

**Texas Tech University Faculty Senate
Meeting # 286 March 11, 2009**

The Faculty Senate met on Wednesday, March 11, in the Senate Room in the Student Union Building, with President Sandy River presiding.

Senators in attendance were: Farmer, Johnson, Anderson, Blake, Cox, Hart, Harter, Held, Iyer, Jeter, Koch, Roeger, Rugeley, Smithey, Toda, Weinlich, Boal, Pasewark, Ritchey, Crews, Hendricks, Pratt, Giesselmann, Helm, Mangel, Blum, Colwell, Soonpaa, Oliver, River, Peoples, Gelber, Mann, Skerik, CM Smith, Meek, Spurrier, Spallholz, Warner, Wilde, Williams.

Senators excused: Hamed, Opp, Wong, Lakhani, Tomlinson, Lauderdale, Sharp, Rosen, Paschall, Santa, Barnes-Burroughs.

Senators not excused: Wilson, Hill, Rex, Drager, McComb, Rahnama, Rainger, Tacon, Claudet, Fox, Mathis, Shacklett, Sobolewski, Syma.

- I. **Call to Order:** Sandy River, President, at 3:22 pm.
- II. **Recognition of Guests:** Provost Bob Smith; Interim Senior Vice-Provost Rob Stewart; Associate Vice-Provost Gary Elbow; Vice Provost Valerie Paton; Staff Ombudsman Nathaniel Haddox; Parliamentarian Mary Frances Agnello; Lindsey Ashcraft, Fox 34 News.
- III. **Approval of Minutes:** Meeting # 285, February 11, 2009. The Minutes were approved as distributed.
- IV. **Speaker:** Valerie Paton, VP for Assessment and Planning. (This item was postponed for later in the meeting, as Valerie Paton was held up at another meeting).
- V. **Old Business:** The Nominations Committee (for the Faculty Senate officers for the coming year) reported that there are two nominees for President (Meek, Cox); two for Vice President (Koch, Gelber); one for Secretary (Spallholz). The Nominations Committee report was voted on and approved.
- VI. **New Business: OP 10.01:** President River announced that Dr. Stewart spoke with Sarah Warner in the OP office about the OP on OP's that the Faculty Senate drafted last year and forwarded to the Provost's office. They suggested that the text of the OP on OP's be incorporated into the revision portion of OP 10.01 (which deals with the creation of new OP's and the revision of existing OP's). A marked-up version of OP 10.01, with revisions reflecting that suggestion, was distributed to the Faculty Senate. A vote was taken. The proposal was approved.

OP 32.32 (Evaluation of Faculty): President River announced that Jonathan Marks and Gary Smith of the Ethical Institution Task Force have sent the Faculty Senate a marked-up version of OP 32.32 adding language that deals with ethical aspects of evaluations. She has asked Senators Held, Carter, and Koch to review the document, and hopes that they will have a report for the Senate at the April Faculty Senate meeting.

Elections: Senator Wilde distributed ballots to members of the Faculty Senate.

IV. Speaker: Vice Provost Valerie Paton, Director of Strategic Planning
Dr. Paton brought the Faculty Senate up to date on the work of the Strategic Planning Council. She stated that Rob Stewart, Interim Chair, and representatives such as Senator Marina Oliver, have been working since the Fall to try to align TTU's existing Strategic Plan with Dr. Bailey's National Research University vision. The Chancellor's office contacted her and said they wanted to prepare for a comprehensive look at strategic planning at all of the institutions, for the March Board meeting. She and Dr. Smith attended the board meeting last week.
Paton stated that in 2005, 100 benchmarks were set. Many of these have not been tracked. The Strategic

Planning Council is in the process of identifying the “really valid,” global benchmarks. To this end, the Council has put together an initial draft of a document titled: Texas Tech University System Strategic Priorities and TTU Strategic Plan 2005-2010 (DRAFT 3.10.09). (See attached document).

Some strategies that Dr. Bailey feels will allow the university to achieve its goals are:

- Maximize formula funding by managing enrollment growth
 - Increase graduate enrollment to 25% of total enrollment (it is presently 18%)
 - Aggressively recruit transfer students
- Leverage existing assets to create new revenue streams
- Examine current revenue streams (e.g., HEAF)
- Hire nationally and internationally competitive faculty who, where feasible, bring externally funded projects with them
- Expand scholarships to recruit high-achieving students
- Aggressively market to students using new media tools.

The Texas Tech University System Strategic Priorities and TTU Strategic Plan 2005-2010 (DRAFT 3.10.09) lists TTUS Strategic Priorities, TTU Strategic Plan Goals, Key Performance Indicators, information on FY 08 Performance, and 2020 Performance Targets.

The 5 TTUS Strategic Priorities listed are:

- I. Increase Enrollment and Promote Student Success
- II. Strengthen Academic Quality and Reputation
- III. Expand and Enhance Research
- IV. Further Outreach and Service
- V. Increase and Maximize Resources

With regards to item #2 (Strengthen Academic Quality and Reputation) Paton stated that the methodology the Council is focused on is that we need to grow faculty (in both numbers and reputation) in order to grow student numbers.

