

01) Voting Members present:

Eckward McKnight  
Nina Baghai-Riding  
Charly Abraham  
Daniel Glenn  
David Hebert  
Lynn Varner  
Lisa Moon

Patricia Brown  
Brett Oleis  
Subramanian Swaminathan  
Allan Mitchell  
Douglas L. Mark  
Anjanette P. Powers

Ellen S. Green  
Duane Shuttlesworth  
Debarashmi Mitra  
Stephen A. Patton  
Debbie Allen  
Karen Bell

02) Agenda: 01/12/12 Approved      Minutes: 12/08/2011 Approved

03) Faculty Senate President's Report:

The Merit Pay Rewrite Committee should have something for us to review early in February. The committee's last meeting should be on January 20<sup>th</sup>.

Highlights from the Academic Cabinet\Academic Council meetings:

The Grammy Museum Committee is set. Enrollment is down by slightly less than 3%, that's around 100 students. We now have an ethics line or whistle blower hotline. This is not the result of anything at Delta State University. This was established at IHL and must be implemented at all universities. Internal Auditor Vicki Williams will receive the results of the whistle blower hotline.

The Faculty Credentials Process passed.  
Faculty Grievances Process / Policy passed.

04) University Entities:

Report from Staff Council:      No Report

Report from Graduate Council:      No Report

Report from BPAC:

Tuesday, January 31, 2012 – 7:30 p.m. Orchestra: \$35, Terrace: \$29, Balcony: \$15  
Acclaimed pianist Bruce Levingston returns to the Bologna stage with fabulous guest artists from his recent concerts in New York and Carnegie Hall.

Report from Budget Committee:      No Report

05) Faculty Senate Committees:

Committee on Elections:

The Merit Pay Appeals Committee is in the process of naming a chair.  
HPER needs to elect new senators.

Committee on University Standing Committees:      No Report

Committee on Technology:      No Report

### Committee on University Services:

Provost Ann Lotven contacted the committee regarding the incomplete grades residing in student transcripts. There are currently 4000 incomplete grades in the banner system since 1993. Unfortunately these records can't be changed by a batch process. To update these records we will have to open and edit each record one at a time.

### Committee on General Academic Affairs:

No Report

### 06) Michelle Roberts - VP University Relations - Question Time:

The presentation began with a viewing of a series of videos. These videos are a new awareness campaign for Delta State University. We have seen positive responses from 15 to 18 year old students to the "Okra". This is the age demographic we are attempting to reach. The Recruiters have noticed that there is low awareness of Delta State University in the Jackson MS and Memphis, TN regions. We believe this is a prime area for us to focus our efforts. The Fighting Okra campaign used our students as actors. They were produced by Mad Genius Inc. in Jackson MS. We paid \$15,000 (in private funds) for the videos, which is quite low since it barely covered the production costs for the studio. Mad Genius Inc. was hoping to raise awareness of their abilities so the partnership was mutually beneficial. We are hosting the videos on YouTube which is free.

Question from a Senator: Is there some measurable bench mark to judge this campaign's impact on enrollment?

Response: We are able to pull data on site hits including how many hits and the location of the viewer. Currently there have been over 10,000 hits on the videos.

A Delta State University student, who works as an Intern in the Communications and Marketing office, is producing a series of videos titled "Okra Sightings". They are filming all around the Cleveland MS area including local area businesses.

When our football team was performing so well and other state teams were not, we attempted to use some of that momentum. We took out a series of full page ads in the Clarion-Ledger newspaper beginning with "Some play for a boot, an egg, or a cup, we play for the title". We talked with alumni/supporters who also have allegiances with the large institutions prior to ensure there wouldn't be a negative reaction and they were very supportive. There has also been a series of Fear the Okra t-shirts that were produced by students.

We will be moving toward separating the student recruitment side of the Delta State website from the internal use side of the website. We will accomplish this through the use of an Intranet. The Intranet will host internal documents and information not related to student recruitment.

Question from a Senator: Will this new platform be hosted on SiteBuilder or can we use a document collaboration platform like SharePoint or an open source content management system like Drupal?

Response: We have evaluated other options to SiteBuilder; however, Sitebuilder is built into our campus IT contract.

07) Old Business:

Resolution on Senior Grades: Passed

08) New Business:

Resolution for the Vote of (Support / Confidence) of Chairs:

Vote to send the resolution to committee:

Senate voted to send it to the Committee on General Academic Affairs.

Informal opinion poll:

SGA would like to receive credit for both fall and spring semesters. Currently they only receive credit for one semester.

09) Adjournment: Approved