# FACULTY SENATE EXECUTIVE COMMITTEE
## Minutes of January 28, 2004
## (unapproved)

The Faculty Senate Executive Committee (FSEC) met at 2:00 p.m. on Wednesday, January 28, 2004, in 567 Capen Hall to consider the following agenda:

1. Report of the Chair

2. Report of the President/Provost

3. Communication within the University and by the Faculty Senate - J. McDonough

4. Old/New business

5. Executive session (if needed)

6. Adjournment

Item 1: Report of the Chair

Chair Nickerson reported:

· Yesterday's reception for Dr. Simpson, which was co-sponsored by the Professional Staff Senate and FSEC, was successful in spite of the inclement weather.

· He has discussed our procedure for having faculty representation on the Presidential Search Committee with a member of SUNY-Albany's governance body. University at Albany will begin a presidential search soon.

· The SUNY Senate is meeting tomorrow through Saturday at SUNY College at Oneonta.

· Professor Kramer represented the Faculty Senate at a recent meeting of the UB Council. She indicated that the meeting lasted less than 10 minutes and consisted of Dr. Simpson introducing Beau Willis as his new chief of staff, and Council chair Jeremy Jacobs reporting that the Council was being restructured, and their roles and responsibilities were being redefined. The restructuring would take advantage of Council members' interests and expertise and provide opportunities for greater involvement in university issues and policies.

· The Affirmative Action Committee met this week. They discussed recruitment and retention of faculty in protected classes.

· The Academic Planning Committee met last week. They talked about desirable attributes for a new provost and continued discussion on MOU2.

Item 2: Report of the President/Provost

Dr. Simpson introduced James (Beau) Willis, who has come to UB from UC-Santa Cruz to be the president's chief of staff. Dr. Willis, a biochemist by training, was assistant provost at UC-SC.

Item 3: Communication within the University and by the Faculty Senate - Jennifer McDonough

Vice President for University Advancement Jennifer McDonough explained that her division oversees the offices of Development, Alumni Relations, and University Communications. The latter is undergoing a communications audit to evaluate communications at UB - what's successful and what can be improved.

Marketing, Creative Services, and News Services are parts of University Communications. Creative Services creates and designs publications and Web sites for a variety of clients at UB and the community. News Services is responsible for publishing the faculty and staff newspaper, the Reporter, as well as placing UB-related stories in other media. Both Creative Services and News Services have won numerous national awards for their work.

Vice President McDonough then solicited suggestions and concerns about University Communications to help them in their efforts to improve their role and function in an evolving university.

Comments included:
· Are Reporter readers generally satisfied with having an online edition published weekly and having a print version that comes out bi-weekly? (Hepfer)
· Reaction has been mixed. Cutting on the print edition was a fiscal measure aimed at supporting communication while staying within the budget. (McDonough)
· Is media being used in the online edition of the Reporter for effects that aren't possible in print? Perhaps there could be attention-grabbing graphics that keep changing like the ones on the UB home page. A link from the UB home page to the online Reporter would make it

easier for potential readers to find. (Mayne)

· There's no page limit in the online edition, so topics and coverage can be more extensive. These are good suggestions that will be shared at the planning retreat that's in progress. (McDonough)

· Does University Communications have any oversight over departmental publications? (Kramer)

· University Communications will try to help if departments request assistance in the design and/or execution of Web pages and publications. There is a visual identity policy to create an institutional "feel" to products, but many departments produce publications and Web sites without consulting Communications. (McDonough)

· University Archives is copying all of the contents of the online editions of the Reporter so there will be accessibility in print. (Adams-Volpe)

· That's a really good idea. (McDonough)

· There was an FSEC suggestion about having a Web site where faculty would be able to respond to various points in the forthcoming Memorandum of Understanding. Does this seem feasible? (Adams-Volpe)

· It's probably possible to have such a Web site, but there's no clearly defined location where it should go. A Web site like that would need to be considered in terms of the current Web structure, appearance, organization, and content. Who would be in charge of keeping it up to date? This kind of project raises many questions that need to be well thought out as part of a UB Web strategy. (McDonough)

