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**MINUTES 2018-2019**  
**UW-GREEN BAY FACULTY SENATE MEETING NO. 1**

Wednesday, September 12, 2018  
1965 Room, University Union

Presiding Officer: Gail Trimberger, Speaker of the Senate

Parliamentarian: Steve Meyer, Secretary of the Faculty and Staff

PRESENT: Heather Clarke (BUA), Jason Cowell (HUD), Christin DePouw (EDUC), Mike Draney (NAS), Hernan Fernandez-Meardi (HUS), Greg Davis (Provost, *ex-officio*), Joan Groessl (SOCW), Stefan Hall (HUS), Richard Hein (NAS), Maruf Hossain (NAS), Dana Johnson (SOCW), Mark Klemp (NAS-UC), Jim Loebel (BUA-UC), Kaoime Malloy (THEATRE), Ryan Martin (HUD-UC), Gary Miller (Chancellor, *ex-officio*), Paul Mueller (HUB), Rebecca Nesvet (HUS), Megan Olson Hunt (NAS), Uwe Pott (HUB), Matthew Raunio (BUA), Bill Sallak (MUSIC), Sawa Senzaki (HUD), Jon Shelton (DJS), Courtney Sherman (HUS-UC), Gail Trimberger (SOCW-UC), Katie Turkiewicz (ICS), Brenda Tyczkowski (NUR), Kristin Vespia (HUD-UC), Sam Watson (AND), Aaron Weinschenk (PEA), Brian Welsch (NAS), and Julie Wondergem (NAS-UC)

NOT PRESENT: Sampath Ranganathan (BUA)

REPRESENTATIVES: Jan Snyder and Kim Mezger (USC), Lynn Niemi (ASC), and Selena Deer (SGA)

GUESTS: Scott Ashmann (Assoc. Dean, CHESW), Janet Bonkowski (Executive Director, Marketing & University Communications), Kate Burns (Assoc. Prof., HUD), Matt Dornbush (Assoc. VC for Academic Affairs/Director of Graduate Programs), Clifton Ganyard (Assoc. Provost), Paula Ganyard (Director, Cofrin Library), Bud Harris, Doreen Higgins (Assoc. Prof., SOCW), Jennifer Jones (Director, Admissions), Ben Joniaux (Chief of Staff), John Katers (Dean, CSET), Holly Keener, Mike Kline (Men's Cross Country Coach), Upal Mahfuz (Asst. Prof., NAS), Rebecca Meacham (Prof., HUS), Amanda Nelson (Assoc. Dean, CSET), Chuck Rybak (Dean, CAHSS), Sheryl Van Gruensven (Vice Chancellor for Business and Finance), Bob Wenger, Paul Willems, and Mike Zorn (Associate Dean, CSET)

### **1. CALL TO ORDER.**

Like a seasoned professional, Speaker Gail Trimberger “got the party started” at 3:02 p.m. calling to order the first Faculty Senate meeting of the 2018-19.

### **2. APPROVAL OF MINUTES OF FACULTY SENATE MEETING NO. 8, April 25, 2018**

Minutes from the last Faculty Senate meeting of 2017-18 were declared wunderbar (no, that is not a new type of chocolate candy) and passed via consensus.

### **3. SENATOR INTRODUCTIONS**

Each senator – veteran, rookie, and brand new colleagues from the Branch Campuses – was asked to introduce him/herself. As an added touch, each brought with them a stack of trading cards with their likeness on one side and their statistics on the other. Hold on to them, those rookie cards will be valuable in the future.

#### **4. CHANCELLOR'S REPORT**

After welcoming everyone back to a new academic year, Chancellor Miller called everybody's attention to the activities and new traditions being started in Student Affairs. During FOCUS Orientation, over 500 freshmen participated in a Student Service Project at Bay Shore County Park. This was followed by a trip to Lambeau Field where students enjoyed dinner, music, and entertainment in the (air-conditioned) luxury suites. Students also participated in the first ever Student Convocation held in the Weidner Center.

There is good news to pass along in a number of areas. Enrollment numbers are very encouraging. The August Board of Regents was very good for UW-Green Bay with four big items on the BoR agenda: two major programs were green-lighted (Bachelor of Science in Nursing and the IMPACT MBA), the name changes for the three campuses, and the approval for a lease associated with the STEM Innovation Building. UW-Green Bay was called out (in a good way) by the BoR for their forward thinking on many issues, including the collaborative efforts associated with Project Coastal.

