Faculty Senate Meeting Minutes
January 23, 2017

Recorded Attendees

Senate Members: Randall Gooden (Chair), Kathryn Pratt-Russell (Vice Chair), Seth Shaw (Secretary), Marcy Butler, Debra J. Cody, Laura Herndon, Craig Hill (additionally serving proxy for John Mascaritolo), Adam Kubik, Keith Miller, Kendolyn Smith, Meri Beth Stegall, J. Celeste Walley-Jean, Mark Watson, and David Williams.

Guests: Kevin Demmitt, Maritza Ferreira, Elaine Manglitz, and Kara Mullen.

Minutes

I. Reading and Approval of the Minutes
   a. November 28, 2016 Minutes approved with no objection

II. Reports of the President and Provost
   a. President’s Report – the president was absent to attend a funeral
   b. Provost’s Report
      i. President probably would have talked about governor’s projected budget. Our projects still have to make it through legislature’s budget. Included is a 2% merit pay raise. We won’t know until April.
      ii. Registration report (see Appendix A)
      iii. DFW (grades) rates discussion (see also Appendix A) - Williams: reports on data for Math 1501 (which has higher than normal DFW rate). Around 2014, the data show that DFWs roughly doubled. Is there something special about 2014? Provost: mainly a blip, probably. Doesn’t know. Williams: Discussion of DFW rates vs. success rates. I don’t consider either of those measures to be appropriate measures of success. I think we should ask students to consult with faculty before withdrawing. Provost: there is a group looking at that issue (routing of approval for withdrawal). There is additional problem with students withdrawing from courses and then not counting as full-time for financial aid. Celeste: does Provost office get info on whether student was failing when they dropped the course? (because faculty could explain that they had only failed one test (10%) for example. Provost: that needs to be considered as well. Gooden: another example is students with work schedule changes, having nothing to do with capability or course status during withdrawal. Provost: Students don’t understand the ramifications. Gooden: not certain the policies are well understood by faculty. Provost: even affects dual-enrollment where grades need to stay up to keep status for move-on-when ready.

III. Reports of Special Committees
IV. Special Orders
V. Unfinished Business and General Orders
VI. New Business
   a. Motion to Request the Faculty Affairs Committee to Make Recommendations on Requiring That Changes to the Faculty Handbook Be Voted upon by the Faculty.
      i. Moved by Walley-Jean, seconded by Williams.
      ii. Discussion: Williams: Not sure where the current version of the by-laws is. Faculty By-laws seem to be up-to-date? Should we not have a Faculty Senate page? The CIMS Dean was unaware of the change voted upon at the last meeting. How will policy changes be disseminated? Gooden: The Provost’s office provides administrative support and there is sometimes a disconnect. Things fall
between the cracks sometimes. Miller: This goes way beyond the page on the Provost’s site (cites HR). Where is it documented how the handbook should be updated and the Senate’s role. There is a danger that a handful of senators can make a Promotion and Tenure change. Gooden: Faculty Handbook is not necessarily only a product of the Senate. It appears that we would need a By-Law amendment to change things. Miller: who owns the handbook? It should be documented. Gooden: Handbook is a product of the Provost’s office; some of which comes from the Senate. Our authority to update the portions is documented in the By-laws. Williams: President has the ability to rule on this. Perhaps we can get President Hynes to delegate authority to the Senate to manage the Handbook. Gooden: indicates that this management work is laborious and the Senate doesn’t have the time to maintain the site and handbook. Walley-Jean: indicated that the discussion thus far does not pertain to the motion at hand. Provost: there has become a muddling of tradition with some Board of Regents policies. Perhaps a task-force to settle out workflow and what belongs where. Williams: We recognize admin support and time. The Senate didn’t have a secretary in the past, admin support phased out because admin support expressed discomfort not understanding what was being discussed. It is important that we (the Senate) take ownership. We cannot shirk our responsibility. Would rather see an officer responsible for maintaining these documents and passing them on when replaced. Gooden: suggests, having this discussion another time and focus on the motion pending. Walley-Jean: The Faculty Affairs Committee should consider what faculty need to vote on and what is simply administrative. Faculty voting on everything could get tedious. Williams: For example, changes from the Board of Regents were automatically approved in the past; the Senate took notice but didn’t require a faculty vote.

