

MU Committee Meeting Minutes: August, September, and early October
Notes by GSO Graduate Student Representatives

Committee on Teaching (COT)-9/10/14

- Committee welcome and introductions
- Discussed the Way Klinger Teaching Enhancement Award
 - New application form – applicants will use a specific template and fill in each section
 - Will be announced to campus community within the next few weeks (exact date TBD)
 - High impact practices will continue to be an area of focus
- Discussed US Professor of the Year Award
 - Dr. Ow will review the criteria and distribute to the group
 - Further discussion to follow at future meetings
- Continuing from last year, COT's primarily focus for the upcoming year (in addition to determining teaching award winners, any charges from the UAS, etc.) will be further development of peer evaluation of teaching on campus.
- Discussed concerns brought forth by MUSG regarding the maximum number of exams that students can take in 1 day during finals.
 - Currently policy states that the maximum is 3 exams.
 - Will be collecting data about how many students this affects and discussing whether 3 exams is reasonable or the number should be changed.

University Financial Planning and Review Committee-9/11/2014

- New Committee Goals
 - Be more than an informational meeting
 - Do more active planning with more input from the committee
 - Be more involved in what money goes into the operating and capital budget
 - Incentivize people on campus to be innovative and entrepreneurial
 - Work on an initiative to expand financial literacy on campus
 - Make Dashboard available to everyone on campus
 - Want committee to not be just financial planning, but also review
 - Send clear recommendations to the president for potential implementation
 - Have surplus cash flows to reinvest for infrastructure
- Financial Resources Task Force
 - Want to do things a bit differently and move away from activity-based type costing that is being used
 - Review which resources are needed and which resources are not (cut the ones that are not if possible)
- Financial Profile
 - Projected jump in Composite Financial Index (from 2.80 to 4.26) indicating good financial strength in fiscal year 2014
 - Losing a bit of the largest revenue stream (student tuition) due to no enrollment growth over the last few years
- Financial Goals
 - Diversification of revenue streams (too much of our revenue comes from student tuition alone, roughly 60%)
 - Expense reductions
- Tabled for Next Meeting
 - Discussion on increasing our endowment for advancement

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University Financial Planning and Review Committee-9/25/2014

Established four different initiative-driven subcommittees and assigned members of the UFPRC to each of the subcommittees:

1. Financial Literacy-Identify and recommend opportunities, definitions, and business intelligence tools to increase financial literacy at the university.
 2. Strategic Initiative Pool– Review the SIP proposal (see SharePoint folder) and develop recommendations regarding website content, application process, tracking and monitoring system of approved proposals, and metrics for prioritization of submitted proposals.
 3. Growth Initiative Program-Review the existing Responsibility Center (RCM) Program Agreement as well as other incentive agreements (see SharePoint folder). Develop recommendations regarding suggestions or changes to current incentive agreements and opportunities for incentivizing faculty and staff.
 4. Financial Resources Task Force- Review the FRTF report and develop an implementation plan for the proposed recommendations that are still relevant. Explore other opportunities as necessary.
- Participated in a capital project selection exercise where the following capital project drivers were ranked using Microsoft Project Server:
 - Academic Excellence/University Stature
 - Beyond Boundaries – alignment with the strategic vision
 - Campus Safety
 - Operational Efficiency/Effectiveness
 - Research in Action
 - Returns on Investment/Cost Benefits
 - Student Experience
 - Sustainability of Valuable Resources
 - University Mission

The exercise was just a test run to get the committee familiar with how the software works. The committee will most likely do the exercise again in the future to determine what the committee believes the rank of the project drivers should be. The idea is that the committee will ultimately present its project driver rankings to the President to help him make decisions on what capital project initiatives should take priority over others.

