

Faculty Senate 2/10/2015

Attendance: Charles Shields (Social Scie) Chris Kast (Beh.Scie) Matt Hokom ( L&L) Galen Hansen (CSMP) Joe Kremer (Business) Robert Hammonds (Library) Jason Bolyard (Tech) Connie Edwards (Academic Affairs) Bev Michail (HHP) Bob Mild (BOG) Erin Hippolyte (L&L) Robin Payne (COLA) John McLaughlin (COLA) Jennifer Yerdon-Lejeune (SOFA) Jessica Alsup (HHP) Robert Niichel (CSMP) Dominik Mensah (SGA) Anne Patterson (SOFA) Debra Hemler (BCG) Caroloyn Crislip-Tacy (Education)

Guests: Maria Rose, Chris Lavorata, Jack Kirby, Van Dempsey , Enice Kirchoff (NSG), Leia Bobo (NSG), Deanna Shields (COLA), Josh Smallridge (COLA), Tim Oxley (Business), Kaye Widney (Student Services), Sharin Boni (SONAHA), John Lympany (IT)

Call to order

Move to pass January Minutes

Hokom

Niichell

Passed

Report from Dr. Rose:

- Various bills such as the health bills, charter schools, and the prevailing wage bill are moving though. Feb. 23rd is the last day to introduce a bill.
- The university board council will meet with Moodys to determine our debt rating Feb. 18-20.
- Some changes to commencement may take place this semester due to seating issues. Two ceremonies have been discussed rather than issuing tickets for family members.
- Attempts are being made through the Fairmont State Foundation to be more proactive with fundraising.
- Campus visitation day is on March 28th. Ads are going out over Spotify, Pandora, local radio, newspapers, and TV. These will run in markets in Pittsburgh, Baltimore, and southern West Virginia among others.
- Various exercises are taking place to develop emergency response plans for the campus in collaboration with an outside consultant.
- The legislative budget outlines a 1.4% cut or approximately \$225,000 for the 15-16 academic year. Other schools have lost more money due to line item cuts, but we had little of this to lose. Other schools are fighting to have these re-inserted so this may force changes in the above cut.
- Recently, the institutions of higher ed in WV have started working more closely together. They have agreed that asking for new money is a nonstarter, but have been lobbying for some oversight relief.
- SB330 focusing on a compensation salary scheme for WV may be redirected to be performed with a modification of existing systems since the data from the outside consultant was corrupted and worthless.
- Some discussion has taken place about raising the cap on physical plant projects that require approval from HEPC.
- Outcome based funding has been raised again. Institutions are adamant that it must not use an arbitrary formula, and should not take money from base budgets.

Report from Dr. Dempsey

- See Attached materials
- We are improving enforcement of the undeclared policy
- We are moving toward being able to waitlist
- Discussion of how to track and count majors.

Anne Patterson raised the question about how we can handle students coming to class for the first time at week four due to a hold on their accounts. Regular updates of student's status were discussed.

BOG report from Dr. Mild

- No Report

ACF report

- Election will be held
- A discussion was held with newly elected representatives, and items affecting students were laid out. The representatives seemed to listen attentively. Everyone seems to be trying to get a grip on certain decisions that were previously made such as splitting the community college and university systems.

Student Government Report

- Elections are occurring soon, and faculty are encouraged to suggest names and encourage their students to participate.