iii. Motion carried with one abstention.


i. Presented a draft policy (see Appendix B) recognizing the need to streamline official communication and mass-email policies.

ii. Questions & Discussion: Miller: Does this include a disallowing reply-all? Ferreira: That is an action-item. William: opposed to limited ability to communicate with colleagues. Miller: This policy doesn’t not allow you to contact any member of your faculty members. It limits access to the All-Faculty list which is well within the purview of administration. Ferreira: Asserts the policy is not intended to limit access to faculty members. We’ve seen the best and worst uses of the lists. A shooter on campus alert (an issue of safety) v. faculty discussion of parking guidelines (which saw a lot of complaints). Faculty are filtering messages to trash because of this issue which is a safety issue. Pratt-Russell: the policy lists workshops and other events, but these are faculty business. We need to let each other know about these events. Meri-Beth Stegall: Parking-gate may have caused some complaints but squashing relevant faculty discussion of an important issue inhibits free-flow of ideas. Gooden: if this avenue for discussion is closed-off the faculty need another outlet for faculty to express themselves. Miller: There is nothing stopping anyone from calling a town-hall. The problem is that reply-all is too easy. This is not about free speech; it is about the technical capabilities of the campus. Ferreira: we looked at other campus policies. They are trying to improve. We want to make sending information convenient but we have to clean up communications due to existing problems and complaints. Smith: This would not apply to department, but to the whole campus? Ferreira: Yes. College levels are not controlled, some expressed some more control of those lists in some cases due to commercial abuse of this. Miller: this is a free speech issue because there is a monitor. That is unacceptable. When we changed the rules on email voting, we posted it to faculty-all because the other channels were not available. Find a policy where there is not a person filtering communication. Williams: this is nothing about this that doesn’t equate rules around the rules around the rights to assemble. Watson: in the last years, he has never had a problem, even with parking gate. Strongly opposing this policy. It is a person’s job to sort their
email. **Walley-Jean:** amplify that workshop and event notifications should be allowed. Are we killing a fly with a machine-gun? Fears this will bog things down when they want to send notes about workshops. We are creating a solution without a problem. **Ferreira:** we are getting complaints, just last week, from students. **Walley-Jean:** we aren’t talking about students. We are talking about faculty. Don’t over restrict faculty because we are different from other groups. **Provost:** what one person considers critical someone else considers frivolous. Other institutions will have differing lists, for example, one for issues and another for general conversation. Another outlet with less control. **Ferreira:** if you setup a list there must be an opt-out. **Cody:** are adjunct on all-faculty? **Ferreira:** Yes. **Gooden:** The Provost’s idea is good. Personal faculty connections do mean a lot more than getting generic announcements from the events lists. We can email individually, but that takes more time. **Walley-Jean:** draft status and process for the policy’s approval? **Ferreira:** Taking it to Staff Council for more feedback. A few items about department rules based on student complaints. Ready to have feedback to prepare Final draft should be had at the beginning of the month. **Stegall:** this draft policy should go to the all-faculty list so that all the faculty can give feedback so that it isn’t just the complainers you hear from. **Walley-Jean:** is there an approved by date? **Ferreira:** we want it approved by March. Send comments and feedback to her. **Pratt-Russell:** how long would it take to setup an alternate email? **Demmitt:** Email may not be the best channel; additional channels should be discussed. FAC should discuss frequent faculty communication. **Walley-Jean:** Ferreira mentioned other forums, what other forums should we be using? Can we get a cheat-sheet about what needs to be sent where, specifically?