· Since News Services is part of University Advancement, there's concern that news about research and other programs is being filtered with regard to its funding potential. (Jensen)

· Each segment of Advancement has a discrete and well-defined mission. News is always evaluated for newsworthiness and whether there's a market for it, but there is absolutely no news manipulation for development purposes. (McDonough)

· Does University Communications have any control over e-mail distribution lists such as the provost's list, which was previously used for one-way notifications. Faculty were seldom able to get important announcements posted there because the list was closely guarded. (Fabian)

· There are very definitive policies governing the kind of e-mail that can be sent out on university-wide faculty/staff ListServs. (Innus)

· The University phone book has been scaled so much that it's confusing and difficult to use. (Donley)

· The former print version of the UB phone book was costly and out-of-date by the time it was produced. The online edition allows faculty/staff/students to update their own listings. A downsized print edition that lists major departments is now distributed on campus. A full-size edition that can be printed from the online version is forthcoming. (McDonough)

· A better way to make campus-wide announcements would be useful, because many projects can't be planned and advertised far in advance. (Takeuchi)

· It's difficult to achieve a communication balance, because sending too many announcements will result in complaints e-mail overload. Finding the middle ground is usually what works best. (McDonough)

· Why do we count non-monetary gifts at inflated value to bolster fundraising tallies? Why do we accept gifts of no value to the university? (Boot)

· There are many ways for people to connect philanthropically to an institution. Cash is always good, but other donations are legitimate assets, and UB has accepted them as valuable. (McDonough)

· When mathematics faculty were polled, no one acknowledged ever having looked at the online Reporter. Perhaps there should be two versions of the Reporter - one external that's online and one internal, preferably in print form. Also, it would be good if departmental Web pages could be designed with more consistency to facilitate navigation. Perhaps there could be guidelines for listing faculty that would make it easier to find their listings. (Schack)

· This is an excellent suggest ion that will be taken and shared with participants at the planning retreat. (McDonough)

· Much useful information was lost when the UB phone directory was scaled . Perhaps some of that information could be added in the online staff directory. It should be voluntary so information such as home phone numbers could be included if desired. (Wooldridge)

· The online phone directory allows listees to update their information themselves, but it might not include space for details such as home phone numbers. (McDonough)

· This input has been very helpful and is much appreciated. Some of the comments were about things that are easy to change, and others will take longer to assess and implement. A future meeting will be helpful to follow up on many of the topics that were discussed today. (McDonough)

Item 4: Old/New business

None

Item 5: Executive session (if needed)

FSEC met in executive session.

Item 6: Adjournment

The meeting was adjourned at 4:06 p.m.

Respectfully submitted,

Will Hepfer
Secretary of the Faculty Senate

Attendance (P = present; E = excused; A = absent)

Chair: P. Nickerson (P)
Secretary: W. Hepfer (P)
Architecture & Planning: S. Danford (A)
Arts & Sciences: S. Bruckenstein (P), M. Churchill (P), R. Hoeing (A), S. Schack (P), K. Takeuchi (P)
Dental Medicine: M. Donley (P)
Education: L. Malave (P)
Engineering & Applied Sciences: J. Jensen (P), R. Mayne (P)
Informatics: F. Tutzauer (E)

Institutional/General: O. Mixon (A)

Law: L. Swartz (P)

Management: J. Boot (P)

Medicine & Biomedical Sciences: J. Hassett (A), G. Logue (A), B. Murray (E), J. Sellick (P)

Nursing: P. Wooldridge (P)

Pharmacy: G. Brazeau (E)

Public Health & Health Professions: C. Crespo (A)

Social Work: Barbara Rittner (E)

SUNY Senators: J. Adams-Volpe (P), W. Baumer (P), M. Kramer (P), P. Nickerson (P)

University Libraries: CA Fabian (P)

University officers: J. Simpson (P), R. Genco (P)

Guests: D. Budniewski (Reporter), B. Burke (EDAAA), V. Innus (CIO), L. Labinski (Prof. Staff Sen.), J. McDonough (Univ. Advancement), B. Willis (Office of the President)