Budget

- Issues were raised about the budget and how this is affecting faculty searches with positions not being filled or being filled with temporary contracts.
- The request was made to help us understand and for President Rose to address these issues.
- President Rose addressed the numerous budgetary cuts that have taken place over the last few years. The 2.4 million state funding loss and Pierpont withdrawing the approximately 1/3 of funding for among other things institutional advancement, the foundation, academic advisors, career services, and recruiters.
- President Rose stressed that Pierpont still funds to support various things such as HR procurement and building upkeep.
- It is important for Pierpont to be successful for us to be successful.
- We have done a lot to maximize our dollars. For example, the severance plan will realize \$500,000 - \$600,000 in savings, but it will take a few years.
- Certain decisions have been made like programs saying they no longer need a tenured professor in a certain area and instead would like to use funds for something else. Business was used as an example in regards to their decision to move money to create academic advisors.
- There is a conscious effort to not cut programs if at all possible.
- The example was given that even though French was cut Dr. Hipolyte is still here because we need her.
- Dr. Rose indicated that the discussion centered on not wanting to hire faculty that would then need to be laid off. Three year temporary contracts were discussed with a prevision to roll them over to tenure track, and a provision to give them credit for time accrued toward tenure.

- Nursing was provided as an example of having had many temporary faculty that were then converted over.
- Program fees were discussed. The online course fee was doubled with those dollars going to the academic units.
- The issue was raised about retiring faculty and a large numbers of unfilled positions in certain programs.
- Dr. Rose stated that we currently have no mechanism in place to prioritize programs that see growth in students and may need additional resources.
- The current CFO is retiring Jan. 2016. The new CFO is currently being sought so that they can come on board July 2015. In addition many of the current responsibilities of the CFO (Housing, physical plant, security) have been reassigned so that the new hire can focus solely on the budget.
- Dr. Rose disclosed that numerous cost saving measures were suggested and rejected.
  - A freeze on travel funds
  - A freeze on equipment purchases
  - Not funding promotions (strongly rejected)
- All promotions are currently in the budget.
- We have strong reserves, but if Pierpont were to walk away this wouldn't last very long.
- The issue was raised that part of the anxiety was a lack of information about the budget, and that it would be very useful if we had real numbers. Also, better communication would be appreciated.
- A concern was raised that the dean's retreat was steered in an unexpected direction, and that a clearer agenda would allow for better preparation.
- Dr. Rose raised the issue that the budget changes every day with purging students, settlements, etc.
- Dr. Rose said that certain accounting strategies used by the current CFO confuse even her and the Provost.
- There is hope that we've hit the bottom, but the perception is that these budget cuts will be permanent. The issue is not just low fertility in WV, but also migration.
- Dr. Rose addressed questions about these new temporary contracts. A question was raised about do these people get priority in searches, will it be a quick search, and how will years be awarded toward tenure? Dr. Rose suggested that the wording in the contract will be key in all these questions.
- Dr. Rose also addressed the question about whether Fairmont was unique in facing these issues. She replied that we aren't unique, and that everyone is facing these issues since the WV economy lagged behind in the recession and is lagging in the recovery.
- The request was made that Dr. Rose "rally the troops" , and that a push from leadership to celebrate what we do well would be beneficial.
- Dr. Rose indicated that she would be happy to come to department meetings to speak directly to other faculty.

#### OLD business

- ACF rep motion to hold election
  - Niichel
  - Sapp
  - Passed

## New Business

- Motion to consider curriculum proposal 14-15-12 to 15-15-18 as a group for first reading
  - Hansen
  - Hemler
  - Passed
- Discussion was raised about the implications of assessment burdens as a justification to eliminate a minor.
- Motion to indicate senate approval of next generation science standards.
  - Patterson
  - Niichel
  - Passed
- Adjourned

**Fairmont State University  
Campus Collaborative for  
Recruitment and Retention**

**Initiatives and Activities to Support Enrollment  
and Retention Success**



**Key Areas**

- Academic and Student Services/Student Life Programming
- Data Management
- Research



## Programming

### Touchpoints Analyses

- Review of procedures at all academic and student services, student life and academic “touchpoints” (interactions)
- From “inquiry” through declaration of major



## Programming

### FTFT Initiative

[Data Example 1](#)

[Data Example 2](#)

[Data Example 3](#)

### First Year Experience Program

- Seminars (general, academic, student life and special topic options)
- Passport (general, academic, student life and special topic activities)
- Appreciative Advising



