Minutes
Faculty Assembly, School of Liberal Arts
2:00-4:00pm Friday, November 13, 2015, LE 105


1. The meeting was called to order at 2:00 p.m. by President David Bivin.

2. President Bivin called for a vote to approve the minutes from the September 25, 2015, Faculty Assembly, but this vote was delayed until a quorum was achieved. A short time later, a quorum was achieved and the minutes were approved.

3. President’s remarks

   ➢ The Staff Appreciation Luncheon will occur on Dec. 11.
     a. It will have an international theme. As always, contributions of food, desserts, and drinks will be needed as will volunteers to help set up and clean up. Monetary donations are welcome, particularly in lieu of bringing a covered dish
   ➢ Agenda modifications – 2 minutes for Associate Dean Kristy Sheeler’s announcements (see “Announcements” below)
   ➢ Open enrollment coming soon
   ➢ Terry Simmons, Associate Faculty in Political Science, who passed away suddenly, was memorialized and honored:
     a. Taught in both Political Science and SPEA
     b. Served in the military a number of years and had a background in military intelligence
     c. Later, was a postmaster
     d. Students expressed shock at hearing of his passing and spoke very highly of him
     e. A moment of silence was observed.

4. Dean's remarks — Tom Davis

   ➢ Recognition:
     a. Claudia Grossman of World Languages and Culture was named outstanding German teacher by the American Association of Teachers of German
     b. Elizabeth Potter, one of our outstanding School of Liberal Arts students, was recently appointed as a Presidential Intern – she is the first student from IUPUI so honored
c. Rebecca Vasco, Program Manager for Religious Studies, will retire soon; her long service at IUPUI was recognized

d. Enrica Ardemagni of World Languages and Cultures will retire at the end of the fall 2015 semester in December — her many accomplishments include:
   — Being the last remaining member who built World Languages, having joined the department in 1988
   — Holding appointments not only in the School of Liberal Arts but in the School of Medicine and in University College
   — Serving as president of Faculty Assembly
   — Assisting as an Indiana Supreme Court interpreter
   — Developing or revising 30 courses
   — Working with over 80 internships

e. John Tilley of Philosophy will retire soon — his many accomplishments include:
   — Serving as chair of Philosophy
   — Being an expert on British moral philosophers
   — Earning the honorary title of consiliere
   — Being recommended for Professor Emeritus

5. Old business
   ➢ Revisions to school Promotion and Tenure document — Subir Chakrabarti
     a. Discussion will be delayed because of significant feedback from faculty on the new document
     b. The new document will be presented at the Faculty Assembly meeting in February
     c. New comments need to be sent to the Promotion and Tenure committee or to Associate Dean Thom Upton by December 11
   ➢ Report from the ad hoc committee on freedom of expression — President Bivin
     a. The committee met by email and a document was created
     b. Members include Eric Saak, Edward Curtis, Brian McDonald, Catherine Dobris, and Pamela Laucella
     c. A document on freedom of expression is needed because of what has been happening nationwide
     d. A similar document was created at the University Chicago and it is similar to a document voted by the faculty at Purdue
     e. IUPUI Faculty Council is also considering a similar document, but the one under consideration would apply to the school
     f. Questions and comments should be emailed to Eric Saak (esaak@iupui.edu) by the beginning of the spring semester
     g. President Bivin remarked that Eric has worked hard to prepare the document

6. New business
   ➢ No new business

7. Announcements
   ➢ IUPUI Faculty Council — Daniella Kostroun (standing in)
     a. The last meeting was short
     b. The Chancellor too has prepared a statement on freedom of expression
   ➢ Developing an international vision statement for the school — Kristy Sheeler
     a. Executive Vice Chancellor Kathy Johnson asked for an international statement on international education
     b. An ad hoc committee has composed to work on this so that a statement can be completed by Feb. 5
     c. The committee will meet by the first week in December to develop an
international vision statement
d. It should be a short document
e. Associate Dean Sheeler asked for comments to be directed to her and to the committee

➢ Blue evaluation system — Herbert Brant — Teaching and Advising Committee
a. The Blue online evaluation will be used this fall (as previously announced)
b. The content of the evaluation form itself is the same
c. Individual questions can be added (three qualitative and three quantitative)
d. Students will receive an email with a link to the form; links in course sites on Oncourse and Canvas will also appear
e. The evaluations need to be completed during the last two weeks of the semester and by Dec. 14
f. Faculty can monitor how many evaluations are completed but not who has completed them
g. Accommodations for completion can be made by sending email reminders or by inviting students to complete them in class on smart phones and lap tops, with previous stipulations on faculty presence remaining in effect
h. An explanation sheet was sent out with an email from Bill Stuckey in November
i. Discussion: Phil Goffman asked whether the idea of faculty owning the data has changed; Answer: steps are being taken to safeguard the information

➢ Presentation of the new School of Liberal Arts Strategic Communications/Marketing Plan — Gen Shaker and Bruce Hetrick
a. Bruce Hetrick was introduced as professor in Journalism and Public Relations with expertise in public relations
b. Hetrick outlined a plan for the school that includes the following:
   - Development of a planned program of work that will build relationships with the various publics that are relevant to the liberal arts
   - Part of the plan involves confronting SLA realities:
     i. The school has the lowest number of credit hours since 2000, leading to a budget deficit
     ii. The teaching and research carried out by the school could be used to address concerns of the wider world
     iii. The campus has been utilizing multiple changing messages, which can cause confusion
   - Two objectives: recruit and retain
   - Other goals:
     i. Raise additional donor money
     ii. Reach out to central Indiana students in particular and show them the appeal of the liberal arts
     iii. Talk with undergraduates about majors in SLA and their value
     iv. Advocate with other schools for why credit hours, double majors, minors, and certificates are worthwhile
     v. Communicate the value or values associated with a liberal arts degree, such as the kinds of things one gets to do with a liberal arts degree
     vi. Create a better web presence
     vii. Create fun messaging to high school students and create brochures for parents
   - How can faculty help:
     i. Share stories about current students and graduates
     ii. Use expertise to be comment both locally and nationally on breaking issues
     iii. Follow SLA on social media and get in on the conversations happening there
iv. Encourage students to follow us on social media
v. Encourage alumni to follow us on social media
vi. Take advantage of IU’s expert service (which connects those with expertise with those looking for information, such as media outlets)

c. Discussion:
   ▪ Eric Saak asked if there is more we can do to promote ourselves as the ideas discussed above are acted upon; Answer: working with the initiatives can have positive effects, as the slogan “Why Not Both” generated a bump in students
   ▪ A comment was raised about looking into the accessibility of the campus – better accessibility could create a more positive impression
   ▪ Nancy Robertson wondered whether Facebook is a good outlet for students; Answer: Facebook and Twitter are for the influencers, but we need to build a media presence for where students go, such as Instagram
   ▪ Bill Snyder reminds us that we need to remind students of what SLA does, and wonders if there is plan to work with departments on a systematic and ongoing basis; Answer: slowly moving through departmental web sites to upgrade their appearance would help, and resources are being developed that everyone can use—the recruitment system, for example
   ▪ Sara Harrell points out that there are classes being taught in Flashmob and that this might be a place to attract attention
   ▪ Phil Goffman reminded us that our campus is the health sciences and urban research center, and we need to emphasize SLA’s connection to these important learning and research opportunities

➢ Dean Tom Davis announced David Craig’s sabbatical talk occurring after Faculty Assembly; Nicole Collins will be leaving to take a position in the Registrar’s office

8. Motion to adjourn - seconded, passed

9. Adjournment at 3:22PM