Board of Student Media Meeting-9/15/2014

- Dr. Erik Uglund of the Diedrich College of Communication nominated as chair head.
- Discussion of Structural Changes in Student Media by Mr. Greg Borowski (MU Alumnus)
 - Moving toward a “Digital-First” focus with the creation of the Marquette Wire
 - Stories are published online first, then reframed and refocused for print platforms
 - Focus on daily postings instead of bi-weekly releases (as in the Marquette Tribune).
- Hiring of 5 Advisors from the Milwaukee Journal Sentinel
 - Provide specific skills not previously filled (specifically, coding was mentioned on business end of things)
 - They provide individual training for students and professors

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- Works in tandem with faculty to give students well-rounded look at the professional world
- Budget Overview
 - Most cuts occurred in operations. Stipends paid to students remained the same.
 - Print edition of the Marquette Journal was cut
 - Number of printed Marquette Tribunes to be decreased to 52 (from 58 issues). May very well reduce advertising revenue.
 - Large Format Printing expected to be good revenue creator this year
- Board of Student Media to ask Academic Senate for a charge against current responsibilities.
 - Board agreed they are currently outdated and ambiguous
 - Clearer roles needed as to who is responsible for what
 - Subsidized budget from University, and who decides what gets funded.
 - Goal to complete, end of semester if possible

University Academic Senate-9/2014

- Chairman's report:
 - First lay president inauguration 9/19
 - Faculty can appeal decisions (include tenure) to Faculty Hearing Committee;
 - This decision can be further appealed to the Faculty Council
- Provost's report:
- Enrollment update for Fall 2014 freshman
 - First Fall open house included 363 prospective students
 - Next open house: 10/12
- Provost search: currently in conversations with top choice candidate
- Motion on restructuring and reorganization of committees
 - 2 most important changes:
 - Disband Committee on Academic Policies and Issues
 - Disband Committee on Faculty Welfare
- Concerns:
 - Decrease in student representation
 - Undergraduate representative met with group of senators and undergraduates. They are concerned that academic issues may not get addressed with disbanding CAPI.
 - Proposed adding a third undergraduate representative to board of undergraduate studies so academic issues are represented
 - Proposed creating a more standardized set of guidelines to register complaints and concerns
- Dean of search committee for athletic director (Dr. William Henk)
 - Facilitated by search firm and included all shareholders
 - Position offered to Bill Scholl
- Report on UG enrollment:
 - Findings comparing MU to other private institutions. Final report expected in November.
 - Trends within prospective of student market
 - Price sensitivity
 - Ethnic diversity
 - Religious shifts
 - Catholic secondary education matriculation is declining. More prospective MU students are coming from public high schools.
 - Geographic shifts

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- Incoming class typically comes from Midwest, but there is little growth in this area. Numbers from Illinois are decreasing.
- Changing academic interests
 - Parents wanting the most return on expensive academic education
 - Freshman class with 20% ethnic diversity
 - Increase ACT composite to 27
 - Increase international population from 3% to 5%
 - Yield rate is down to increased competition, low differentiation among peers and a high-volume vs. relationship-driven recruitment approach
- Major findings
 - Competitive landscape
 - Good news: Academic quality is very stable (ACT= \sim 26.4)
 - Bad news: MU is losing students on high end of ACT to competitors
 - Main competitors are public school due to cost
 - We need to reinforce value proposition and communicating this to students and parents
 - MU losing market share to Dayton and Loyola
- Market Position: Pricing
 - Price sensitivity may be problematic
 - Students choosing other universities bc of more scholarships elsewhere (even if just \$500/1K)
 - Too dependent on students that can pay full price
 - 50% have ability to pay full-price
 - 86% of students who cross-apply to UW-Madison, go there
 - Recruitment strategies to adopt a more personalized approach
 - High demand programs: Health professions, Business, Social sciences)
 - Programs over-capacity: Business, Nursing, Communications
 - Resources to be prioritized to invest more in certain areas
- Provost search (Dr. Lovell, Peggy Troy, John Su)
 - Dr. Lovell:
 - Increased concern over student safety. Currently coordinating with DPS and MPD
 - MU Mission statement values
 - Feedback is invited
 - Provost Search Committee
 - New Provost to help to align resources with opportunities
 - Peggy Troy
 - High priority among trustees
 - Need someone who complements Dr. Lovell's strengths
 - Need credentials but mostly to match values to ensure value alignment
 - Strategic Plan developed, but provost needs to turn this into tactics
 - Alignment of resources
 - Provost to engage with trustees
 - UAS input:
 - Strong provost model
 - Provost expected to be chief-operating officer and build an effective team
 - Paradigm-shift at university and highly specific value articulation
 - Influence interdepartmental communication and collaboration

