

Glendale Community College Faculty Senate
2008-2009
Meeting of September 25, 2008, 2:30pm, SU-104BC
Approved Minutes

(Please note: General interest issues or meeting and notifications are listed below in **bold** to allow them to be located more easily.)

I. **General**

A. **Call to Order**

1. A quorum being present, President Jim Reed called the meeting to order at 2:30 P.M. in the SU 104BC Conference Room. Senators present included Vice President Gay Garesché, Executive Councilor at Large Johnnie C. May, José A. Aguiñaga, Doug Brenner, Ruth Callahan, Susan Campbell, Phil Fernandez, Fernando Garcia, Mary Harris, Susan P. High, Elizabeth Jacobs, Julie B. Morrison, Michelle Parker.

B. **Introduction of Guests**

1. Guests included but were not limited to: Bob Albury, Joseph E. Bednorz, Deedee Deslow, Doug DiSanti, Shohreh Moshrefzadeh, Carlos Nuñez, Chair of Chairs David Raffaele, VP Information Technology Greg Rogers, VP Student Affairs Alberto Sanchez, Joe Springer, Mark Stalzer, Isaac Torres, and Lyle Walcott.

C. **Martha Gail Richmond Recognition & Thank You**

1. On behalf of the Faculty Senate, President Jim Reed thanked Martha Gail Richmond for her years of service with a formal letter of recognition and a crystal candy bowl.

D. **Student Interim**

1. ASG President Isaac Torres was introduced.

E. **Approval of Agenda**

1. The proposed meeting agenda was amended and approved. Amendment included moving several Information Items to the top of the agenda to accommodate guests.

II. **Information Items**

A. **GCC North HLC Visit – Dean Deedee Denslow**

1. The HLC will be visiting GCC North on November 3rd & 4th.
2. Students can now complete a degree entirely at the North campus, although they will graduate at the Main campus.
3. VP Sanchez mentioned that there are FAQs about North online (see <http://www.gc.maricopa.edu/gccnorth/FAQ.htm>)

B. **Marketing – Senator Fernando Garcia**

1. Senator Garcia requested an accounting of GCC's Marketing strategies and programs including answering the following questions:
 - a. What are we doing? How are we measuring it? What are the returns? What does marketing entail? Are we correctly targeting prospective students?
2. President Reed authorized Senator Garcia to generate a list of questions to be asked of Trish Vogel, Director of Institutional Advancement.
3. VP Sanchez, who was present at the Senate meeting, addressed some of the marketing questions.
 - a. Vogel works with Carol Greenwalt, who is the Supervisor of Admissions & Recruitment.

- b. There are three full time recruiters who primarily visit the high schools during the spring semester.
 - c. The ACE Plus students serve as de facto ambassadors for GCC.
 - d. Chairs should work with Vogel and Greenwald to develop brochures and site visits.
 - e. Research with focus groups revealed that students equate advisement with enrollment, and think they need to pay for classes when advised.
 - f. The GCC advertising budget is \$250,000, and covers print, radio, and TV programs. Other MCCD colleges spend \$700,000 – \$1.2 mill.
 - g. GoalQuest’s eCRUIT program is a marketing tool.
4. Senators Kadel, Harris, and Parker asked follow-up questions and VP Sanchez responded.
- a. Vogel and Greenwald work together.
 - b. The President in consultation with her budgetary advisory committee sets the marketing budget.
 - c. GoalQuest is paid for from separate funds.

C. GoalQuest – VP Student Affairs Alberto Sanchez

1. GoalQuest is provided by Education Dynamics (EDDY), and its programs include recruitment, enrollment optimization, retention, and parent interaction.
2. The intent is to create a virtual electronic community for students, but it relies on students providing accurate e-mail addresses.
3. GCC signed a 2 year contract at \$95,000/yr. The second year began July 1, 2008.
4. During the pilot year, the sites were launched late in November/December.
5. VP Sanchez then reviewed brief evaluation reports of 3 GoalQuest programs. Full reports will be available later.
 - a. eCRUIT Recruitment Program
 - i. According to Sanchez’s analysis, without the program GCC would have lost 77 students
 - ii. These 77 students were worth 16 annual FTSE (at \$2200 FTSE incentive that means \$34-35,000).
 - iii. FTSE increased 1% overall which may be due in part to EDDY.
 - b. Enrollment Optimization Program
 - i. The program includes a social networking tool, and was available for students who completed GCC student information form. If the Follett legal contract allows it, students will be able to use GoalQuest to sell/trade textbooks.
 - ii. Sanchez’s analysis showed GCC would have lost 85 students without this program (these students likely overlap with the 77 eCRUIT students).
 - c. Retention Program
 - i. Focus is on student engagement, and this year the program is available to all students (last year only full-time students could participate).
 - ii. Approximately 1300 students are participating.
 - iii. Estimated gain, 52 FTSE worth approximately \$100,000.
 - d. Senators Harris and Jacobs asked whether these analyses can prove GoalQuest is responsible for these gains while ruling out alternative explanations.

- i. VP Sanchez acknowledged that cause and effect determinations cannot be made.
- e. Senator Callahan asked who can participate.
 - i. VP Sanchez said it is open to all students, although finding the website may be difficult without being invited based on completion of a Student Information Form.
- f. VP Sanchez concluded that if the program is shown to be cost effective, it will be funded again.
- g. VP Sanchez requested he be invited back to discuss the results of the Noel-Levitz Student Satisfaction Survey, which as some point will be made available through College Research Services.

