FACULTY SENATE MINUTES
January 12, 2015, 3:15 p.m.
1103C Houston Cole Library


Members Absent: Scott Beckett, Paul Beezley, Mark Camp, Mike Davis, Bethany Latham, Rebecca Peinhardt, Donna Perygin,

I. Call to Order: President Melanie Wallace called the meeting to order and introduced guests.

II. Guests:
A. Mr. Brett Johnson, SGA President (Faculty Senate, ex officio) described results of a student survey, carried out at the request of the Board of Trustees, on what attracts students to JSU (recruitment) and keeps them here (retention).
   - Top reasons to attend JSU: Proximity to hometown; affordable tuition and lack of hidden fees; availability of scholarships; quality of academic programs; friendly atmosphere.
   - Top ways to keep students enrolled at JSU: Improve quality of academic advisement; add course offerings; increase number of scholarships; keep costs below average; update facilities; lessen restrictions on students (e.g., library hours, dining options, housing visitation policies).
   - Top ways to recruit students: Offer more scholarships (freshmen, transfer, dual enrollment, graduate); invest in student activities; increase degree and course offerings (both online and traditional); make application and transition process easier; keep costs low; improve customer service; introduce or improve marketing campaigns (e.g., hyper-local).
   - All students had the opportunity to respond to the survey. About 60–70 students responded to the survey and others gave feedback when Mr. Johnson met with student organizations or classes; about 300–400 students in total gave feedback.
   - Senators agreed that local and regional marketing is vital. Mr. Johnson recommended to University Council that we create more partial scholarships; he also said that we may need more local employment opportunities for students. On the issue of advisement, Senators discussed the need for faculty to communicate effectively with students and the need for students to make an effort to meet with advisors early on and consistently throughout their program of study. Other related ideas included establishing primary advisors in each department, having at least annual updates for faculty on financial aid guidelines, and asking orientation personnel to help manage student expectations of advisement.

B. Ms. Buffy Lockette, JSU Director of Public Relations, and Mr. Tim Garner, Director of Marketing & Communications, described rationales and proposed methods for marketing JSU to prospective students.
• Mr. Garner stressed the need to show the added value of attending JSU, as the price will likely increase. He said that the faculty are the “brands” or “products” that we need to market to demonstrate that value. One way to do this is by updating the Faculty Experts file. His staff can handle the graphics, photography, typesetting, etc., but they need the faculty to help improve the “story.”

• Ms. Lockette explained the need to update the Faculty Experts Guide, so that her office can distribute it to local and regional media outlets and work to get JSU in the news more. She asked faculty to thoughtfully submit updated information for the Guide—email instructions for filling out a simple web form and uploading a CV will get to faculty soon. She also asked us to send her story ideas, so that her staff can write news articles to showcase our research and community service, as well as to highlight interesting stories about students’ experiences at JSU.

• Submit story ideas to blockette@jsu.edu or go to www.jsu.edu/news and click the “Submit News” tab.

III. Approval of Minutes: The November 2014 meeting minutes were approved.

IV. Officer Reports

A. Committees—no reports.

B. President’s Report—Dr. Melanie Wallace reported that:
  • The President’s job listing has been posted, and the Presidential Search webpage (http://www.jsu.edu/president-search/) has added the Leadership Statement which includes a lot of our faculty and student input. Dr. Rosalynne Martin took a new job at UNC-Wilmington, so Ms. KaSandra Russaw was appointed to replace her on the Presidential Search & Screening Committee. We should have more updates after the job posting closes Feb. 6.
  • Founder’s Day is February 23; this may include Dr. Meehan’s tree planting.
  • The Summer 2015 schedule changes have been posted in the Academic Calendar.
  • A new policy on scholarships (awaiting final approval) would allow students to apply multiple institutional scholarships to cover tuition, room, and board.
  • A committee was formed to review existing JSU travel policy.
  • The College of Nursing is sponsoring a 5K run on April 11 to raise money for nursing scholarships. They request our help to identify sponsors or runners—contact Nursing secretary Carla Willingham (782-5425).
  • The next Graduation Fair is February 26 from 2:00–6:00 in the TMB Auditorium.
  • Higher Education Day is April 9.

V. Unfinished Business: none

VI. New Business: none

VII. Announcements: none

VIII. Adjournment: The meeting was adjourned by Dr. Wallace at 4:26 p.m.