# Programming

## Checklists and Surveys

- Student Services
- Information Technology
- Advising:
  - ❖ Faculty
  - ❖ College/School Supports
  - ❖ Academic Advising Center



# Programming

## Academic Programs

- Assessment of/for Learning (Course Level)
- Program Assessment (Program Level)
- Faculty Professional Development (course and program level learning outcomes)
- “Undeclared” Policy Enforcement
- Implementation of “wait listing” for registration



## Programming

### Student subpopulation initiatives

- Adult Learners
- Diversity and Global Initiatives
- Veterans



## Data Management

- Institutional Data (Including HEPC Metrics)
- Integration of Enrollment/Funnel Reports
- Disaggregation of enrollment and retention data
- TaskStream management of learning/program outcomes data and analysis





## Research

- Welcome Weekend and End-of-Term Surveys
- Student Sub-Populations surveys (e.g., veterans, adult learners, first-year students)
- Checklists and surveys data (Points of services delivery data)
- Activities and Events Surveys



## Research

### Persistence -- Progression Research

Cohort data correlated with:

- Student activities
- Touchpoints
- Academic activities



## Research

- Research on student decision making, marketing and recruiting, and college choice/satisfaction  
(Current and potential students; students who went elsewhere)
  - Institutional Data (including HEPC metrics)
  - Funnel and Enrollment Data
  - Clearinghouse Data
  - Research-generated data



## thenakedbrand.com

“The frustrating challenging . . . is determining whether you are making a real difference. But many wonder how they can make a bigger difference given the limited amount of time and energy they have. The solution is to find leverage. The key is to find small maneuvers that can create big results.”

“It’s the moments between the moments. That which you take for granted, and you say it’s trivial. Figuring that out is brilliant.”



**Fairmont State University  
Fall Headcounts**

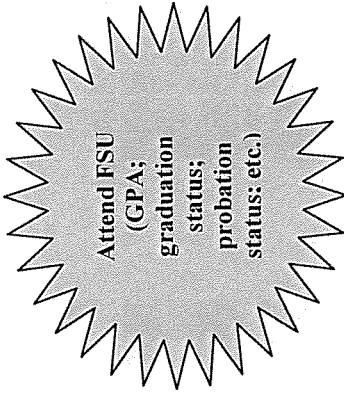
<b>Fall Headcounts for Each Year</b>					
<b>Year</b>	<b>Student Type</b>	<b>Inquiries</b>	<b>Applicants</b>	<b>Admits</b>	<b>Enrolled (at 10/15 Census)</b>
2015	Freshmen	6054	2040	1175	NA
	Transfers	338	325	101	NA
	Readmits	49	48	28	NA
	Graduate	31	21	3	NA
	Others	27	27	3	NA
	<b>Total</b>	<b>6499</b>	<b>2461</b>	<b>1310</b>	<b>NA</b>
2014	Freshmen	5448	2019	1018	688
	Transfers	351	344	89	411
	Readmits	62	61	36	154
	Graduate	36	23	6	99
	Others	60	60	6	31
	<b>Total</b>	<b>5957</b>	<b>2507</b>	<b>1155</b>	<b>1383</b>
2013	Freshmen	5894	2003	1150	752
	Transfers	234	222	60	451
	Readmits	41	38	34	173
	Graduate	13	11	1	85
	Others	20	20	10	43
	<b>Total</b>	<b>6202</b>	<b>2294</b>	<b>1255</b>	<b>1504</b>
2012	Freshmen	8249	2687	1788	742
	Transfers	368	328	154	468
	Readmits	71	63	53	188
	Graduate	38	36	5	110
	Others	52	51	43	56
	<b>Total</b>	<b>8778</b>	<b>3165</b>	<b>2043</b>	<b>1564</b>
2011	Freshmen	8421	3308	1638	755
	Transfers	440	377	102	457
	Readmits	76	68	55	224
	Graduate	28	27	7	131
	Others	39	38	28	74
	<b>Total</b>	<b>9004</b>	<b>3818</b>	<b>1830</b>	<b>1641</b>
2010	Freshmen	8006	2036	1172	779
	Transfers	332	296	97	494
	Readmits	75	70	39	255
	Graduate	27	23	1	127
	Others	155	150	8	42
	<b>Total</b>	<b>8595</b>	<b>2575</b>	<b>1317</b>	<b>1697</b>



