



FACULTY SENATE

VALDOSTA STATE UNIVERSITY

Ben Harper
President

Forrest Parker
**Vice President/
President Elect**

Emma
Kostopolus
Secretary

Ian Andersen
Parliamentarian

Chunlei Liu
Past President

Faculty Senate Agenda August 17, 2023, 3:30 p.m. Microsoft Teams

Follow this [link](#) to join the meeting, or copy and paste the link below into your browser:

https://teams.microsoft.com//meetup-join/19%3ameeting_ODJmMGYzY2UtY2JjNS00ZjdLk1NTMtMzdIZTBmMDFkNzMz%40thread.v2/0?context=%7b%22Tid%22%3a%2225a5d340-8abc-4053-b4bd-dc1213280353%22%2c%22Oid%22%3a%22737798bd-c63b-40ae-8dd3-e9e8c724a4da%22%7d

Items in **bold print** are items that require action by the Faculty Senate. Other items are for information only.

Special Request: At the request of the Senate's Executive Committee (fsec@valdosta.edu), any actions sent to the president (cliu@valdosta.edu) for possible inclusion in the Senate agenda should be accompanied by a written document with the rationale and purpose of the decision. The Executive Committee requests that these documents be submitted via email as a Word.doc attachment(s).

For the benefit of record keeping, we ask that senators and visitors please identify themselves when speaking to an issue during the meeting. Please use the microphones to assist with accurate recording. All senators must sign the roster in order to be counted present. If you have a senator's proxy, please place their name tag beside your name tag on the table in front of you.

1. Call to Order – Ben Harper

2. Reading of proxies obtained prior to the meeting; Request additional proxies for those not given from Senators in attendance – Emma Kostopolus
 - a. Duke Guthrie for Joe Culverhouse
 - b. Emma Kostopolus for Ryan Wander

Note: Please send an email to Emma Kostopolus(ekostopolus@valdosta.edu) regarding proxies a minimum of one (1) week prior to the scheduled Faculty Senate meeting or as soon as possible if an unexpected absence needs to occur.

3. **Approval of the minutes of the April 20th, 2023 meeting of the Faculty Senate.**

https://valdostaedu.sharepoint.com/:b/s/TM-FacultySenateExecCommittee/ES2PFCLEuzpMgzLzxG9tVc8B2IXk_StYvortpSzFpENavg?e=nROLLD

(See link here for a page number for

all faculty senate meetings). – Melissa Pihos

a. Motion- Todd Royle, 2nd- Denise Hill; All in favor

4. Updates from Faculty Senate President

Ben Harper –

- First, welcome to all of our newly elected senators.

Uh, we have a few units on campus.

Who are still electing senators this week and next, and we will have a few new faces next month at the meeting.

But we're glad that we have new fresh blood in the group.

We're also really excited to have our returning senators back.

Some of you are stalwarts of this institution and we appreciate your institutional knowledge and also a very warm welcome to all of our guests attending today.

- This summer I had the distinct pleasure of attending several different types of meetings.

There was one that was affectionately referred to as the Dean's plus six.

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It was all the Deans of the units on campus, plus six additional faculty members you may recognize some of the other faculty members who were on this ad hoc committee.

It included Chunlei Liu, Kelly Davidson, Uh Michele Blankenship was there and Debbie was also there. So lots of faculty Senate representation from our past presidents. The discussion with the Deans plus signs plus six, mostly centered around the 8.7 million in cuts that the USG asked VSU to prepare for the next academic year. Not this year. And it was a very challenging discussion because as many of you know, we have endured a lot of this recently, but it was impressive to see the Deans and a faculty representation give feedback that really tried to hold steady for students and faculty. What the institution offers to our students, from my viewpoint, a lot of the budget cuts for academic affairs, we're centered on reductions in force for unseated positions through retirement and through resignations, which means currently the as the plan this summer stood that no one currently was anticipated to receive a layoff notice. There were some operational plans put into place to reduce funding there, but also you should feel good that the faculty scholarship funding was a high priority and Bob Smith was insistent that it stay at \$100,000 this academic year.