The Chancellor and his administration are executing a community engagement process, developed by Huron Consulting, to engage certain constituent groups within the Marinette, Manitowoc, and Sheboygan communities. Basically, the administration is asking about the perception of UWGB and how our academic programs fit into these communities. This information gathering process will continue through the Fall semester, with the information being shared with the UC and Faculty Senate. The information will then be integrated into a university strategy such that by January there should be a 5-year plan developed as we move forward with a one university-four campus-sixteen county system. In visiting with the communities within the 16 counties, Chancellor senses a little uncertainty, but overall people are anxious to get started. The number of opportunities for faculty and students (in research and engagement activities) are vast. UWGB's leadership team continues to meet with prominent business leaders, school district superintendents, government officials and legislators, etc.

Chancellor Miller then shared what he knew about the state budget. The budget does have a little more money in it along with some key flexibility provisions (e.g., revenue bonding capacity, which allows the state to go into building projects more easily). The budget has been approved at the Regent level. If the Governor heeds the advice of the Regents, there will be a \$1.7M base increase in the budget for UWGB to build capacity in health sciences (based on a proposal developed by Deans Gallagher-Lepak and Rybak – a great team effort!). The budget process may take longer this year due to the gubernatorial election, so do not expect any resolution to the budget before July.

Next week, the STEM Innovation Center has its ground-breaking ceremony on Monday, September 17. The Council of Trustees meets on Tuesday, September 18. On Wednesday, September 19, there will also be a major announcement at TitleTown Tech.

#### **5. OLD BUSINESS**

A prudent 2017-18 Faculty Senate left no old business to attend to and so the 2018-19 Faculty Senate will start with a clean slate of new business.

## 6. NEW BUSINESS

### a. Election of a Deputy Speaker of the Senate for 2018-19

Speaker Trimberger called for nominations for a Deputy Speaker of the Senate. **Senator Sherman nominated Senator Loebel (seconded by Senator Martin)**. There was no discussion regarding the nomination of Senator Loebel. In fact, the magnanimous nominee so wowed the senate floor that his nomination passed **unanimously 31-0-0**.

### b. Special dispensation for appointing Mimi Kubsch to the AAC

SOFAS Meyer informed the Senate of an unusual set of circumstances that beset the Academic Affairs Council (AAC). The Council, consisting of five members, one from each of the four voting domains and one at-large member, lost three members over the summer for various reasons. The two remaining council members were just elected to the AAC the previous Spring semester. Meyer explained that the AAC is one of those committees in which carry over of experienced members is critical. He conferred with Prof. Kubsch, who had just finished a three-year term on the AAC (the past two of which she served as chair), and determined that she was agreeable to completing the last year of the now-vacant at-large seat on the Council. However, 54.02(H) of code states, "After serving for a term, a one year period must elapse before a person becomes eligible to serve again on the same Council." Therefore, Meyer asked the Senate for a suspension of the rules in this particular case to allow Prof. Kubsch to fill the at-large seat on the Council, bringing the experience this committee needs, and serving as a mentor to the new council members. **Senator Vespia moved that the rules be suspended (seconded by Senator Sherman)**. There was no discussion regarding this request and **the motion passed 31-0-0**. As he made his way back to his seat, Meyer was heard muttering something to the effect "if only my wife could be convinced of my logic the way the Faculty Senate was."

### c. Memorial Resolution for Dr. David Jowett

Professor Emeritus Bob Wenger was invited to deliver the resolution, which was written with the assistance of Professor Emeritus Bud Harris, Professor Emeritus Paul Sager, Dean John Katers, and Provost Greg Davis. With the approval of the senators, the resolution will be added to the collection of memorial resolutions kept in the Governance Office.

### d. Request for Authorization to Implement a Bachelor of Fine Arts (first reading)

Prof. Rebecca Meacham presented an overview of the proposed BFA program. It is a 48-51 credit hour, craft-focused, community-facing program – combining current creative writing courses with internships, practicums, community-based learning, and experiential learning in an interdisciplinary, multi-campus collaboration with the area's tech schools. There are four curricular components to the degree (The Business of Writing, The Craft of Writing, Literary Contexts, and Applied Arts), each dealing with different aspects of professionalizing the students' writing experience. The new degree program will be designated a BFA (as opposed to a BA) to denote the Fine Arts aspect of writing, which is more of an output, craft-focused, and skills-based degree. The BFA is unique with only 42 such programs in the U.S., none in the UW System, and only one in Wisconsin. The BFA would be linked to the UWGB Teaching Press equipment funded through the one-time student retention funding.