"Competition"	
University 1 housing plans	University 4 housing plans
University 3 housing plans	University 2 housing plans

Parental History	
Parent's current funds (#90)	Mother's education completed
Parent's adjusted income (#85)	Father's education completed

\$ Status	
# of exemptions (#38)	Current funds (#41)
IRS Filing Status	Gross Income (#36)
Dependents other than spouse & kids (52)	Received Federal Benefits (#97-101 composite)
# of people in home (#95)	Plans to apply for financial aid (FAFSA)
# in household who will be college students	Marital Status



Support Proximity	
Zip code of last high school	Zip code of emergency contact
Zip code of last college/university	Zip code of current residence
Length of time living in WV	US Citizen

Response Time
Time between Application date and Attendance Date
Time between Application date and Acceptance Date

Academic History		
Home schooled?	Degree level (#30)	Prior college GPA
High school GPA	ACT Score	High School, GED, or TASC
SAT Score	SAT Score	Compass Score

Academic Plans	
Major Code	Student type
Major Code at junior year	Major Code at graduation
Hours of planned enrollment	

LIFE	
Drug Charges	Risk of homeless (#53-58)
Veteran	Relationship to any FSU alumni
Disability Services	

**FSU Application**

Gender	
Race	
Ethnicity	
DOB	
High school zip code	
Last college/university zip code	
When plan to attend- year	
When plan to attend- semester	
Emergency contact zip code	
Current residence zip code	
Citizenship status	
Length of time in WV	
High school GPA	
Prior college GPA	
High school diploma/GED/TASC	
Student type	
Major Code	
Major	
Pre-secondary Education specific area	
Hours planned to a enroll	
Relationship to any FSU alumni	
Veteran status	
Disability services	
Plans to apply for FAFSA	
Date application signed	
Date application received and/or entered	
<b>Date accepted into university and/or accepted into program</b>	

**FAFSA application**

University 1-4	103a, 103c, 103e, 103g
Housing plans 1-4	103b, 103d, 106f, 103h
Home school status	26
Degree level	30
"Grade level"	29
Risk of homelessness questions	53-59
Drug charges	23
Marital status	16
# in household planning to attend college	96
# of people in household	95
# of exemptions	38
IRS filing status	34
Dependents other than spouse/kids	52
Current funds	41
Gross income	36
Received federal benefits questions	97-101
Parent current funds	90
Parent adjusted income	85
Mother's education level	24
Father's education level	25

**Additional data**

Clearinghouse of university attended	
# of credit hours for each semester enrolled	
GPA each semester enrolled	
Probation status (semester specific)	
Withdrawal status (semester specific)	
Graduation date	
Graduation GPA	









## **ENTERING FRESHMEN SURVEY**

- 1) The communication I received from the school about the overall enrollment process was clear
- 2) Prior to enrollment, I received clear information as to how much my education would cost
- 3) Prior to enrollment, a school financial aid officer provided financial aid counseling to help me understand the responsibilities of borrowing money to finance my education

**Rank in order the following activities that you participated in, that impacted the question asked.**

Why did you choose to come to Fairmont State University for College?

- Location/close to home
- Program of study
- Financial aid package
- Affordability
- Athletic Scholarship
- Size of the Institution
- Other:

**Activities I participated in prior to attending at Fairmont State University and**

**What impacted your decision to attend Fairmont State University?**

- Campus Visitation Day
- Campus Tour
- Visit with Faculty Member
- Visit with Admissions Counselor
- Other:

**How did you find out about Fairmont State University?**

- Family member was an alumnus
- Other person I know was an alumnus
- Web "Search"
- College Fair
- Other: