a corporate document. Long range planning can tie the logo into the faculty vision. We need to be able to compete. All major universities send out up-to-date slick information packages - we need to compete otherwise our kids will go elsewhere. We are also not as diversified as we think we are. Many major university are sending out "slick information" to target a more diverse student population. These universities don't mess around, they want the best students.

Just because something is not broke...that does not mean it does not need to be improved on.

S. Wilson: Concerned about the word marketing. Not productive. Concerned that we will be more concerned about the packaging of the university rather than the substantive nature. Just the fact that we are hiring 40 more tenure track faculty will help our image.

E. Stanny really liked the idea, but instead of using marketing, what about "public policy".

L. McIntyre stated that we need to start advertising our substance not only to the students but to the community at large. We need to advertise all the wonder, great things we are doing.

N. Byrne announced that time was running short and the Senate Agenda needed to be reviewed and approved.

### **14. SSU Excellence in Teaching Award**

E. Stanny informed S. Kashack that FSAC had already revised this award and asked if they could present. S. Kashack had no problem with this since they were just making some suggestions.

### **15. Student Affairs Committee by-Laws**

K. Thompson: Stated that this item could wait for another meeting.

*(Note: The Executive Committee was running short on meeting time and there were several other issues that needed to be discussed prior to the close of this meeting.)*

**16. Provost Search Committee Update**

The following have been nominated thus far for the Provost Search Committee. Steve Orlick, Robert Coleman-Senghor, John Kramer, Paula Hammett and Rick Luttmann.

**(Senate Agenda Item)**

**17. Approval of Senate Agenda for October 3, 2002**

Amendments as follows:

1. Provost Search Committee, Final Nomination Appointment.
2. Approval of School Calendar (2<sup>nd</sup> Reading)
3. Resolution Regarding Greenhouse Gas Emissions (1<sup>st</sup> Reading)
4. Constitutional Amendment regarding Article III, Section 2.1 (1<sup>st</sup> Reading)
5. Constitutional Amendment and By-Laws Change regarding Staff Representative (1<sup>st</sup> Reading)

As Information Items only:

Emeritus Dinner move to Fall Date  
Campus Parking

**5:10pm ADJOURNMENT**

*Respectfully submitted by Carol Tamagni*