I. Call to Order – Dr. Timothy Melchert. The meeting was called to order at 3:03 pm.

II. Reflection – Dr. David Papke

III. Approval of October 20, 2014 Minutes (Attachment III) (3:02 to 3:05)

IV. Chairperson’s Report - Dr. Timothy Melchert

   Dr. Melchert reviewed the important agenda items to be covered at the UAS meeting. He noted the continued discussion of the commissioning of the MU Police Department, the second UAS discussion of the Guiding Values statement, and the presentation of the Huron Consulting Group findings on undergraduate enrollment. He noted there are some sobering enrollment and retention issues that MU will need to consider moving forward. These issues are the same faced by many colleges and universities across the country. He noted that that he is glad that the UAS is discussing them, and hopefully we’ll find effective ways to address them going forward.

   Charge to Student Media Board

   Dr. Melchert announced a committee charge to The Board for Student Media. He explained that The Board for Student Media has been discussing the impact of recent and anticipated changes in student media. To clarify how the Board might respond most effectively to those changes, the Senate Executive Committee issued the following charge:

   "The Senate Executive Committee requests that the Board for Student Media reevaluate its purposes and structure and report back with recommendations by the end of the academic year."

V. Vice Chairperson’s Report – Dr. William Thorn

   No report
VI. Secretary Report – Dr. Noreen Lephardt
Solicitation for nominations for the UAS will begin shortly after the first of the year. Please consider your continued participation as a UAS Senator, and begin soliciting nominations from colleagues to run for election to the UAS.

VII. Provost’s Report - Dr. Margaret Callahan
a. Enrollment update
   - Application Completion: With the Dec 1 application deadline fast approaching, we’re actively reaching out to students who have applied but who have not submitted all the required credentials.
   - We are in the process of reviewing freshman applications with the expectation of having admission decisions in the mail by the end of January. Applications to date are down from last year and up slightly from two years ago.
   - We have a dedicated person dealing with transfer students. We have increased our transfer search efforts by purchasing potential transfer names of students with a min. GPA of 3.0 and identifying those who are Phi Theta Kappa (PTK), the honors program for community college students.
   - In recent years, “Magis Award” was the name given to the award that freshmen were automatically reviewed for, based on their application. We’ve changed the name of that award this year to the Pere Marquette Award.
   - As recommended by Huron, this year’s Pere Marquette Awards will be provided to freshmen at the time of their admission, so they will receive them both in their admission packet.

b. Vice Provost for Enrollment Management Position
Dr. Callahan announced that the Vice Provost for Enrollment Management Position was not filled. Dr. Callahan noted that they were unable to come to terms with the finalist on several points including salary and organizational issues. President Lovell and Dr. Callahan will be discussing the next steps, and what organizationally needs to be adjusted before reengaging in the search process.

c. Organization Update
With the departure of Mr. Tom Ganey strategic planning has moved to the Provost area. Facility Services and Campus Architect are now under the new leadership of Ms. Lora Strigens, Associate Vice President for Finance.

Update on Searches:
College of Business Administration Dean Search and College of Engineering Search
Both searches are proceeding and are on track to be completed in March/April timeframe. With new deans in place by July 1.
Haggerty Museum of Art Director
Dr. Gary Meyers is coordinating the search. The committee has been identified and the search firm is being finalized and will be on campus next month. The Goal is to have a new director in place by July 1.
Core Curriculum Director
Applications have been received and the review process will begin tomorrow.

VIII. University Board of Undergraduate Studies – Dr. Edward Blumenthal, Chair
a. Motion to Approve: To Approve to Recommend the Revision to the Attendance Policy
   The senators engaged in an open discussion with Dr. Blumenthal regarding the proposed changes to the
MU attendance policy. The policy change would clarify university sanctioned absences for student participation in religious observances. Prior to the change there were only two stated reasons for the distinction of an excused absence. The policy will now include a third exception: “Absences due to religious observances”.