- Now the good news with this plan. I guess if there can be some good news, is that my understanding is this plan for the next academic year was sent up to the USG and is currently kind of on hold as it is reviewed and some further decisions are made. There are certain deadlines that have to be in place for reductions in force of seated faculty positions, and right now what I can tell you is I feel very positive about our ministrations, how hard they are working for faculty, and how hard they're working to deliver degree programs and services to students. You should take heart and how hard they have worked this summer to to hold the line and really defend the institution's uh one of the other committees I served on was for the advising framework, which is rolling out this year and we have some updates for you later on in the program.

♀

- And then also, I attended the quarterly meeting for the VSU Foundation and I will say it is quite healthy and they're getting ready to embark on some more fundraising primarily for scholarship support of our students, lot of great positive things happening this summer that I that I took away a lot of. Positive news that that people across the institution are really working hard for students and for faculty, and I'd be happy to speak with you individually over email or we can schedule a phone call or a teams meeting and I can answer more of those questions later.

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5. Updates from President's Office: Dr. Carvajal and/or Dr. Noviello

Dr. Carvajal-

- Thank you for that Ben. And certainly I want to echo the speak to the comments that that he just offered and I want to thank Ben and the other faculty as well as the Deans and others who who did that work this summer. These are budget exercises that unfortunately we've had to to get too accomplished at doing.
We've done them a few Times Now and this is one that is going to work.
We're working well in advance of next year of trying to anticipate what we might do, but ultimately obviously what we ultimately have to do, we're a long way from knowing that and knowing what our budget number is. So I just simply thank those that were involved this summer in, in, in giving us input and giving us ideas and giving us suggestions and giving us a road map to think, think through and to think about as we start preparing for the year ahead and and ultimately the next budget process.
I also want to thank all of you, certainly been and the other officers, but really all of you as senators for your willingness to step up, I shared with Ben earlier today, one told me years ago that there were many people or several, at least on on, on any college campus, any one time who have the capacity to lead.
But there are very few that have the guts to put their name on the ballot. Well, each of you in some way had the guts to put your name on the ballot and to step up and and express your willingness to serve.
And this is an important vehicle for certainly for the good of the institution. It's something that I and I know other leaders here at VSU you lean on heavily. We're gonna continue to do that and we work in partnership, so I'm really grateful to your willingness to serve and we look forward to a great year ahead as we as we tried to continue moving the institution forward.
- All right, so let's dive into a few things that we've been working on and I'll turn it over to Sherry for any comments she has. And then as Bob and I were known to do, she and I can together take any questions that you all may have. First, of course, I get asked a lot this time of year about where enrollment is at and what it looks like. You know that we were able to put out some press a couple weeks before the semester because at that point we were overall 1% up overall and enrollment course, there's subgroups within that where we were up in some cases a lot and that's fantastic including new entering students online college and the Graduate School. But that those numbers, the overall number has continued to fluctuate literally every day.
As of today, we're down one about 1.5%. Well, that's kind of the range we've been in. We've been popping back and forth between being just a little bit up to flat to a little down by versa etcetera.
So here we are. We're, you know, getting toward the end of a drop, every student matters and and it will matter even after today, as we as we close out a drop. Of course, if we have a student that's having a bad experience and they decide, you know what, this isn't for me, I'm withdrawing. I'm done. I'm going home, whatever that hurts us, that hurts us in a big way. And so every interaction we have matters, and I'll simply ask you to keep that in mind and do all that you can to make this a great experience for those who have have picked us and those who have selected us. And let's let's try to engage them as much as we can.
And then we're not done. Actually, the enrollment census for the term doesn't close until the early part of October. And so as we think about B term both in our traditional programs graduate and as well as in the degree that has its own second eight week term, all of those enrollments ultimately will matter to us as well as before we close that census. So again, I think we all have plenty of reason to dive in and do all that we can to try to maximize that and every way possible.

