

Council of Chairs and Directors
General Meeting
Feb. 7, 2018
1-2:30 p.m., SSB 400

Present:

Meeting convened at 1:01 p.m. by President Layton Curl

Guests of CoCD
Dino Hernandez, AVP University Advancement (5 minutes)

Topic: Introduced himself to the group and described what has been happening in the past four months. The Development Report that appeared in December was a new initiative that he based on his past experience in fundraising. Gifts up from year-to-year by 29 percent. The year closed well for MSU Denver; four six-figure gifts at year end. Current cash pledges at \$4.4 million, seeking \$7.5 million.

Added stewardship and special events and a new office of grants.

It is a new day and time and hopefully era in advancement, Hernandez said.

Steven Krizman, Interim AVP of Marketing & Communications (5 minutes)

Topic: Is filling this role until August. He is filling in since Cathy Lucas was promoted in October. Came on board in the middle of December. Said he believes the marketing team is excellent, but they need to better connect to faculty. Will be working on that connection this summer.

Jeff Loats and Angela Marquez, co-leads of CAESS (15 minutes)

Topic: Is an academic reorganization something that MSU Denver wants to do? Loats described that there are two items that need answers: 1. The committee wants to know how wed you are to the college you are in. For instance, there is a donor for HTE who would stop giving if the department moved to the College of Business. 2. The committee also wants to know how your department is feeling about the reorganization process.

The starting point of this was revenue neutral. Changes are not designed to make money or cost money, but this will be considered. We are not starting at a position of cutting positions. In the first meeting, about one-quarter of the fears were about the process of how this process will be handled. Currently looking at how outcomes will impact departments.

Link to a survey on the two questions asked above.

For instance, the Department of Psychology would be interested in going with a college of sciences if a split occurred.

Loats said he believes the president has no agenda in this process.

A chair commented that CLAS does not see any benefit to split. Loats noted that the president had heard to the contrary.

Another chair asked about timelines. Loats said the new president and the departure of Dean Joan Foster opened an opportunity. If this council can produce recommendations by June, the president would like to present it to the board at that time.

A chair noted that faculty are capable of not engaging in any of these administrative considerations. Loats said his duty was to get faculty to engage.

A chair asked how the committee would deal with split decisions. Loats said it was the duty of the committee to present all views.

Updates

Summer Marketing – Kathy Heyl and Steve Krizman (10 minutes)

Feedback: Heyl said the university wants to revive its summer marketing effort. The university has revised its marketing efforts. In 2014, the university made a serious effort in this realm. It is revisiting that issue.

Krizman said the strategy for summer is based on looking at data from the previous summer enrollment. Overall is down, juniors and seniors account for 70 percent of summer enrollment, and about 11 percent of summer enrollees are new to the university.

The theme is “Summer is Coming.”

Campaign will use social media, the student hub and the Runner.

Marketing is kicking off in February, in March and April the messaging is largely in-class and designed to serve departments, in May the message will become driven by texts.

Externally, online search is being used for digital marketing.

Heyl added that the summer schedule goes live on Feb. 12. Priority enrollment begins Feb. 26.

A chair asked about how the summer enrollment has impacted on the fall enrollment. Krizman said the only impact in his department, Journalism and Technical Communication, was a summer intro course that lowered intro enrollment in the fall, but helped in the higher level courses.

Minimum Qualifications for Instructional Personnel

From Chad Harris

Gregory Clifton volunteered to serve as the council’s representative to this item.

A chair asked about what to do when a faculty member has a bachelor’s degree and significant experience. This concern would be raised as we moved forward.

IP Policy – Deanne Pytlinski and Shaun Schafer (10 minutes)

Feedback:

Announcements (10 minutes)

First Inclusive Leadership Summit on Feb. 23

Curl encouraged everyone to please attend this summit. The president sees us as critical parts of the institution

Department Chairs Administrative Time

Curl reported that this item has been moved from the Deputy Provost to the Provost. We are now awaiting word from the Provost. This is planned to take effect in August.

President's Gala and Investiture

Cathy Lucas requested help from the council. Annie Butler added that she would be willing to represent the chairs.

Discussion

Topic: Department Chairs Empowerment

Next week, the executive committee will meet with the president about what we chairs need to do with this job. The president wants us to keep this conversation going.

The opening question focused on how shared governance is defined. Chairs shared a host of considerations about shared governance.

A chair suggested that the chair's job might need to be better defined.

There is also a question about what roles do we want the Deans to play in dealing with faculty or student issues. What sort of support do we want/expect from Deans? Chairs agreed that this was an appropriate question to ask.

Another chair noted that the requirements and duties of chairs vary across colleges and departments, but there needs to be a clearer explanation of what are a chair's responsibilities. We often follow our predecessors, but what should we be doing?

No other topics were offered for the executive committee's time with the president.

Reports/Updates from Chairs Representatives on committees, task forces and work groups as needed (10 minutes)

No reports were offered.

Meeting Dates/Times for 2018 (SSB 400)

Wednesday, April 4, 1-2:30 p.m.

Wednesday, Sept. 5, 1-2:30 p.m.

Wednesday, Nov. 7, 1-2:30 p.m.

The meeting adjourned at 2:14 p.m.