Comments and Questions
Would the policy allow them to observe more than one faith’s religious observances?
Response: Policy gives the faculty wide discretion. This might be worth another discussion if the students abuse the policy.
Dr. Cheryl Maranto expressed concerns that from a legal perspective noting that the Supreme Court has ruled that a religious observance does not have to be a “formal” religious observance. We can’t limit for xyz religions only and have no tolerance for other religious beliefs.
Fr. Class noted that at one time MU observed Roman Catholic Holy Days of Obligation as excused, which we have dropped.
Dr. Blumenthal indicated there is no delineation of any particular religion.
Dr. Meyer indicated that if you are required to travel for your university sanctioned activity then it is a mandate. Dr. Ritchie asked if students have the right to make-up work. Dr. Blumenthal indicated that the policy does not mandate that instructors give make-up work but they are strongly encouraged to work with the students. Students are required to follow each instructor’s policy. Some work can’t be made up.
Dr. Meyer indicated that students would be responsible in the 1st week of classes to let the instructor know up front what dates of classes they will miss. The faculty noting that the student might miss 13 classes, may want to let the student know that they may not be able to comprehend the subject matter with that sort of limit on class participation. This document opens the door to students to identify the dates and work with the faculty.
Dr. Sarah Gendon supported the policy but noted there is nothing about excused absences due to health issues.
Health issues usually don’t happen until the middle of the semester and these nuisances are dealt with on a case by case basis.
Faculty are very open to work with the students but know that it’s a matter of consistency.
Dr. Melchert indicated that the policy could be tried out and allow issues to arise and then be addressed.
Dr. Blumenthal noted that the policy sends a clear message to the students that Marquette University is a religious institution and you are excused to celebrate religious events.
Mr. Nicholas Schmidt noted that the issue was originally brought forward by students to MUSG because of one faculty member who consistently has given a test when students want to observe a particular religious holiday.
At the end of the discussion, Dr. Melchert called for the vote to approve the policy.

A hand vote was taken,

28 Vote in favor
One abstention.
Motion passes.

The policy be in the bulletin in fall 2015.
b. Informed on decision: Termination of Fine Arts minor in Motion Narrative, Diederich College of Communication

Minor was offered in conjunction with MIAD who is discontinuing to offer the courses associated with the minor.

Dr. Jean Grow indicated that currently two students are enrolled in the program and have completed enough coursework so they will not be impacted by the termination of change.

IX. Marquette University Police Department presentation and discussion – Mr. Paul Mascari, Director/Chief of Public Safety, Dr. Chris Miller, Vice President for Student Affairs, and Mr. Doug Smith, Associate General Counsel

Mr. Paul Mascari shared with the UAS feedback that has been gathered about the commissioning. Dr. Melchert asked what the main concerns he had heard from the feedback sessions. Mr. Marscari noted that one concern was a change in relationship with the students. He stressed that the mission of public safety does not change with commissioning. A meeting with community stakeholder’s, Avenue West Association, landlords, BID resulted in very positive support. DPS is already very active with Avenues West Association. The community would like the added service. This would allow for a more non-confrontational relationship with the local community. Mr. Kurt Gering asked if the handling of the recent robberies on campus would have been different with commissioned officers? Mascari indicated that the robberies were committed by individuals who had stolen cars from other areas in the city, and then drove into MU area to rob people. People know DPS can’t run a license plate. Currently officers cannot confront these individuals but need to call MPS. With commissioning it would be very clear to any criminal element that you can be arrested in this area by Marquette police. There would be a consistent visible police presence.

Dr. Gendon asked about traffic issues. Will the MU police be as diligent as MPS? MU Police would not be in the business of generating revenue by issuing tickets. The primary goal of the unit is the safety of students and employees.

Dr. Maranto asked Chief Mascari if he was in support of commissioning. His response was yes.

Comments shared by Dr. Jean Grow, Chair of the Committee on Diversity and Equity (CDC)

1. CDE conducted three faculty and student focus groups last year. Across all three there was consistent and vigorous concerns about public safety.

2. CDE recommends a mechanism for ongoing discussions with the Marquette and broader community about public safety/policing on campus. We further recommend considering the creation of an advisory board for DPS or a MU police department.

3. CDE recommends racial, gender and cultural sensitivity training for DPS, or a future MU police department, as part of ongoing training activities. We further recommend reviewing the Michigan State University, Police and Public Safety Action Report (improving police-minority trust), which our committee is happy to provide.

Mr. Mascari indicated that state police officers currently are required to go through 24 hours of annual training while Marquette officers currently receive 53 hours of annual training. The unit is aware of the perception issue. They are willing to seriously look into any allegations. They welcome discussing an Advisory Board, and Dr. Miller noted that these items are being addressed in a real and thoughtful manner. He noted that the training will provide a chance to assess the cultural competency of the officers. Mr. Doug Smith commented that Marquette would be sure to set a positive tone with the neighborhood and to be transparent. This would be an oversight function. Risk Management will be watching to see that it is not a problem for the university.
Dr. Thorn asked about Jay-walking? Chief Mascari indicated there are ways to address this issue through public awareness. Jaywalking tickets would be a last resort and only a measure to address safety. We are not looking for an adversarial relationship with the students or drivers. We are looking to be deliberate and fair. Revenue from tickets go to the City of Milwaukee.