The Strategic Planning Council must build committees that will put together indicators, plans, and strategies to fulfill the listed global indicators. Paton requested that members of the Faculty Senate look over the document and provide input on the various subject areas.

Questions/Concerns:

Senator Koch asked how the university plans to get the projected money from the government and other external resources. Paton: Awards are applied for from external resources. The numbers are set by President Bailey. Projections have been set for the next 12 years, although with the present economy, it is very difficult to predict the future amounts of external resources. TTU is currently below average for research expenditures per faculty member. Paton plans to go back to the Council to put together committees to make the large benchmarks happen. She admits that “Some things we can control; some we cannot.” Dr. Bailey’s focus to date has been on recruitment and Formula Funding. Now we need deep planning and resource allocation planning. Paton stated that we need to go to the people with expert knowledge and ask how we can do what we need to do. This must become a university-wide conversation at the discipline, College, and School level.

Senator Farmer asked about the university’s graduation rate numbers. Paton replied that our numbers are fairly similar to comparable universities. Our four-year graduation rate is 36.99%, which is typical for a major public institution. The typical 6-year rate is 55% (we are currently at 57%). The top universities have numbers around 66%, which is where Paton feels TTU needs to be. She added that our first-year retention rates are very strong—80%. It is our second and third-year retention rates that need to be improved.

She added that our numbers with regards to transfer students could be more robust, and that this issue is dealt with in Institutional Benchmarks. Dual enrollment is another issue that can be looked at as a way to strengthen the four-year graduation rate.

Senator Blake mentioned that some of the targeted goals seem to conflict. Paton responded that there is a tension everywhere in Higher Education between access and accommodating increasing numbers and

the question of excellence. Ideas are currently being discussed for balancing these elements. We need to discuss the trade-offs, look at the best choices, and as a community come back with suggestions for implementation.

Senator Weinlich asked what recognition faculty get for active recruitment. Paton admitted that to get recognition for recruitment, faculty need to market their achievements. Make sure such service is documented in the annual Faculty Reports and other documents. It is particularly important for faculty members to document recruitment, enrollment, and outreach accomplishments. She reminded the members of the Faculty Senate that the university has a goal in Engagement and Outreach.

Paton announced that the College of Outreach and Distance Education is holding its First Annual Texas Tech University System Community Engagement Conference Friday, March 27, 2009 at the Texas Tech University Student Union Building.

Paton encouraged faculty to apply for CMUP National Recognized Faculty Awards (listed on page 4 of the "Strategic Priorities and Strategic Plan" attachment). Paton stated that this year only four TTU faculty members have won CMUP National Recognized Faculty Awards, and she feels that many more could be won by TTU faculty, were we more aware of the awards. It is this sort of faculty achievement that makes a university a National Research Institution.

VI. New Business: Officer Elections (Wilde)

Following a ballot count, it was announced that the Faculty Senate officers for the 2009-2010 school year are: President: Meek; Vice President: Koch; Secretary: Spallholz.

VII. Liaison Reports:

Student Life Council: (Blake) The Recruitment Committee of the Student Life Council has announced that applications and transfers are below the target. The university has many incomplete applications. The Retention Committee has put together some ideas to increase student retention, such as: the possibility for freshmen with similar courses to live together, study abroad programs, and Pegasus—a program that supplies foster children care packages to fill college needs.

Revenue Enhancement and Allocation Task Force: (River) As mentioned in previous Faculty Senate meetings, a report is expected in May. River stated that at this time it appears that the May document will be likely recommendations for how that plan might be developed, rather than a prepared plan. The Task Force is presently getting the web site up. They hope for more forums to supply people with opportunities to ask questions and find out more about the Task Force. The Task Force has accomplished the tweaking of the summer budget. (Stewart) A new plan has been developed for determining summer budgets. A sub-committee of the Revenue Enhancement and Allocation Task Force has been working since the end of September. They have come up with a system with three kinds of funding: 1) base; 2) supplemental; 3) incentive. The base funding is what the university has typically used for summer funding. This money comes from the colleges to the departments. This year, this money has been allocated based on numbers generated from the summer of '08.

The goal with the other kinds of funding is to increase student credit hours and generate tuition greater than that of 2008. Departments have been asked to increase the number of courses offered in the summer, if they feel that they can fill these courses. Supplemental and incentive funding is available for those departments who can offer additional courses for increased credit hours.

VIII. Announcements: (River)

- President River met briefly with the new Provost. They plan to meet regularly in the future.
- Provost Smith will speak at the April Faculty Senate meeting.
- Brian Shannon from the Law School, the NCAA Faculty Rep, will also be at the April meeting.
- Senators Opp, Lauderdale, and Durham are new mothers.

IX. Adjournment: The 286th meeting of the Faculty Senate adjourned at 4:43 pm.