VII. Motion to adjourn by Butler with Cody seconding. Adjourned at 12:15.
Appendix A

Provost’s Distributed Notes
DFW Rates are a national concern

- Purdue: change culture from weed them out to help them out
- At Clayton State, approximately 10 percent of our courses with 10 or more students have DFW rates of 30 percent or higher
  - Affects financial aid
  - Enrollment
  - Graduation rate
  - Two givens:
    - Many students are poorly prepared to do college level work
    - We should not lower our academic standards
  - We must continue to find ways to help them be successful
    - Out of the classroom – child care
    - Academic support
      - PBI grant will focus on courses that consistently have the highest DFW rates
      - Mentors, tutors, supplemental instruction
    - We will also be looking for faculty support

Reroofing will start soon – it will be noisy and smelly. We will do our best to keep faculty informed and to find alternative classrooms if necessary
Spring Summary
Today we are at 6,719 registrations for Spring 2017. Our final enrollment for spring 2016 was 6,675. This is an increase of 0.7%.
• First time in 3 years that we have had an increase from spring to spring

Summer Summary
We are at 2,109 registrations for Summer 2017. Last year today we were at 1,961. This is an increase of 7.5%.
• Very optimistic that we can sustain the growth that took place last year
• We had the highest summer credit hour increase in the
USG without external factors like, fall changing
Our official retention rate is 71.3 percent
• An increase of 1.3 percent over last year

Our 4-year graduation rate declined to 9.9 percent
• Will take a while for improved retention rate to work through and affect graduation rate
Appendix B

Mass Email Policy, V4 (January 20, 2017)

The Office of Marketing & Communications
Clayton State University
Mass Email Policy
DRAFT
Last updated 1.20.17

The Office of Marketing & Communications is the primary agent at Clayton State University with the authority to disseminate messages to the campus community via mass e-mail. Others will be identified and provided permission based on need and role of responsibility.

The University recognizes that email is an efficient and cost-effective means for campus groups to reach internal audiences. At the same time, members of the University community have expressed an aversion to unsolicited, mass-distributed internal email.

Research suggests that the overuse of email messaging through all-University email groups negatively impacts the University’s ability to deliver messages of critical importance. Also, email spam exposure impacts an organization economically and leads to significantly lower engagement. Also, feedback received by the Internal Audit Survey, distributed in line with Strategic Plan 2022, included that individuals would like to reduce messages with information that is not relevant to them.

This policy is to ensure critical, relevant, time-sensitive messaging and emergency alerts are not overlooked, especially during a potential crisis on campus. It also identifies the roles and responsibilities of the various stewards of mass email communication.

SCOPe OF POLICY
This policy addresses mass messaging sent through AllCurrentlyEnrolledStudents@groups.clayton.edu, AllFaculty@groups.clayton.edu, and AllStaff@groups.clayton.edu.

These three email groups are distinctive in the following ways:
- They reach all faculty, staff or students.
- Membership is required; these email groups have no opt-out function.
- They were created so members of the community could be quickly reached with critical University information.

CRITERIA FOR MASS EMAIL APPROVAL
The content of mass e-mail communications should fall within the appropriate topics listed below, and it must not violate other policies of the University. All other content will be disseminated via the proper channels which may include University Calendar, Newsroom, E-newsletter, social media, Inside Clayton State, etc.

Messages must:
- Be critical, time sensitive, and germane to the University’s mission (e.g. Administrative information that is time-sensitive, United Way Campaign, Day of Giving, Faculty/Staff Fund Drive, ITS announcements about technology outages, Campus-wide policy changes)
• Address a recommended or required student or employee activity that applies to all or the vast majority of listserv members (e.g. Deadline information for University processes Register for Classes, Renew your Parking Pass, Elect Annual Benefits through Open Enrollment)
• Address an issue of campus safety or health (e.g. Crime/Emergency Alert, Flu Shot Clinics)

Inappropriate mass e-mail topic examples:
• Information items or announcements (surveys, workshops, events, fundraisers, etc.)
• Commercial announcements or invitations
• General Solicitations
• Personal messages
• Messages that violate University policies
• Job postings

Messages are evaluated by the Office of Marketing and Communications.

High volume of emails:
The frequency of emails disseminated should be kept to an appropriate amount to give receivers adequate time to respond.

