



Faculty Senate Agenda

November 1, 2021

3:30 p.m.

CALL TO ORDER

ATTENDANCE

APPROVAL OF MINUTES

October 4, 2021

PRESIDENT'S REPORT: David McFaddin

PROVOST'S REPORT: Sara Zeigler

GUEST SPEAKERS:

- Jenna Smith – SGA Update

UNFINISHED BUSINESS:

- *(if any)*

NEW BUSINESS:

- Policy Updates – Haley Norberg
 - Academic Regulation 3.1.2 – Naming of University Property and Programs *(Information Only)*
- Senate Standing Committee Elections
 - Budget Committee (1 vacancy)
Replace: *Jessica Price*
Continuing members: *Vonia Grabeel, Andrea Sexten, Timothy Smit, Don Yow, Senate Chair, Dean Representative, Provost, and Financial Affairs Representative*
- Other *(if any)*

REPORTS & QUESTIONS:

Executive Committee: Senator Crosby

Faculty Regent: Senator Marion

COSFL Representative: Senator Burns

STANDING COMMITTEES:

Academic Quality Committee: Senator Sands, Chair

Budget Committee: Senator Yow, Chair

Elections/University Nominations Committee: Senator Schilling, Chair

Information Technology Committee: Senators Alvarez & Hight, Co-Chairs

Rights & Responsibilities Committee: Senator Nachtwey, Chair

Rules Committee: Senators Bishop-Ross & Kay Co-Chairs

Welfare Committee: Senator Blair, Chair

AD HOC COMMITTEES:

Review Open Educational Resources: Senator Marion *(reporting for Kelly Smith, Chair)*

ADJOURNMENT

FACULTY SENATE MINUTES**October 4, 2021****3:30 p.m.**

The Faculty Senate of Eastern Kentucky University met on Monday, October 4, 2021 via Zoom. Chair Crosby called the second meeting of the academic year to order at approximately 3:30 p.m.

The following members were absent: D. Fifer, J. Mayer, A. Sexten, V. Thomas*

** Indicates prior notification of absence*

APPROVAL OF MINUTES:

Senator Winslow moved approval of the May 3, 2021 regular minutes, seconded by Senator Bishop-Ross. **Motion carried unanimously.**

Senator Winslow moved approval of the May 3, 2021 organizational minutes as written, seconded by Senator Parsons. **Motion carried unanimously.**

Senator Winslow moved approval of the September 13, 2021 minutes as written, seconded by Senator Price. **Motion carried unanimously.**

REPORT FROM THE PRESIDENT: Senator McFaddin

As we had planned and hoped, ECU has been able to return in person to a University that is recognizable as a true college experience with in-person classes and events. This is only possible thanks to your hard work and dedication to our students, and your willingness to go above and beyond to ensure we have a safe, transformational, and real college experience.

Homecoming

This past weekend, Homecoming was held in person on campus for the first time since 2019; and, it felt great to wrap up a successful homecoming with victory by our Colonels! It felt tremendous to see so many of our faculty, staff, students, and alumni on campus once again.

Homecoming also brings the opportunity to recognize the achievements of many of our alumni, faculty and staff. If you haven't had a chance to visit the Divine 9 Plaza in the Carloftis Garden, I encourage you to do so. The dedication we hosted for Divine 9 was highly moving and the installation is an impressive new addition to campus. We also recognized the work of Coach Rick Erdmann with the naming of the Erdmann Sports Complex as well as announced an endowment fund for the late Dr. Bruce MacLaren. In addition, I also announced the renaming of the Chautauqua Lecture Series to the Dr. Bruce MacLaren Chautauqua Lecture Series.

Strategic Plan

The Board of Regents met late last month and finalized the second phase of the strategic plan process that included finalizing our mission, vision, and goals for ECU. The next phase will be the engagement portion of the process that will take place from now until Spring 2022. During this time, we will distribute the proposed Strategic Plan to campus and community and host town halls and workshops. It is important to have your feedback in those sessions so I encourage you to participate when those event details are released in the coming weeks.

Corporate Partnerships

We continue to provide educational opportunities through corporate and nonprofit partnerships that will bring more students to EKU. We recently added Google to our list of Corporate Partners where we will provide Google employees interested in our bachelor's of Occupational Safety program and the master's in Safety, Security and Emergency Management program with partnership rates. We signed a similar deal with the Kentucky League of Cities and the Kentucky Association of Counties, so that nearly every city and county employee in Kentucky can be part of our University. We continue to look at every avenue of bringing opportunity to as many students as possible.

Enrollment Summit

On the heels of enrollment increases for Fall 2021, we want to make sure we are continuing to engage faculty leadership on enrollment data, university goals, and strategic initiatives for achieving those goals. We have invited leadership from each of your colleges to participate on October 22, from 8:30am to noon in Powell 219. Topics for the 2021 Enrollment Summit will include Fall 2021 Recap, Fall 2022 Goals and Strategies, and Retention and Student Life. I encourage you to engage with those representing your areas to ensure we are all working toward those enrollment goals.