- We you know that we've been conducting in, in have had in multiple finalist candidates for our Vice President for University Advancement Search. This is an important position.
You heard Ben talk about going to the quarterly foundation meeting.
I loved having him there. In the past, other faculty Senate presidents of have come as well.
That's an important group for us, so we have about \$70 million in endowment, 44 VSU.
I just saw today. I actually Doctor Miller and I worked together and we noticed that a a certain nearby rival institution has half that we can be proud of that, that. But we're not. We're not satisfied that with with that, we want to keep growing that and on this position is very important. So appreciate everybody who took part in the forms that we've had and have given their input. We are rolling through the final stages of that in.
My hope is that we'll be in a position to make an offer and announce the successful candidate very soon.
- Convocation our our opening and faculty staff convocation. Thank you for attending.
We had a great attendance this year. I also thank those of you who took the time to submit an evaluation based upon those evaluations. It seems like you liked what happened this year that was really positive feedback again for the mini conference you were you're really I think the attendance of the of those sessions was great and the feedback on them has been equally great. So thanks to all of our presenters, several of whom are on this call today and thanks again for those of you who participated and gave your feedback to it. I also very much appreciate the feedback we've received regarding my remarks at the beginning and toward the end of convocation. Those also seem to have been well received and I think folks the overriding assignment we have gotten from folks is that they have appreciated us being honest about the struggles that that we have been engaged in and yet we understand that together we we started some work a year ago, a plan of action and fortunately those efforts are working, but we're not done.
- And so we're going to keep that with keep on with that. In fact, the next critical stage, if you were there, you know, was announced and that's the VSU 2030 initiative that is beginning in fact yesterday, some of you received an invitation to serve on an expanded university council. I hope if you got that that that you'll prioritize that amongst all of the things that we know you get asked to do. This is important work that will be happening throughout the term as we come up with a solidify, a common vision for what we will look like in the future and then develop a very clear plan of action for how to make that vision become a reality. If you did not get an invitation to that, that does not mean that you there will not be other opportunities to engage in and participate on this work.
All of you, probably at one point or another, will have an opportunity to give some kind of feedback, but at examples of that will probably be surveys, listening sessions and the like, as well as in the not too distant future we'll be inviting individuals to be a part of smaller teams that will work together for each of our three opportunities.
Traditional undergraduate, the online college and the Graduate School. And in an individual way, within those small teams to kind of going to a room, not come out to, you're done almost that kind of model of hey, what is what do we need to look like specifically in 20-30 and this menu and what specifically needs to happen going to be a lot of ideas generated from those, those working groups. And again, if you get an invitation to serve on one of those, I hope you will prioritize that and take part.
- The last thing I have is something that simply something we can all be proud of.
Our Center for South Georgia Regional impact continues to make thanks to you all our faculty and the work that you're directing with our students tends to make it. It continues to make a huge difference throughout South Georgia where we have today complete over 300 projects throughout our 41 counties and beyond. But one of those projects is happening here today, and that is we have something called South Georgia Leads, which is based upon leadership Georgia, the state's primary kind of top leadership development program, a group in South Georgia came together and realized and thought about how hard it was to get people accepted into that class every year and thought, you

know what, we need to make this more prevalent for folks in South Georgia, this kind of experience and we need to create connections county with county across South Georgia. And so they came to VSU and they've asked us to be the home for, for South Georgia leads and. And so tonight, a new class begins its work.

They are here at VSU, a leaders from literally across South Georgia who will begin a year long exercise of diving into how to be their best version of a leader and and then how to work together to to make this place that we call home in South Georgia. Even better, now you should be proud that that's happening here.

I think various folks from our institution will be involved with the project throughout the year and in an ongoing way and it's just one of so many different examples that we could all name of ways that our entire VSU family is making a difference in this place that again we all call home.

