

FACULTY SENATE MEETING

12-13-22 – 3:30 PM – 1008 Nursing Building

APPROVED MINUTES

ATTENDANCE: Nikhil Bilwakesh, Serena Blount, Seth Bordner, Spyridoula (Litsa) Cheimariou, Kim Colburn, Shibin Dai, Susan Dewey, Rona Donahoe, Amanda Espy-Brown, John Giggie, Brittany Gilmer, Nathan Loewen, Micah McKay, Moises Molina, Luke Niiler, Shanlin Pan, Sara-Maria Sorentino, Erin Stoneking, Edith Szanto, Alexandre Tokovinine, Soledad Sanchez Valdez, Laura Erin Watley, Charlotte Wegrzynowski, Craig Armstrong, Tom Baker, Doug Bish, Todd DeZoort, Chapman Greer, Ruth Ann Hall, Matthew Hudnall, Leah LeFebvre, Steven Yates, Dale Dickinson, Nathan Culmer, Andrea Wright, Joy Burnham, Nirmala Erevelles, John Petrovic, Stephanie Shelton, David Walker, Sriram Aaleti, Xiaoyan Hong, Tonya Klein, Patrick Kung, Weihua Su, Jialai Wang, Ruigang Wang, Thomas Herwig, Barbara "Babs" Davis, Amy Ellis, Yeon Ho Shin, Jeri Zemke, Paul Horwitz, Barbara Dahlbach, Sara Whitver, Kristi Acker, Michael Callihan, Rebecca Owings, Kim Parker, Amy Traylor, Carrie Turner, Robert Riter-Parliamentarian

ABSENT: Paulo Araujo, Sheila Black, Jessica Goethals, Courtney Helfrecht, Kim Lackey, Di Luo, Christopher Lynn, Lyndell McDonald, Alessandra Montalbano, Tyler, Walker, Hasan Isomitdinov, Clay Voorhees, A. J. Bauer, Bharat Mehra, Nelle Williams, Sara McDaniel, Sushma Kotru, Kelly McPherson, Charles (Ian) Crawford, Heather Elliott, Dan Joyner

ABSENT WITH ALTERNATE: Matt Reynolds/Franklin deCelle, Cynthia Peacock/Mary Meares, Stephanie Buckner/ Tori Jessen, Nicole Swoszowski/George Mugoya, Sundar Krishnan/Kaylan Srinivasan

GUEST: Strategic Communications, Ryan Bradley, Laura Braddick, Monica Watts and Kyle Fondren

Roll call and quorum check by Faculty Senate Secretary Barb Dahlbach. The Faculty Senate meeting minutes were approved with corrections.

The Strategic Communications team – (Vice President Ryan Bradley, Laura Braddick, Monica Watts and Kyle Fondren) began the meeting with a presentation concerning communications, marketing, and brand strategy. Strat Com has an open-door policy. There are two sides of Strategic Communications: Communications and Marketing & Business Strategy.

The communications section of Strat Com, headed by Monica Watts, is composed of internal communications including faculty, staff, students, parents, and families. Included in the internal communication area are newsletters, UA info radio, alerts and safety apps, the research magazine, and A Year in Review. Included in communications services are mass messaging, Inside UA, pandemic communication, the external news site, a weekly preview for State news, crisis and gameday emergency management communications, USA Alert open records, presidential communications, media training, and web communications.

The external communications section is composed of the media, alumni, donors, prospective students and families, and the general public.

The Marketing and Brand Strategy department consists of marketing, design and production, photography, video, social media, brand strategy, and ceremonies and events (commencement).

Key partners of Strategic Communications include Admissions (student recruitment: undergraduate is available through college admissions, graduate school, and UA online). Advancement, Academic Affairs, Student Life, the President's Office, and the UA Systems Office all play a part in partnership and collaboration of communications. Other partners include Athletics, Research, Alumni, Community Affairs, Legal, Finance & Operations, DEI, Faculty Senate and SGA. Strat Com has 35-40 open resource requests / month, with a lawyer on staff for assistance.

Strat Com has awards and accomplishments which include the byline "Where Legends Are Made", thirty-one industry awards, and an Emmy for the piece on Atherine Lucy. Student award press releases are sent to their hometown news media outlet, parents, and hometown legislators. "How to Write about the Brand" includes guides and instructions, standards, logo use, merchandising standards, and other resources.

