

Faculty Senate

Minutes of December 2, 2008

(unapproved)

The Faculty Senate met at 2:00 PM on December 2, 2008 at the Center for Tomorrow to discuss the following agenda:

- 1. Approval of the minutes of October 7, 2008**
- 2. Report of the Chair**
- 3. Report of the President/Provost**
- 4. Interaction with Joseph Brennan, Associate Vice President for University Communications regarding the branding concept**
- 5. Parking and Transportation Services—Maria Wallace, Director**
- 6. Report of the SUNY Senate Plenary Meeting—Postdam—SUNY Faculty Senator Marilyn McMann Kramer – cancelled**
- 7. Old/New Business**
- 8. Adjournment**

Item 1. Approval of the minutes of October 7, 2008

The minutes were unanimously approved.

Item 2: Report of the Chair

Report of the Chair

1. The Provost and Chair Hoeing are assembling a **General Education Task Force** to re-examine the Gen Ed program, identify its problems, how it interacts and complies with SUNY requirements, what new approaches it could take toward satisfying them and providing students with a more distinctive and transformative learning experience.

2. The Graduate School Executive Committee, after consultation with the FSEC, has issued a *Thesis and Dissertation Publication Embargo Policy* which allows, under certain circumstances, a student to secure a 3-/6-/9-/12-month hold on the release of the thesis.

3. Chair Hoeing will be meeting with Robin Sullivan and others to look at the progress on the new FS website; we expect to have it up and running soon --- all faculty will be notified when it's operational.

4. Committee updates:
 - The **Faculty Senate Grading Committee** will begin meeting again after a well-deserved break, this time to revise the "Course Second Enrollment Policy." Many students repeat a course simply to get a better grade, which was not the intent of the original policy. Repeaters account for an inordinate percentage of enrollment in already severely impacted courses. Prof. Baumer and Associate Dean Bruce Pitman have already exchanged extensive e-mails and ideas towards crafting a new policy.

 - Prof. Arabella Lyon has submitted a proposal for the creation of a Writing Center at UB, along the lines of those found at OSU and Penn State; she has already discussed

this with the FSEC, revised the policy, and the chair will be forwarding this shortly to the **Educational Programs and Policies Committee**.

The **Information & Library Resources Committee** met on October 23. VP Steve Roberts reported that the UB libraries are facing a 14-15% reduction in spending power for collections relative to what was spent the previous year. He also noted that nothing new has been decided regarding the re-purposing of library space, and that the budget crisis has slowed the migration of material to the Annex. On the bright side, Director of Public Services Margie Wells reported that the main website has been revamped, and that a new search engine --- Multi-Search ---was recently launched; this provides citations and abstracts, as well as linking opportunities to full-text articles, electronic books, and records in the BISON catalog --- it is a much more flexible and powerful engine. Further notes will be posted on the new FS website once it is up.

Item 3. Report of the Provost

n/a.

Item 4: Interaction with Joseph Brennan, Associate Vice President for University

Communications regarding the branding concept

Joseph Brennan, associate vice president for University Communications (UC), and Peter Killian, assistant Vice President for Marketing, updated senators about the latest developments in University Communications, and more specifically about the "Reaching Others" initiative. The initiative seeks to showcase UB's excellence and its positive impact at the local, regional, national, as well as global level. Brennan explained that UB is not as well known or appreciated as it should be beyond the

boundaries of WNY. This is something his office was working to change by using video, TV, and radio “to tell the story of UB’s academic excellence.”

“A stronger public image will help us recruit students and faculty, enhance alumni pride, generate support from the community, government officials and donors, and make UB a great place to learn and work” Brennan stated. “This is about creating a consistent message,” Killian added. The initiative grew out of a process that began two years ago when the Division of External Affairs commissioned a comprehensive study of how the university is perceived by internal and external audiences. The study (which gathered the opinions of more than 4,000 faculty, staff, students, parents, alumni, community members and external people) revealed that UB lacks a clear consistent identity, that stakeholders perceive this and that they want a clarity of image and messages. So “Reaching Others” was established to help highlight what makes UB distinctive:

- Its creativity, research, discovery, creation of new knowledge
- The difference it makes globally
- Its resilience and optimism
- A big, diverse and international community that has a sense of kinship
- Its pursuit of academic excellence

“Reaching Others” is expected to integrate all aspects of UB’s external and internal communications beginning with admissions since it is, as Brennan pointed out, “one of the key pieces that starts to tell the story.” He further reported that the initiative has so far included the purchase of local television and radio spots for \$34,000. These commercials were broadcast on CNN, “Meet the Press,” and other Sunday-morning news shows. Commercials also appeared—at no cost to UB--on UB athletic contests that are broadcast nationally and locally, including on the ESPNU network, on ESPN2 on Nov. 4 when the Bulls hosted Miami (Ohio), and on ESPNU when UB played at Akron (Nov 13).