Dr. Noviello-

- Well, good afternoon, everyone and thank you for allowing me to come and be participate in my first faculty Senate meeting as the interim Provost and want to just say thank you all for your commitment to recruiting and retaining our students and for being flexible to the needs that we have had in our eight OCCA programs that the enrollment in there are changes on a very daily basis. And one day, Kevin will say we have this many students in the very next day we've added like several students to that those programs.
And so thank you for your responsiveness to additional sections that we need.
- I want to just remark just a little bit about the Deans Council plus six process that happened during the summer and I was able to even though I wasn't officially in this role, I was able to participate in those to the not actually participate in the discussion but observe the discussion and it was definitely a difficult process that went forward and with a lot of deliberation and the thought behind the decisions that were made.
And I do want to make a point that it was a much different experience that I have had that I had this summer that I have had in the past being in the system office for this is my 33rd year.
I've been a participated in a lot of budget cuts and they have not all been this transparent with faculty involvement, so I I do think that we that that was done well this summer
I visited all of our college, their faculty staff, complications, and those.
There was a lot of energy there and I appreciated the questions that you all asked and will will certainly entertain more if you have them.
- I sent an email out yesterday to our new academic affairs team email distribution list and we will be starting the Poppins with the Provost at the end of this month. And so Sheri Gravett, Becky da Cruz and myself will be visiting different areas of campus and will be there for a scheduled hour to meet you all for your questions or your concerns. Or your ideas. Whatever ways that we can help you to feel like you have the information that you need and just to also give you a little bit of what is coming your way or some of your ways, we have some documents that we are drafting new. We're working on new drafts for you to look at and hopefully approve, and that would be on.
- We have some new modifications from very slight modifications on the post tenure review policy that we have from the system office that we need to work that language into our document. We have a remote proctoring policy that will add draft that will also be coming to you all and then there will be a draft for a grievance policy revision. And as of Sunday evening, I received a draft of the refresh of the core and that Sheri Gravett and others are. Teasing through to find out what's different and to provide feedback for our Mondays deadline to provide feedback for the system office and it's mainly repackaging, but we will get out information to you. I'll just as soon as possible.

Questions

Linda Most --

I'm wondering if there is a chart or a way besides combing through the different college websites to see what the current program alignments and program identities are.

Because I know we've already had some changes in program structure that we're planned in the last couple of years that have now been implemented and it would be helpful if we know who's where and it is at the faculty and and at the the intellectual level is that kind of a document available or do we need to just look at each college is list of current departments and programs.

Dr. Carvajal --

And some of that lives in, in HR as well.

I don't know Jeanine's on the call, but but they were taking some of that and and try to keep up with that and so.

So but yes, I I think the point is made we'll we'll try to see what we can, what we can make available.

And I will tell you on that front the website, there's a lot of things on the website that need to be updated.

One of the things that you know Ben talked about the several of the things that he was a part of this summer, there was a lot of work happening this summer. One of the one of the projects was we actually had a group that this is what they do. They came in and did a complete audit of our website. We have faculty involvement in that.

We appreciate folks from the Computer science department who have been engaged in that and providing their expertise to that, but we did a complete audit of what is and isn't working, where they're missing links and frankly, where there's out of date content on the website all throughout.

And so we now have a plan and we've just hired a new web, but manager.

And so you will start seeing probably multiple changes to the website in short order this fall as we try to get it accurate and get get it working the way it needs to.

6. Update on Academic Advising – Vince Miller, Alicia Roberson, Gary Bush

Alicia Roberson –

This summer has been a bit of a whirlwind.

We had a university advising Framework Committee that worked together, as has been mentioned earlier, he was a part of that.

I believe he mentioned that he was part of that, as was a Debbie Paine from Edge Education and Human Services Doctor LA Plant from Humanities and Social Sciences and Teresa Grove from the College of Science and Math.

And so we work together to come up with a framework.

Umm.

And it is built on a handoff at 60 hours for this first year and we will be working with our Deans and department heads to implement that handoff to take place the first week of September, allowing us to work with training, which does the other piece of the update that I understand from talking with Ben was a big question and concern from faculty.

And so we do have training opportunities that will continue.

Right now, our folks in elearning are working on uploading all faculty into the Blaze View Shell University advising training and so that has information and using technology.

Some of our common processes additionally sale will be offering support to faculty.

We will be attending any any departmental meeting we can come to to provide a technology training in addition to having open labs.

So that once you have your assignments and you can have questions specifically about it, we'll have times.

I'm working on getting those reservations made so we can get that information uploaded into employee developments website where you can sign up with that information.

Question from Javian Brabham

Do we know uh and maybe this happens at the department level, but do we know umm uh.

Which faculty?

How that's gonna how the advisor is gonna be split up amongst the faculty, each department?

Or is that plan still being developed?

Alicia Roberson

Each department is working on their own plans based on faculty loads and, Umm, who is available to provide that to the students.

Gary Bush

- So the first thing I'd like to say is we do have opportunity for growth.

It's something that's we definitely can do.

It starts with understanding our students, where they come from, where they are and where we need to get them.

Then it follows with implementing a solid recruitment plan and then focusing on our primary markets.