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- Need to be able to lead a group of deans together
- Model of shared governance

University Board of Graduate Studies-10/2/2014

- Announcements
 - October 14 3:30pm President's open forum on innovation Weasler Auditorium
 - Kevin Gibson – GSO event at last Friday at Caffrey's = 120 graduate students – wish to encourage growth and sense of community among graduate students
 - Meeting Notes
 - Jeanne Hossenlopp:
 - reported back on conference focused on understanding where PhD graduates go
 - Each MU department tracks differently
 - MU Graduate School - Considering how to track more comprehensively and know where each student goes for first year and subsequent groups
 - Many programs use LinkedIn
 - Idea to start LinkedIn group while students are here
 - Could undergraduate work study students help with tracking on social media
 - Discussion about likelihood of losing track of international students
 - Council of Graduate Schools next big initiative to track and then identify gaps in support
 - UBGS Purpose, Responsibilities & Membership – Word Document distributed to all members
 - Library Electronic Journal Resources - Update provided by Scott Mandernack, Associate Dean for Scholarly Resources and Collections
 - Gave talk about the state of the E-Journals
 - Library budget 12million – 61% devoted to collections (Largest amount 54% goes to Electronic Serials aka E-Journals)
 - Cost of inflation for e-journals is 6% yearly, however, budget does not keep up with inflation so difficult to maintain or increase e-journal collection
 - In 2013 had to start cancellation procedure to reduce e-journal cost
 - Requested 6.7% increase in operating funds and 6% increase for capital funds to maintain status quo
 - Issue is in part budgeting practices – e-journals must be paid out of operating funds
 - Library is looking for and has identified alternative solutions to assist with costs
 - **Plug and clarification for ILL** – cut some 'this year' aggregate e-journal subscriptions to reduce operating costs so faculty and students *CAN* still order an article from a current issue through InterLibraryLoan
 - **Suggestion** – Provost search is ongoing so make a suggestion and recommendation for increased library funding
 - **Suggestion** – Encourage Advancement to make library funding a priority
 - **Suggestion** – Possible consortium through CTSI
 - All committed to being ambassadors for the library
 - Academic Program Structures – presentation by Kevin Gibson, Associate Dean of the Graduate School and Associate Professor
 - Lays out landscape about degree program structure

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- Distinguishing factor between degree programs is how many diplomas student receives
- Undergraduate – usually 1 major or 2 majors but 1 degree
- Accelerated degree program (at times called 5 year master's)
 - Undergraduate courses remain intact
 - Limited number of graduate-level courses during sr year and in 5th year
 - Student MUST enroll in blended program prior to graduating with bachelor's
- 8 Accelerated programs currently exist
 - Other departments are considering adding these accelerated programs
 - Easiest to add more programs if BS/BA and Master's are already existing and no additional needs have to be created (e.g. space/funding)
 - Direct admit programs (PT/JD/Dent)
- Have referred to dual degrees as joint programs at the graduate level BUT they are different
 - Joint degree combines two programs of study but one diploma
 - Dual degree gives you two separate diplomas (e.g. JD/MBA) and can utilize overlapping credits
 - At Marquette right now you cannot be in two programs at one time
 - So Marquette has worked around this so you are in program A first and then once done in program B
 - Language will be corrected in new catalog to reflect program classification accurately
- Committee discussion regarding the notes from the March 27, 2014 joint UBS-COR faculty forum to assist in determining the most effective forum to invite participation and planning
 - Items to be addressed at the next meeting
 - What should the structure of the forum be? (multiple meetings vs. one/who should attend)
 - What 5 topics should we stress from the strategic planning meeting (Should paint a picture of what we want to look like as a research and teaching institution)