In light of the recent budget cuts, Brennan said, his office's main strategy for spreading the word about the university has been to

- Take advantage of low cost/no cost opportunities
- Utilize media relations
- Integrate with key university initiatives
- Partner with academic and support unit communications and offer consulting services internally: e.g. UB's five health sciences are participating in an audit of their communication activities
- Develop internal resource toolbox for any unit to use, whether it is a slide, printed material

Brennan concluded by reminding the senators of UC's mission: to support teaching, service and research at UB by producing effective communications. He requested that information about faculty accomplishments be funneled to his office.

Chair Hoeing expressed genuine excitement about the work done by the office of University Communications. Dan Ramsey, from Public Health and Health Professions, inquired about the timelines to have things well established. Brennan responded that everything should be all integrated by the end of next year. Jason Young, History, asked about the target audience of the commercials created for "Reaching Others": Is it perspective donors? students? Is the scope local, national, international? Brennan clarified that the initiative was targeted more to "influencers" (elected officials, alumni) than the undergraduate population for instance. Gayle Brazeau expressed concern that the talk about leveraging low cost/no cost opportunities did not entail a risk, namely that of "not getting what we need"? Brennan explained that this focus is specifically in light of the current budget situation. The UC has a media plan that goes regional and national if funding becomes available.

Brazeau also inquired about media plans for when UB does not get positive news coverage (as with the recent tuition increase).

Item 5: Parking and Transportation Services

Director of Campus Parking & Transportation Maria Wallace, and Assistant director Chris Austin

Mission

Maria Wallace gave a powerpoint presentation about the services offered by her office. She underlined their importance in light of her unit's ties with the physical Master Plan that is under way. "The Parking and Transportation Services is dedicated to balancing the demand of parking allocation and transportation alternatives to best serve the University community," she explained. The office believes:

- In continually enhancing the level of service to our customers.
- In building partnerships with our University community to best assess demands and services.
- Effective and fair enforcement (for the orderly and safe flow of traffic).
- A balance between transportation & parking alternatives is critical in responding to the needs of customers.
- Our dedication and outreach efforts will foster good will.

Services are available to all University at Buffalo students, faculty, staff, emeritus personnel, volunteers, and guests, Wallace said. She listed the key services offered by her office:

- registration,
- parking regulations and enforcement,
- info booths,
- lot maintenance and paving,
- campus advisory station, 1620AM,
- short-term parking,
- Inter- & Intra-Campus Transportation

inter- and intra-campus **busing** to meet the transportation needs of students, faculty, and staff. Approximately 2.5 million riders utilize this service each year.

Parking **Shuttle** Service which provides a valuable and convenient alternative to parking, particularly when faculty/staff and student lots are congested. Convenient pick-up and drop-off service at major sites around the Academic Spine/Putnam Way are available.

Shuttle Services, Students with Disabilities. Shuttle service is provided in order to meet the inter- and intra-campus transportation needs of students with disabilities.

A blue line connector connects all the affiliates downtown, Wallace said. Her office shuttles more than 3.5 million riders between these North and South campus each year. Green initiatives are also being pursued and encouraged, she added. For instance:

Buffalo Blue bikes are available for rental

Downtown circulator

NYS Ride (Tax free program launched w governor office to buy pre-tax

Rideshare-good going WNY

Wallace then provided a breakdown of the revenue that funds her office (with the student fees at \$6.5 million annually being the largest source of revenue; \$500,000 from parking violations)

She also listed her unit's "unfunded initiatives," namely

- parking ramps,
- a hybrid bus fleet,
- heated bus shelters,
- onboard WiFi service,
- a "zip car" rental program and
- "bicycle infrastructure," with bicycle lanes both on and between the North and South campuses.

And concluded with the challenges her unit will be facing in the near future:

- Lack of capital funding: a single parking spot in a basic parking ramp costs approximately \$27,000; a hybrid bus fleet costs \$80 an hour (\$50 for traditional vehicles)
- Lack of public transportation network
- WNY culture (single occupant vehicle)
- UB Car free

Senators inquired about alternatives to the hangtags.