We'll talk about that a little later on and just start building those relationships earlier in the pipeline when it's traditional student becomes a senior that's a little too late to start that uh courtship with them to get them to enroll.

The first thing is kind of understanding where our students come from.

This is where are first time students in fall.

Our new students, the type of students they are about half of them, are gonna be freshmen.

That's kind of the lifeblood of a university.

20% are transfers, 26% are graduates and 6% are dual enrollment students.

-

When we break that into the freshman numbers into where they're located and we look at it from where they were ten years ago versus where they've been in the last two years, you can see that we've grown in our local market and we just have to win our local market.

It's up to 26%.

We've lost some of our market share and Atlanta we went from 37% to 18%, but our Florida market has grown and a lot that in state offer an in state tuition of Florida is really helped us grow that number.

And then the remaining of Georgia, South Georgia in central Georgia has kind of stayed steady over the last 10 years. So about 60% of our students come from those three markets from the Florida market.

That Atlanta region and our local market and our top feeder high schools are our local schools.

A lounge is a huge feeder for us as well as Valdosta Colquit.

Just kind of those surrounding counties is just a really big player, so once we know where those students come from, that's where we have to design a plan.

So we've got a very detailed it's about a 30 page recruitment plan of that type of activities that we have to do to recruit students and it's broken down for traditional students transfers or dual enrollment.

The counselor outreach that we have to do, and it's also had we have a calendar right because having the plans, one thing implementing a plan as a different thing.

So we have, umm a calendar to set up that this month.

This is what we do and it's for the whole year.

So we know where we have to be when we have to be there and we've also implemented territory management.

So we know what activities that we need to do and we've got three regional recruiters, one in Florida and we have two in the Atlanta population and that's in the upper end.

The north part of Georgia and we have three of our become local recruiters that are housed here at Valdosta and then once for the East part, once for the West part and once for the central and each of those territories.

They have goals that they need to that we're expecting not only just total enrollment, but how many applications we get in, how many accepted students and that's tracked and more importantly, we've entered the territory management is we have a primary market, a secondary market and a tertiary market.

And what that means is, you know, we have 40% of our students that aren't really in our Atlanta market or or a local market or the Florida market, but there's still really important to us.

- So we were able to take our high schools, go over six years.

Look where our students are and come up with high schools like Houston County is a pretty good county for US schools in those high schools where if they're a primary market, we'll go to those high schools twice this semester.

If it's the secondary market, we'll go to those schools once a semester, and some of those areas will go through a state with it's called probe instead of Georgia and Florida.

They have a different one where that big statewide college fair might be the only time that we're there, particularly in North Georgia, we don't get a lot of students, but it's important for us to be there.

So we still travel to that area and then those primary markets, we color code them.

This is just a sample that that we've taken from our recruitment plan and the different color codes mean something different, right?

They had a large last year large number of students that came last year.

A large number of students that over the six years that we've recruited some of them are the color code means they used to be really important to us.

We got a lot of students and now we don't, so we need to figure out what, what, what issues there are and some of the color code is just we don't have a lot of students from there, but we really should have given the makeup of those students and the type of students that are there that we should be getting more of those students.

We've also implemented a highly detailed communication plan and that's multiple touch points for the traditional student.

It is a very long recruitment cycle.

In the past, would mostly focused on our that the senior recruiting, but if you purchase a name for a sophomore in the first time you reach out to them is their senior year.

You've already lost that student, so it's multiple touch points.

Print text, phone as well as email starting earlier in the recruitment cycle and so A students getting multiple touches from us as soon as they get.

- And we've also started a recruitment plan for the parents.

As for the traditional students, for our non traditional students and this is also for online and graduate, it's a much shorter recruitment cycle right?

It's not that 2-3 year cycle.

It could be, especially for that online you're applying today, we can get you started and you know three weeks or 8 weeks is when the next one is starting.

- So some things you might want to go ahead and put on your calendar.

These are some of the recruitment events we've got coming up.

Our open house is Saturday, November the 11th.

We got one February the 3rd and April 6th.

Those are the big days.

If you've never had an opportunity to come to an open house and is an amazing event, I've worked at a lot of schools and I gotta say, this is the best event.

Open House event from any of the schools that I've worked at.

We also have some Valdosta State experiences and that's where we just take values that Valdosta State on the road.