Kyle Fondren is director of web strategy, oversight of global web presence, and baseline tools for projects. Online resources include branding, directories, request forms, policies, and guidelines. The web policy has emphasis on public-facing informational and representative websites: "official sites" represent a University academic or business unit; "unofficial sites" do not represent an official unit (ex: faculty personal pages); and handoff guidelines for technical specifics. The Web Developers Network has fifteen active members from ten units. This is like an open-source community and is expanding to include content professionals. The Web Forum hosts open-agenda meetings conducted quarterly and is open to all members of the campus community. Agenda items are to be submitted via email to web@ua.edu. Web resources for faculty and staff are available through their college/division's communicators, including UA WordPress Themes, CIT, Web Branding Guidelines, Web Forum, and Webtide.

President's Report – (Chapman Greer) The Iranian statement was presented for a vote. Concerns were expressed including whether the statement is aligned with our government's stance, the possibility of endangering students from that area, and whether or not this issue should take priority over other issues. The request for a statement came from a colleague from Iran. The vote was: Yes 27 / No 17 / Abstentions 13. The motion passed.

The vote to approve Ted Poston to a 3-year term for the CUC (replacing Erik Peterson while he's on sabbatical and with Dr. Peterson being added back in in 2023) passed unanimously.

The GET faculty vote was 60% (yes) and 40% (no). The only school that did not approve the proposal was Arts & Sciences. Moving forward, eleven committees, averaging seven members each, will be established. Self-nominated faculty numbered 280, with additional nominations sent by deans. The goal is to give faculty/subject matter experts the opportunity to make recommendations on the next steps for each facet of the new general education format.

Vice President's Report – (Matthew Hudnall) No report.

Secretary's Report – (Barb Dahlbach) The exits for North ten Hour Parking Deck and the ten Hour surface lot will now be closed at 7:30 P.M. instead of at 6:00 P.M. on Fridays. Police have had to open gates to let people out who remained after 6 P.M. on Friday evenings. The policy was designed to prevent people on the strip from parking on University property. For students who work or attend classes in the evening, there is a Residential Plus bus route, Monday-Friday, which runs from 7 P.M. to 7 A.M. This route accommodates those students who have parked in the perimeter parking lots earlier in the day.

Faculty Life – (Heather Elliott & Alex Tokovinine) The Faculty Life Committee is working on the Scholars-at-Risk program.

IT & Strategic Communications – (Patrick Kung & Xiaoyan Hong) This committee requested any questions be sent to them for the OIT guest speaker(s) in the January meeting.

Faculty & Senate Governance – (Jeri Zemke & Ruth Ann Hall) The Faculty and Senate Governance Committee currently has two nominees and called for additional nominations for Ombudsperson.

Academic Affairs – (Rona Donahoe & Babs Davis) The Faculty Senate Steering Committee has reviewed the most recent changes to the *Faculty Handbook*. Rona Donahoe has sent a summary of these changes to the Senate via email. The Faculty Senate will vote on these changes at the January 2023 meeting. A vote was taken on the changes to the External Activities and Supplemental Compensations policy, which will bring this section in line with the ORED policy. The changes were approved unanimously. Changes made last spring to the *Faculty Handbook* have been approved by the UA Systems Office. An updated version of the *Faculty Handbook* has been posted.

Research & Service – (Shanlin Pan & Clay Voorhees) The Research and Service committee will meet with Vice President Mumper to discuss research development requirements. A survey will be sent out to seek faculty thoughts on the research environment, with results due in late January.

Financial Affairs – (Todd DeZoort & Tom Baker) No report.

Community & Legislative Affairs – (Joy Burnham & Steven Yates) No report.

Student Life – (Amanda Espy-Brown & Kim Parker) No report.

Diversity, Equity & Inclusion – (Thomas Herwig & Ruth Ann Hall) This committee met on December 1, 2022 to plan agenda for a faculty summit in Spring of 2023.

Compliance & Benefits – (Babs Davis) No report.

Faculty & Staff Benefits – (Rona Donahoe) Non-exempt employees have been brought into parity with exempt staff, being granted annual leave of 22 days after 16 years of service. Grandfathering for current employees into the policy is waiting on confirmation.

Meeting adjourned