Item 6: Old / New Business

Item 7: Adjournment

The meeting was adjourned at 3:48 PM.

Respectfully submitted,

Carine Mardorossian, Secretary of the Faculty Senate

Attendance

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- **School of Architecture and Planning**
- Stratigahos, Despina
- Yes
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- Ott, Bonnie
- Yes
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- **College of Arts and Sciences**
- Adelman, Robert
- No
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- Blair, Sampson
- No
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- Bruckenstein, Stanley
- Excused
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- Campbell, James
- No
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- Churchill, Melvyn
- No
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- Csatho, Beata
- No
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- Dryden, Lee
- No
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- Dyson, Stephen
- Yes
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- Linder, Joann
- Yes
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- Liu, Zhiqiang
- No
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- Ludwig, Jeannette
- No
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- Read, Justin
- No
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- Schiff, Randy

- Yes
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- Altstadt, Jared
- Yes
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- Subramanian, Chetan
- No
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- Street, Debra
- No
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- Sun, Wei
- Yes
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- Takeuchi, Kenneth
- Yes
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- Welch, Claude
- Excused
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- Weinstein, Bernard
- No
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- Woelfel, Joseph
- No
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- Young, Jason
- Yes
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- **School of Dental Medicine**
- Bradford, Peter
- No
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- Davis, Elaine
- Yes
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- Ferry, George
- Yes
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- Mang, Thomas
- No
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- **School of Education**
- Brutt-Griffler, Janina
- No
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- Dimitriadis, Greg

- No
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- Donnelly, Jim
- No
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- Liu, Xiufeng
- Yes
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- **School of Engineering**
- Alexandridis, Paschalis
- Excused
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- Batalama, Stella
- Yes
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- Dargush, Gary
- Yes
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- Jensen, James
- No
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- Pados, Drimitris
- No
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- Soom, Andres
- Yes
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- Srihari, Sargur
- Yes
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- Wie, Chu-Ryang
- Yes
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- **School of Law**
- Bartholomew, Mark
- Yes
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- Braverman, Irus
- No
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- Breen, Lauren
- No
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- Westbrook, David
- No
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- School of Management
- Isse, Hodan

- Excused
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- Smith, Sanjukta
- Yes
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- Star, Harold
- No
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- Talukdar, Debabrata
- Yes
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- **School of Medicine and Biological Sciences**
- Black, Thomas
- No
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- Crawford, Elpida
- Yes
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- Dobson, Kim
- No
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- Duffey, Michael
- No
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- Ellis, David
- No
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- Fiden, William
- No
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- Ellis, David
- No
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- Fine, Edward
- Yes
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- Glick, Philip
- Yes
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- Hassett, James
- No
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- Hershey, Charles
- No
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- Lackner, Jeffrey

- No
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- LaDuca, John
- No
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- Lockwood, Alan
- Yes
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- Mahl, Thomas
- No
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- Mastrandrea, Lucy
- Yes
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- McDaniel, Timothy
- No
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- Nickerson, Peter
- Yes
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- Ostrow, Peter
- No
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- Pranicoff, Kevin
- No
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- Reynolds, Anne Marie
- Yes
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- Sadler, Laurie
- No
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- Shucard, David
- No
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- Smolinski, Robert
- Yes
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- Springate, James
- No
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- Stachowiak, Michael
- No
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- Williot, Pierre

- No
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- **School of Nursing**
- Pomeroy, Sherry
- Excused
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- Steeg, Linda
- Excused
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- **School of Pharmacy**
- Brazeau, Gayle
- Yes
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- **School of Public Health & Health Professions**
- Bauer, Stephen
- Yes
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- Burkard, Robert
- No
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- Ramsey, Daniel
- Yes
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- **School of Social Work**
- Keefe, Robert
- No
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- **SUNY Senators**

- Baumer, William

- Yes

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- Bradford, Peter

- No

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- Durand, Henry

- No

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- Kramer, Marilyn

- Excused

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- **University Libraries**

- Bertuca, David

- No

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- Lyons, Charles

- Yes

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- Taddeo, Laura

- Yes

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- Tao, Dorothy

- Yes
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- **Guests**
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- **Parking and Transportation Services**
- Maria Wallace
- Yes
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-
- Chris Austin
- Yes
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- **UB Reporter**
- Kevin Fryling
- Yes