We've got one in Cobb and the one in Jacksonville this year we're bringing back the scholarship interview day and that'll be January 27th and we've done some virtual events in the past.

I think we've done with math and science.

We've done one with Levi's Humanities.

We also do them at our student stages, like if you've applied and you haven't made that commitment, we have some of those events and those are pretty successful.

So we're gonna continue doing that if you want to have one for your area, your program, please reach out to me.

- We'd love to to get that set up.

So what role do do y'all play in recruitment?

You know, just continue to be great teachers, right?

Umm, that's the number one, right?

We have a great product and and you'll make that possible.

So keep doing that and start finding out, you know what makes your program special.

You know where your students getting jobs?

What kind of internships do you have set up?

What's your national recognition?

And and just those success stories.

- Start thinking about that and tell people about those success stories.

Because that's really what sells a university and you know, come out said this before.

Come out to our open house and plan to participate in some of our events.

Students love to interact with the faculty, so don't be scared to pick up that telephone and call and text students that are admitted into your program and start building those relationships early.

And one thing that you can do, especially if you're a offer you're teaching some of those upper level classes, is promote those graduate program to your undergraduate classes.

You can put it on your syllabus if you know a student that's great and they're doing really well in your class.

Just reach out and say hey, if you have you thought about grad school, here's some opportunities that we have.

I am optimistic about fall 24, fall 25, about our future cause.

We've got a a great plan and for the first time we're fully staffed and the recruitment office.

So I have high hopes of what we're going to do.

We're reaching out to the students.

Earlier we've implemented those primary markets and we have an enhanced communication plan, which is something that we haven't had in the past.

And I'm also super excited because this is a great university.

We've got a great product, you know, fantastic faculty, a beautiful campus, a good sized school with what we're offering and a a great history.

And I think as a university, we truly put the student at the center so that that's easy to market.

Question from Stephen Downey

Alright, Gary, real quick and your presentation, you talked a lot about traditional.

I did not hear the phrase non traditional students uttered once or mentioned in your presentation.

What are you doing to recruit non traditional students?

Gary Bush

Yeah.

So we have one thing that we did is we created a position just for transfer students just for that nontraditional, umm, transfer student.

But a lot of our nontraditional students are going towards ACA, and but we did create a position just for our transfer to reach out to those transfer students because they need a a different.

Steven E Downey 39:33

I agree OCCA is growing, but I would say that more of our non traditional people are going for online programs that are not in OCCA but our graduate level online programs.

To that end, what can we do to better recruit them?

Gary Bush 39:50

So for our online students and having that or transfer, Umm, counselor, it's really that speed to lead when they're interested, when they reach out, it's that pool marketing that you reply back to them quicker and you help them through that process.

Javian Brabham 40:34

Mr.Bush, one of one of my question is part of the department that I serve in a lot of times we are out actively recruiting. So we have a lot of connection with perspective high school students and one of the things we've had some issues or we've had some difficulties is like getting them through the application process in a relatively timely fashion. And we've sometimes have lost students to other institutions because they hear back a lot sooner and we've had some situations where students don't hear back until I think last this past year, we had some students in hear back Friday they accepted it. Not until late spring semester and some even into the summer.

So it sounds like you said you were fully staffed now. So I was wondering, have there been any talks about maybe ways that maybe we as the department could help or is there any way we can make that process more streamlined or more efficient overall?

Gary Bush 41:38

Yeah. So if you know the student they haven't heard back from us, please let me know because I think we are within two days from having completed application to making an admissions decision. So if you hear one of those students reach out to

ne because I'd love to know, we have automatic emails and then this year we also did some postcards. If there were missing items. But it should be like most of our admissions decisions, once we get a completed file, it's within two days. We're not far out for it, so I would love to get the information from those students just to kind of see if there's something that where we dropped the ball and usually if it's just one, it's more than one. So I'd love to get some more information about that.

Samantha E Paul 42:37

I have to remember to unmute myself, so kind of leading with that previous question.

One thing that I saw and I thought it was an interesting idea as I saw a Public Library

Do A application workshop and so they had a bunch of colleges like completing applications.

Is that something that we participate in?