### e. Revised Select Mission for UW-Green Bay (first reading)

Chancellor Miller reviewed the need for updating the University's Select Mission. It was something that the Board of Regents asked the Chancellor to consider when he first came to UWGB, but action on that request was delayed until now due to the large budget cut in 2015 followed by preparation for last year's HLC accreditation. The Board requested the change because the new programs that UWGB desires/needs would be easier to defend if they aligned with the select mission. Green Bay is the third largest city in the state, but we are the third smallest UW comprehensive institution; thus, we need to align our mission with the "opportunity-space" in which we find ourselves (especially with the addition of our three colleague campuses). We need to remember who we are writing this mission to; it is not to ourselves, but rather the System bureaucracy – the people who make decisions about what UWGB gets, not just academic programs but also the kinds of flexibilities we receive (e.g., financial and building capital). Without a new Select Mission we will continue to be looked upon as a small regional comprehensive university and decision makers will not recognize that we are in the middle of an "ecosystem of opportunity" of which we would like to take advantage. All recently added new programs (Engineering, Impact MBA, Nursing, and Athletic Training) were initially rejected by the System because they did not meet our current mission. It was only through the expenditure of a lot of political capital that we were able to add those programs. We are now a multi-campus university and this new Select Mission would be the only one in System that acknowledges that fact and it would claim for us the entire 16 county area – a bigger region to cover than any institution in the state, besides Madison.

Chancellor Miller then addressed why the Select Mission was structured the way it is. It states up front that we are a "multi-campus comprehensive teaching and research university". UW System's Academic Affairs division initially pushed back on having the word "research" in the proposed new mission, but UWGB administration disagreed and kept it in there. "Select doctoral programs" is in the new mission as an aspiration, we do not want to stop at the one we have, rather we want such a statement to keep the door open to adding more doctoral programs at some later point in time. "Problem focused" is a founding ideal of UW-Green Bay and in talking to employers, our students are better at solving problems and better at working in teams than most other employees they hire. "Interdisciplinary" is no longer found in the Select Mission, it is a key negative word in the UW System – it denotes to them "small" and "just" (as in "UWGB is 'just' ..."). We are not doing away with interdisciplinarity at UWGB, rather we have to stipulate our commitment to interdisciplinarity and show it in the programs we offer and in the way we execute those programs. "Access" is incorporated because we want to embrace more of an access mission in this urban area. Access is not just a minority issue, it is a socioeconomic issue – poverty rates in our 16 county area are larger than most people realize. "Environmental sustainability" was returned to the Select Mission after discussions with the public, taking advantage of the hundreds of miles of shoreline covered by our 16 county area. "Talent development" is a catch phrase in the business community – we use it not in the sense of technical college work, but in the sense of post-secondary talent. We elected to include in our Select Mission a list of our Colleges (not normally seen in a mission statement). We did this to be inclusive and to emphasize our named Colleges (Austin E. Cofrin School of Business and Richard J. Resch School of Engineering) in order to drive home the point to the people who make program decisions based on mission statements that we are successful in recruiting the resources needed to develop new programs. "Diversity, inclusion, social justice" is very important to us, we will not grow if we do not embrace these ideals. We want to support

“faculty scholarship” and “innovation”. Overall, we think this is a proactive mission statement about what we are and what we want to be. Our current mission is a list of values, it is “inward facing,” and has been an impediment to us getting the programs that have recently been approved – we had to fight hard to get the new programs and they would not have been approved without the current Board and President. We have a narrow window to get this accomplished – we have the right President, the right Board, the right community support, and the right configuration of campuses. The Chancellor believes our proposed mission is “outward facing” and will lead to a better resource stream for us.

Remarks and comments regarding the proposed Mission from the senate are summarized below:

- Not so much troubled by the substance of the revised Select Mission, but what is troubling is the way in which shared governance and collaboration is missing from the process, which started at the very end of last Spring semester with listening sessions. The mission is something that drives what we do every day – the work done in the classrooms in which we teach, the committees on which we serve – and we need a mission about which we are excited. There is skepticism regarding the feeling that we cannot do all the things we want to do under the current mission; after all, Chancellor Miller has done a great job of bringing programs and resources to UWGB under the current mission. (Chancellor Miller’s response: We are getting new programs and resources, but we are expending tremendous political capital to do so; don’t underestimate the incredible political clout it requires to maintain baby steps in this system; nobody in the Chancellor’s position can continue to invest that much personal political interaction to get something that everybody in this room and in this community knows we need).
- A research/scholarship university is not an institution where just a few faculty do real good research, rather it is a university that has the infrastructure to give faculty the opportunity to do research. What research university has the teaching load that we have – especially in light of rumored discussions of a 24 credit-hour teaching load? Solution: give faculty teaching credits for scholarship completed with students.
- Would like to see more about the goals and the vision and less a summary of what we do. Would like to see more of the theory behind the practice.
- The values and ideals expressed by the current mission are not contained in the new mission. The new mission reads too much like a laundry list, “here is what we have to offer.”
- Could we include more of our values in the last paragraph?
- If the Faculty Senate voted against it, the Chancellor could still push forward the new mission, correct? (Chancellor Miller’s response: That is technically true through Board of Regent policy, but that does not make any sense. He wants the faculty’s support and we need to work together to get this done. Further, he must get the community’s support.)
- Concern from the Branch Campuses stems from adding both the teaching and research to the language of the mission. They are already teaching a 24-credit hour load, inhibiting the research they can do.
- Why the hurry? We should take our time and get it right, we should think about where we really want to go with the mission statement.

