

Academic Senate Minutes  
April 1, 2004  
3:00 – 5:00 Cooperage One

Proxies: Debora Hammond for Heidi LaMoreaux, and Art Warmoth for Bob Karlsrud

C. Nelson was attending a Chair's meeting in San Francisco. M. Dreisbach chaired the meeting.

Consent items:

Approval of the Agenda – Approved.

Minutes – delayed

Potential Emeritus Faculty from '02-03 – Approved.

It was announced that Susan McKillop has been selected to receive the Wong Excellence in Teaching Award from the CSU. (applause)

M. Dreisbach introduced Stuart Jones who was present to follow up on some information for the Senate.

S. Jones said he wanted to talk about the comment the President made at the Budget Summit about a campaign to raise monies to preserve the academic quality at Sonoma State. The Development office has been working on such a campaign for the last couple of weeks. They anticipate raising funds to preserve academic quality and have a number of targeted areas they want to approach. First, they will go to our own Academic Foundation. We think they will be able to provide us with critical seed money for the campaign and support for the campaign. One of the audiences that have a vested interest in having student have the kind of experience they initially enrolled for are the parents of existing students. They anticipate sending letters to each of them and also meeting some face to face. We also have about 30,000 addressable alumni, meaning we have current name, address, etc on them. We will be making an appeal to all of them in the coming weeks and months. We also anticipate going to the corporate community in Sonoma Count and beyond. We think they have a vested interest in seeing us continue to grow and in providing academic quality. We anticipate coming back to the faculty and staff, if the body advises it. And finally, the President has instructed him to talk to all individuals, particularly large donors to the university, and invite them if they wouldn't support this cause. They plan to launch the campaign publicly in the next few weeks. He said the amount of money they anticipate raising is hard to determine. The university does not have a long and sustained history of annual fund. We've been very successful in major gift areas, but he thinks it's difficult to predict how much they can raise. Whatever is raised it will not be from lack of effort. As per President directive, we will turn over every stone and raise as much as possible.

## Questions for S. Jones

The first speaker stated that this is really good news. It is important that the funds raised go to supporting instruction for faculty to be interested in donating. Speaking as a donor to the Community Solidarity fund be used for what it was intended which is opening new classes. We have student who will not graduate because they couldn't get into a statistics class.

S. Jones said he will not be the one deciding where the money is spent. He will go ask for it and try to get it unrestricted or try to see that it is for instruction, beyond that others will be involved in how those funds are disbursed.

It was asked who will decide where the money will go and if donors will be approach to donate the money specifically to disciplines. She suggested developing a committee that included faculty that would assist in deciding where that money went for instruction.

S. Jones said one of the questions they have not resolved is whether this is a stand alone campaign or we're simply asking for one purpose, for instruction or whether we roll this campaign into our annual fund where the donor has a menu of choices such as scholarships, faculty development, instruction, etc. He will look for the Senate's feedback on that.

E. Ochoa said the idea was to characterize this drive as fund for academic quality or possibly academic excellence. This would be a way for donors to support the core mission of the university and try to leave it as unspecific as possible in terms of support academic functions. How we would allocated it at this point is to hold down the class size from ballooning out of control where quality of instruction deteriorates beyond redemption. If the fund becomes a permanent part of the landscape and as we recover, it could become a fund for excellence that we could perhaps target in other ways. The idea is to maintain flexibility and to have it support the core academic mission of the university. He anticipates it rolling into the normal decision making process of the VPBAC.

A student senator said the what makes for quality education for him is access to teachers and that means low class sizes, etc. He hoped that is the focus of the campaign and that students are involved in the process as well as faculty. He said it seems that the focus right now is not on keeping faculty and he hopes that becomes the campaign's focus and he thinks he is speaking for a lot of students on this point.

It was noted that the Development website does not indicate opportunities to give for instruction at this time. It was suggested that the website be updated as soon as possible. It was also suggested that the Green Music Center donors be asked for money again.

S. Jones said it will go on the website when it is more defined. The web is good for information, but a lousy way to raise money, except in politics. Actively engaging the corporate community, the alumni, the parents, the faculty and staff of the university and truly impressing the important need and the crisis that we are in is what we need to

do. We are not going only to the Green Music Center donors, but also the 30,000 alumni and previous donors to the university to convey to them the importance of this campaign.