Gary Bush 43:02

We do as a state of Georgia. They have applied to college month. They have it twice and they ask us to waive our application fees. Then each of the schools, typically it's a high school, they'll help the students fill out those applications. And then during that time, the applications are waived. Ours is typically November and I believe it's March is when we have those applied to college, umm months. Umm but yeah, if you hear one of those, I'd love to.

To send a counselor out to those library and to get you know, into their VSU shirt to help students apply to college.

Benjamin G Harper 43:48

There's a question in the chat from Bobby Tickner.

The question is, is there going to be additional finals at the department level for marketing the department I serve in music, we require some additional marketing and I assume there are other departments across campus, but will there be additional support, funding or marketing provided for us so that we can continue to do that one on one recruiting?

Bobbie B Ticknor 44:35

So what I'm talking about is like my department, like being able to offer like, you know, posting in our conference and various different, you know, criminal justice conferences, you know, posting ads for VSU posting ads for our program for our Masters program. You know, things like that at the department level where we just, you know, haven't been able to afford to do historically. So those are great ways to recruit students because these are students who are active and going to conferences and everything else. So just ways that at the department level we can also, you know work with admissions and trying to recruit students at specially at the graduate level with uh attracting some talent. So and then it just hasn't seemed to be. Hasn't seemed there hasn't seemed to be a budget for this in the past.

Gary Bush 45:26

I would have to defer to our marketing department for the funds for a for marketing, but other places that I've worked typically for that specific type of marketing, it would have come from the departments, but I don't know if Melinda is on here or not, OK.

Richard Carvajal 45:46

She's not, but I'll jump in real quick. So you know, if we think about, a restaurant, what are they market, do they market the menu or do they market the restaurant. You know, most of the time they're marketing the restaurant.

They're they're selling that experience of going there and then occasionally, yeah, they highlight a particular item that they think you know, could have particular appeal. That's generally the way we have approved. We're approaching marketing

again. If you were at the convocation, you've seen the work that that, that group has been doing in the last six to to nine months, watching now a national campaign, completely redoing what we're doing and it's paying off. What we know what the contact points are and and all that.

So we'll continue to market the university and the experience, but we will continue to also be looking for where particularly we think there are growth opportunities. We'll look for programs to highlight in different ways that will that will that will probably run the gamut, but I certainly would also you know I'll concur with Gary that that doesn't preclude when there are funds available at the department level to think about what, what are those things like conferences and the like where, where that could be specific and and it does change at the graduate level where the, the the way you reach to it, it's obviously is different than than at the undergraduate level whether it's for traditional or undergrad. So we're going to this is a work in progress. We've made a lot of progress on what we're doing and we see the impacts of that in terms of the number of hits we get on, for example, digital ads or or trips to the website, those kinds of things. But we're not done. We'll keep at it and and where you know of those opportunities, by all means send send them to the marketing and communication team and I'll continue to assess where where our dollar should be best spent.

7. Old & Unfinished Business

a. Permanent Committee Reports

- i. Academic Committee (fs-stat-ac@valdosta.edu) – Sheri Gravett; The academic committee will hold its first meeting on Monday, September the 11th, at 2:30. The committee members and department heads and Deans will all get an email announcement. I just asked everyone to pay attention to the location because of some changes at the University Center. Our location will be a little different from where it's been in the past and we'll move a bit, so please pay attention.

<https://www.valdosta.edu/academics/registrar/academic-committee.php>

- ii. Committee on Committees (fs-stat-coco@valdosta.edu) – Luis Gonzalez – Working on updating the committee spreadsheets. Ben Harper asks that if your committee roster shifts, to please send updates to fsec@valdosta.edu
- iii. Faculty Affairs (fs-stat-fa@valdosta.edu) – Javian Brabham; first meeting will be held soon.
- iv. Faculty Grievance Committee (fs-stat-fgc@valdosta.edu) – assume no report

b. Meeting minutes from the various committees should be sent to fsec@valdosta.edu **AND** to archives@valdosta.edu with “Archives Faculty Senate Papers” in the subject line. Please label minutes documents as shown in the following examples:

- i. Technology_Minutes_04-29-2022
- ii. Academic_Honors_and_Scholarship_Minutes_08-28-2021

Thank you for your assistance in getting and keeping our records up to date. ©

8. New Business

a. Standing Committee Reports:

- i. Academic Honors & Scholarships (fs-stand-ahs@valdosta.edu) – Karen Terry; first meeting will be held soon
- ii. Academic Scheduling & Procedures (fs-stand-asp@valdosta.edu) – Ian Andersen; no report
- iii. Athletic Committee (fs-stand-ac@valdosta.edu) – Kathy Nobles; no report
- iv. Diversity and Equity Committee (fs-stand-dec@valdosta.edu)- assume no report
- v. Educational Policies (fs-stand-ep@valdosta.edu) – Laverne Hill; no report
- vi. Environmental Issues (fs-stand-ei@valdosta.edu) – Shelly Yankovsky- no report
- vii. Faculty Scholarship (fs-stand-fs@valdosta.edu) – Attila Cseh- first meeting will be held soon
- viii. Internationalization and Globalization (fs-stand-igc@valdosta.edu) – Liz Heath; no report

- ix. Library Affairs (fs-stand-la@valdosta.edu) – Jessica Lee; no report
- x. Student Affairs (fs-stand-sa@valdosta.edu) – Nathan Moates- no report
- xi. Technology Committee (fs-stand-tc@valdosta.edu) – Chang Woo Yang- no report

9. General Discussion

- a. Ben Harper reminds committee chairs that they are required to meet twice a semester. If your committee needs a charge, please contact the Executive Committee (fsec@valdosta.edu)

10. Adjournment

Motioned- Kathy Nobles, 2nd-Xiaoai Ren

Please Enter Your Name	College Affiliation	Points - College Affiliation
Ellis Logan	Humanities and Social Science	
Yakov Woldman	Science and Mathematics	
Deborah Paine	Education and Human Services	
Emma Kostopolus	Humanities and Social Science	
Kathy Nobles	Education and Human Services	
Samantha Paul	Odum Library	
Ken Smith	Odum Library	
Ian Andersen	Arts	
Michael Black	Staff	
H Duke Guthrie	Arts	
Brandon Atkins	Humanities and Social Science	
Lindsay Godin	Arts	
Jessica Lee	Odum Library	
Kyoungim Park	Arts	
Changwoo Yang	Education and Human Services	
Sheri Gravett	Other	
Forrest Parker	Education and Human Services	
Ophelie Desmet	Education and Human Services	
Can Denizman	Science and Mathematics	
Shelly Yankovskyy	Humanities and Social Science	
Liz heath	Humanities and Social Science	
Javian Brabham	Arts	
Zachary Karazsia	Humanities and Social Science	
	Humanities and Social Science	
Donald Thieme	Science and Mathematics	
Mallory lane	Nursing and Health Sciences	
Andrea Paige Krispin	Nursing and Health Sciences	
Todd Royle	Business Administration	
Susan Boddie	Arts	
Carol Glen	Humanities and Social Science	
Brian C Ring	Science and Mathematics	

Denise Laverne Hill	Education and Human Services
James Pace	Nursing and Health Sciences
Education and Human Services	
Joshua K. Pifer	Arts
Eugene Asola	Education and Human Services
Attila Cseh	Business Administration
Theresa Grove	Science and Mathematics
Jieun You	Education and Human Services
Xiaoai Ren	Education and Human Services
Nandan Kumar Jha	Humanities and Social Science
F. E. Knowles, Jr.	Humanities and Social Science
Megan Hancock	Staff
Luis Gonzalez	Business Administration
Lynn Crump	Business Administration
Daesang Kim	Education and Human Services
Education and Human Services	
Science and Mathematics	
Michael Baun	Humanities and Social Science
Hanae Kanno	Education and Human Services
Michele Blankenship	Nursing and Health Sciences
Lois Bellflowers	Nursing and Health Sciences
Selena Nawrocki	Arts
Kenny Ott	Education and Human Services
Science and Mathematics	
Chunlei Liu	Science and Mathematics
Kenny Ott	Education and Human Services
Ivan Nikolov	Education and Human Services
Kelly Davidson	Humanities and Social Science
Bobbie Ticknor	Humanities and Social Science
Becky da Cruz	Other
Jiyeon Jung	Education and Human Services
Sebastian Bartos	Humanities and Social Science
Nathan Moates	Business Administration
Huzeyfe Cakmakci	Education and Human Services
A.J. Ramirez	Humanities and Social Science