D. PTAT – VP Information Technology Greg Rogers

- 1. President Green wants an institutional strategic plan
- 2. VP Rogers identified 8 themes to address based on the technology assessment
 - a. Adequate staffing – may not need more staff, but a reorganization of staff
 - b. Too few evaluation metrics – only metric is whether computers are accessible and clean
 - c. Training – both for technology staff and all staff
 - d. Communication – visit to constituency groups
 - e. Structural changes – needed
 - f. Student input – needed
 - g. Faculty Connection Center – needs growth
- 3. Several Senators voiced concerns about the makeup and representation of faculty on VP Rogers’ recommended PTAT committee. Senators felts that faculty were underrepresented compared with other employee groups especially given our technology needs and the fact students often approach us with technology problems.
- 4. VP Rogers concluded that many of the recent IT problems are out of GCC control (e.g., SIS).

E. Bookstore – Senator Susan Campbell

- 1. Senator Campbell raised concerns over the underordering of textbooks by the bookstore and the prices.
- 2. According to Chair of Chairs David Raffaele, the Follet markup of 28%, and District markup of 11% are within accepted standards.
- 3. The new ASRS legislation requires the timely submission of textbook orders (<http://www.azleg.gov/FormatDocument.asp?inDoc=/legtext/48leg/2r/bills/hb2230p.htm>)

III. General (return to agenda order)

A. Approval of Minutes

- 1. The minutes were seconded and approved following revisions by Senate VP Garesché.

B. Treasurer's Report

- 1. No checks were written in the past month, but President Reed spent \$82 of his discretionary fund.

C. Student Interim – Isaac Torres

- 1. Torres reported that ASG was planning a retreat to determine which issues should be the focus this year and to plan events, like the upcoming Homecoming dance.
- 2. The ASG would like to continue to build a relationship with the faculty.

D. President's Report – Jim Reed

1. President Reed had meetings with GCC President Green & VP Academic Affairs Abel.
2. Due to a software glitch, 49% faculty are having Social Security fees deducted from their pay if they teach 3 or more classes.
3. Next year, the Senate President needs to approve all IC representatives.
4. Hiring should start in September and be done by January.

E. FEC Report – Garesché, Clemens-May, Parker

1. Senator Michele Parker will address during the next meeting FERPA rules as they relate to classroom projects, including if/how you can keep or display student papers/projects and if/how you can share student papers/projects.
2. A FAQ was drafted regarding details of the Legal Defense Fund.
3. A pay issue arose regarding OYO/OSO at MCC.
 - a. MCC cannot fill its OYOs because the salary is too low (~\$42,000).
 - b. Higher pay rates (~\$58,000) are available for higher demand areas (e.g., nursing, chemistry, biology)
 - c. College departments can argue that their need justifies paying at the higher rate. Once it is approved at one college, it applies to the same departments at the other colleges.
4. The roles and responsibilities of occupational program directors need to be added to college plan. VP Garesché and Senators Fernandez & Gergus will serve on the College Plan Subcommittee to address this issue with help from Senator.
5. New MAT employee policies state that MAT employees cannot be reviewed by a faculty member; however, some employees work for departments and need to be reviewed by faculty (e.g., biology lab techs).
6. The Governing Board pulled the textbook policy item because it does not align with HB 2230 legislation.
7. VP Garesché had to resign as one of the FEC representatives due to a conflict with District budget committee meetings.
 - a. Senator Parker moved that Senator Garcia serve as FEC representative. The motion was seconded and passed unanimously.

F. Governing Board Report – Jim Reed

1. Members of the Gay, Lesbian, Bisexual, and Transgender community spoke in favor of the EEOC policy wording change to specifically protect these groups. The vote was delayed because it was clear it would not pass.

G. Chair of Chairs Report – David Raffaele

1. Summary handout of the meeting was provided.
2. President Green is waiting until after the January legislative session to determine whether any faculty positions will be funded. They may be funded at the OYO level only.
3. The Quality Matters online course assessment team needs faculty to serve.
4. Dean Osaro Ighodaro has started the Behavioral Intervention Team and needs faculty to serve.
5. Employee Resources appears to be understaffed and undertrained.
6. To help students access textbooks, syllabi and webpages should list the book's ISBN.
7. Senators engaged in a discussion about the current problems with Financial Aid, and what action the Faculty Senate might take to improve the situation.

H. President's Advisory Council

1. VP Garesché went to the President's Advisory Committee meeting and was reminded that if anyone has questions about the GCC campus they should take them to PCAG. Also, the president's Communication Action Log is a list of campus discussions, and copies of the log were handed out at the Senate meeting.

IV. Old Business (return to agenda order)

A. **New 49% Retiree Calculation – Jim Reed**

1. President Green responded to a message from Julie Waskow regarding the 49% issue and stated that she does not believe there is a credibility problem due to the fact this was an "error" and she will not tell the story of what happened.
2. Senator Brenner noted that the Senate Resolution demands have not yet been met since a full accounting of the situation has not been made.
3. A preliminary discussion ensued among the Senators as to whether a vote of "no confidence" in President Green should be considered for this and other reasons.

B. **Naming of Buildings – Jim Reed**

1. PC has buildings named after faculty (Bulpitt Auditorium). The Joe Griego building request is moving along. Reed suggested a large monument to excellent faculty. He called Chancellor Glasper and suggested GCC could provide a model for the District. VP Garesché explained that there is a District policy on how naming is done, although Dean Chuck Jeffery named GCCN buildings on his own.

C. **Online Loading Committee – Steve Kadel**

1. The Online Loading committee scheduled a meeting with VP Abel on 9/26. A revised draft of their recommendations were presented to the Senate.

V. **Senate adjourned at 5:05 PM. The next meeting will be on October 23rd at 2:30 PM in SU104BC.**