Email groups:
Email groups managed by offices/departments for certain business affairs should be used specifically for outlined reasons and should not promote additional information unrelated to the group.

A note of caution:
The University highly discourages the creation of email lists comprised of campus members who are included without their knowledge or permission, and notes that creating such lists violates CAN-SPAM legislation. Creators of these types of lists are required to immediately honor an individual’s request to be removed.

EMAIL GROUP OWNERSHIP AND APPROVAL PROCESS
The ability to post to University email groups is a privilege. The University may restrict or remove an individual’s ability to post to email groups, with or without notice, if it is determined that the individual or the information is in violation of this policy or other University policies. With the exception of the units listed below, no person, organization, department or entity should send campus-wide messaging to University-wide email lists at Clayton State University.

Management duties for AllCurrentlyEnrolledStudents@groups.clayton.edu, AllFaculty@groups.clayton.edu, and AllStaff@groups.clayton.edu are shared in the following manner:

<table>
<thead>
<tr>
<th>Governance Structure</th>
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<tbody>
<tr>
<td><strong>Office of the President</strong></td>
</tr>
<tr>
<td><a href="mailto:AllCurrentlyEnrolledStudents@groups.clayton.edu">AllCurrentlyEnrolledStudents@groups.clayton.edu</a>, <a href="mailto:AllFaculty@groups.clayton.edu">AllFaculty@groups.clayton.edu</a></td>
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<tr>
<td>Office of Marketing and Communications</td>
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<tr>
<td>---------------------------------------</td>
</tr>
<tr>
<td><a href="mailto:AllCurrentlyEnrolledStudents@groups.clayton.edu">AllCurrentlyEnrolledStudents@groups.clayton.edu</a>, <a href="mailto:AllFaculty@groups.clayton.edu">AllFaculty@groups.clayton.edu</a>, <a href="mailto:AllStaff@groups.clayton.edu">AllStaff@groups.clayton.edu</a></td>
</tr>
<tr>
<td>Department of Public Safety</td>
</tr>
<tr>
<td><a href="mailto:AllCurrentlyEnrolledStudents@groups.clayton.edu">AllCurrentlyEnrolledStudents@groups.clayton.edu</a>, <a href="mailto:AllFaculty@groups.clayton.edu">AllFaculty@groups.clayton.edu</a>, <a href="mailto:AllStaff@groups.clayton.edu">AllStaff@groups.clayton.edu</a></td>
</tr>
<tr>
<td>Information Technology and Services</td>
</tr>
<tr>
<td>Human Resources</td>
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<tr>
<td><a href="mailto:AllFaculty@groups.clayton.edu">AllFaculty@groups.clayton.edu</a>, <a href="mailto:AllStaff@groups.clayton.edu">AllStaff@groups.clayton.edu</a></td>
</tr>
<tr>
<td>Office of the Provost</td>
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<tr>
<td>Division of Student Affairs</td>
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<tr>
<td><a href="mailto:AllCurrentlyEnrolledStudents@groups.clayton.edu">AllCurrentlyEnrolledStudents@groups.clayton.edu</a></td>
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Office of Enrollment Management is authorized to send messages about important student deadlines as it pertains to enrolling into classes. e.g. Drop/Add deadlines

**BEST PRACTICES FOR EMAIL MESSAGES**

Entities distributing email messages should adhere to the following effective email practices:
- The announcement uses an official departmental email that signals its status as an official University announcement versus using an individual person’s email.
- The **Subject** line is brief and descriptive. Don’t use ALL CAPS.
- The **From** line identifies the sender.
- **Bcc** Email Group
- Attachments are PDF-formatted only.
- The text should:
  - Use a minimum of HTML coding and images.
  - Avoid background images layered with text.
  - Indicate to whom the message is being sent.
  - Indicate why the message in being sent.
  - Be brief. Use short sentences and paragraphs.
  - Drives recipients to other locations for further information.
  - Include contact information if needed: an email address and phone.
  - Double-check your copy for spellings and grammar.
  - Double-check links.