Mr. Mascari does not see the need of the unit to increase in size. They are very effective for the 1 square mile that they service. Dr. Gendon asked if the one square mile included St. Paul, Canal Street, and where students live. Chief Marscari said they do adjust patrol zones and can look into this question.

X. Guiding Values - Dr. Margaret Callahan and Mr. David Murphy, Vice President for Marketing and Communication

Mr. Dave Murphy reviewed changes to the Guiding values based on feedback he had received. The suggestions have been incorporated in the version that is in front of you today.

- Preface has been modified added “Catholic, Jesuit”
- The behaviors have to come to life – in the last sentence (feedback from last meeting)
- Social values was adjusted
- Sacrifice was pulled back and replaced with “a commitment to the greater good”

We want to make sure we have the appropriate values by the end of the year. In 2015 it would be logical for the guiding values to be in the President’s address.

After endorsement by the UAS the Communication plan through 2015 (see back of handout) would be implemented. Mr. Murphy invited comments and questions,

Comments and Questions
Dr. Ana Garner noted that the guiding values is great for an internal document. Referencing the second sentence “praise, reverence & serve God” she noted the word ‘reverence’ may not be awkward to us, but will this make sense to the larger audience? Dr. Callahan noted that this was a discussion at the retreat and Dr. Stephanie Russell, Vice President of Mission & Ministry felt strongly about this language. Dr. Mountin noted it is a direct quote from spiritual exercises (written in the 1500’s). Dr. Thorn noted the language is “dense” and a potential challenge for a non-insiders.

A comma was suggested on line three after “world” in the preface. A question came up about the meaning of “global citizens” and Mr. Murphy indicated it would be looked into.

Last month, the UAS discussed the non-inclusion of the word research, in the bullet #3, it is implied but does it need to be more direct? A question was asked if we are quoting should it be sourced or italicized.

Dr. Melchert indicated the UAS will again take up the question of endorsing the Guiding Values at the December meeting.

XII. Presentation on Huron Consultant Findings on Undergraduate Enrollment - Dr. Margaret Callahan and Dr. Linda Salchenberger, Associate Provost for Academic Planning and Budget

Dr. Salchenberger made a presentation of key information from the Huron Consulting Group’s findings and recommendations on undergraduate enrollment at MU. The entire presentation document is available at: http://www.marquette.edu/academicsenate/restricted/current_meeting-agenda.shtml. A brief over-view of some of the insights that MU has learned from the Huron Consulting Group are:

- Value Proposition: Look at enrollment holistically; messaging- articulate mission and vision with one voice
• Recruitment, enrollment and student development should be viewed holistically; Enrollment should be integrated into a single area of responsibility
• Establish a multi-year enrollment plan – planning a three year enrollment target
• Integrate data warehouse- invest in infrastructure and IT system (Customer Relationship Management)
• Evolve the academic portfolio – be more responsive to the market
• Enrollment Strategy Committee to develop operational strategies
• Everyone is responsible for enrollment. Deans are a part of enrollment goals and strategies

The Call to Action items covered a range of possible activities to enhance enrollment (see presentation).

Ms. Mary Jo Wiemiller asked if any one recommendation will be focused on more heavily than others in the presentation. Dr. Salchenberger responded that Huron felt their job was to lay out the options and Senior Leadership would decide priorities. Academic decisions will be made by the deans in the colleges on what program that are offered to attract students. Huron noted the gem at MU is the number of professional schools at MU. Dr. Gendon asked about both investing in programs and sun-setting programs. Will there be an investment in the humanities? Dr. Callahan responded that Huron recommendations are not about sun-setting programs. We are not letting go of liberal arts and humanities. More students are enrolling with a desire for a double major. They have a passion for the humanities but also want to be employed. The deans will be making a lot of decisions. The challenge is on how we build programs to be the best programs across campus. How do we build on our value propositions? We could be the model to show how to integrate liberal arts with other programs. The university will need to monitor and continually be evaluating what parents and students are looking for. Please contact Dr. Linda Salchenberger with any questions or comments.

XIII. Motion to Adjourn

Motion to Adjourn: Dr. Cheryl Maranto
Second: Dr. Gary Meyer
Voice vote: Unanimous

The meeting was adjourned at 5:03 p.m.

Respectfully Submitted,

Noreen E. Lephardt, UAS Secretary