- If there are changes made, two core ideas that need to remain from the Branch Campus perspective: 1) the multi-campus university, and 2) the open access to the university. The thing that is lacking, especially in the last paragraph, is our focus on teaching and learning. Teaching and learning needs to be emphasized just as much as research and scholarship.
- The use of the term “world class” related to undergraduate, masters and select doctoral programs was questioned as being too general.
- One thing that is lacking is a statement regarding preparing our students for academic excellence, after all that is what we do.
- Community member, alumnus (class of 1975), and UWGB Alumni Association Board of Directors member (although he is not representing the Board), Paul Willems, came forward to read a prepared statement regarding the proposed new Select Mission. Mr. Willems raised five points:
  - The proposed mission statement removes key terms such as “multicultural,” “interdisciplinary,” “liberal arts,” “investigations,” and “knowledge,” while adding terms like “economic development” and “talent development.”
  - There is suspicion regarding the motivation and timing of the proposed new mission. In particular, “Is the governor and the legislature, through pressure on the UW System Board of Regents trying to do what they were unable to do regarding removal of the tenants of the “Wisconsin Idea” from the UW system through requiring rewriting of mission statements at system campuses?” and “Are we seeing systematic pressure to eviscerate the tenants of a liberal education in favor of a “job training” focused institution?”
  - Concern over the loss of the national and global branding value we have amassed over these past 51 years as a university with a significant focus on the study of, and search for solutions to, problems related to the environment.
  - 34,000+ graduates have gone out into the world armed with a diploma from a university that provided an interdisciplinary, problem-focused educational experience that prepared them to think critically and address complex issues in a multicultural and evolving world. It sure seemed to work for them.
  - Any mission statement will become the “foundation planning document” for the university and thus give justification for changes in focus that I fear will make the UW-Green Bay an institution struggling, and already late in the development curve, behind other schools focusing on entrepreneurship and business studies.
- We should add back into the proposed mission a statement about “engaged citizenship,” “truth,” and “knowledge.”
- In reading missions of other institutions, there seems to be an inverse relationship between how inspirational it is and how useful it is. Keep in mind the audience is not us, it is not the parents of students, it is the groups who provide resources to the university.

f. Request for future business (to be read in limerick form)

The Faculty Senate of GB

Added new members, count them there's three

From Marinette, Manitowoc, and Sheboygan

It's September, let the senate fun begin

With open arms we welcome you gladly

(there was no new business brought forward by the senators this month)

## **7. PROVOST'S REPORT**

After welcoming everybody back, Provost Davis stated that one of his main goals this year is to ensure that everybody feels included in one university, the University of Wisconsin-Green Bay, across the four campuses – we are one group! He then thanked everybody because the past couple of years we have been working our way out of large budget deficit due to budget cuts and enrollment declines. We had a goal to increase enrollment by 88 FTE on the UWGB campus in order to avoid a \$600K budget reduction – although final numbers are not yet in, it looks like we will have an enrollment increase of 135-150 FTE this year. At the June Regents meeting, all faculty who went up for promotion with tenure or promotion to full professor were successful (congratulations!!). At the August Regents meeting, the Impact MBA and four-year Nursing programs were approved unanimously.

## **8. OTHER REPORTS**

a. Academic Affairs Report. No report this month.

b. University Committee Report. UC Chair Sherman had nothing to share that was not already discussed earlier in the Faculty Senate meeting.

c. Faculty Representative Report. Christine Vandenhouten stated that the faculty representatives met the previous Friday. The main topic of discussion was the program monitoring policy (which is still in draft form, but there is concern about the metrics that are being used). At a June retreat with President Cross, he expressed his desire to streamline transferability for students across System schools.

d. Academic Staff Committee Report. Lynn Niemi reported that there will be a memorial for Prof. Karen Dalke on Thursday, September 13. [Karen was taken from us far too soon in a horseback riding accident in July].

e. University Staff Committee Report. The USC report can be found on page 23 of the agenda. The SOFAS and the Speaker sincerely apologize for failing to recognize the always dependable and ever organized USC Chair, Jan Snyder (sorry, Jan!).

f. Student Government Association Report. SGA President Selena Deer reported that SGA plans to write a grant to raise the majority of the funds needed to purchase solar panels and wind turbines. The remainder of the costs would be covered by SUFAC's \$3.5 - \$6M reserves.

**9. ADJOURNMENT** at 5:05 p.m.

Respectfully submitted,

Steve Meyer, Secretary of the Faculty and Staff