Open Enrollment

Over the weekend, Human Resources mailed out information about the upcoming Open Enrollment period of October 18-November 2, 2021. I am pleased to announce that there will be no premium increase for the second year in a row in our Anthem health plan. In addition, there will be two in-person benefit fairs hosted on October 19 at Keen Johnson and October 27 at Perkins Quad. Additional information can be found by visiting www.hr.eku.edu.

REPORT FROM THE PROVOST

I want to thank you for the extraordinary work you did in terms of the four-week progress reports. We had a reporting rate of about 94% from faculty. That will help us support our students and hopefully retain them and give them whatever assistance they need.

An update on the hiring process some of you may have been involved in. The new position request system is up and running. I approved the positions and got the information out to the deans on Monday of last week. All of those positions that were approved can now be posted and the search process can go forward. There will be another position requests cycle in the spring, probably sometime around Valentine's Day.

We have four deans searches currently underway.

- I interviewed semi-finalists for Justice, Safety and Military Science last week. The President and I are reviewing the recommendations from the search committee and hope to have that information out to campus soon.
- For CLASS, we are still in the recruitment phase of that so we've got a little time before we've got the best consideration date.
- The same is true for the College of Business search. We are in the recruitment phase of that search as well.
- Health Sciences, is just starting. We've got a list for the search Committee. The two co-chairs, Abbey Poffenberger and Shirley O'Brian, are reaching out to those committee members, today, to see if they're willing to serve. We will get that information out to campus hopefully this week.

You should be getting a note sometime in the next day or so from Human Resources, providing information on mental and behavioral health resources available to faculty and staff, either as part of our Employee Assistance Program or, as part of our insurance coverage or services provided by the Psychology Clinic. We will send this out periodically to remind people of the many options that they have for those health care needs.

You should be getting a note with instructions and further guidance on travel later this week. Essentially, we will be loosening some of the restrictions on travel. Ideally, if you can attend a conference virtually, we're still recommending that as the lowest risk approach; however, we are allowing both domestic and international travel. For international travel, in particular, there will be a web form that you need to fill out that will route through my office and specifically our Education Abroad Director Jennifer White will review the CDC guidelines for us in any state department warnings, so that we can make sure that the insurance coverage is in place and everything the faculty member needs to travel in a reasonably healthy way is in place for student travel.

Finally, we are working on some renovations of spaces in Academic Affairs. We had a committee that was co-chaired by Rusty Carpenter and Emily Joe Davis, and they have been looking around at the spaces from a student perspective. The big changes like HVAC systems and roof repairs are going through the deferred maintenance process. I've been working with the deans on what building should be the priority. We will probably go building by building through the list and come up with a five-year plan for improving academic spaces. We have not made a final decision on that. However, I anticipate the Wallace building would be one of the first ones we look at, simply because so many of our students take classes there and we would like it to be a nicer experience than it is now.

NEW BUSINESS:

Policy Updates. Haley Norberg submitted [Academic Regulation 4.1.2 – Academic Credit](#) for information only. The policy is currently available for comments on the policy website. (See also: [Memo](#))

Ms. Norberg also wanted to remind everyone that our annual policy and regulation acknowledgement statement is available in ECU Direct and everyone should log in to complete the compliance requirement.

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Resolution Regarding Covid-19 Vaccination Mandate. Chair Crosby reminded that the resolution comes jointly from the Rights & Responsibilities Committee and the Faculty Welfare Committee and therefore doesn't require a second. **Motion to support the resolution carried.** (YES = 41 votes NO = 10 votes ABSTAIN = 2 votes) (See also: [Individual Votes](#))

GENERAL & STANDING COMMITTEE REPORTS:

REPORT FROM SENATE CHAIR: Senator Crosby

There have been two meetings of the Executive Committee since the beginning of the semester with the first largely being devoted to adopting charges for the Standing Committees of the Senate. The second, on September 27, included discussions with Bryan Makinen about reporting

problems with vendors, a discussion about the interim P&T policies (during COVID) with Provost Zeigler, and a rough draft of the Resolution which was presented earlier.

I attended my first meeting of the Board of Regents on September 23 in the Powell Building and presented my report in person. The Regents devoted a good bit of time discussing Athletics, getting an update on the Strategic Plan from President McFaddin, and hearing positive news about enrollment numbers for this year's freshman class.

Standing committees have begun meeting, working on their charges, and seeking clarification regarding specific charges where necessary.

REPORT FROM FACULTY REGENT: Senator Marion

Since our last meeting, the Board of Regents held their quarterly meeting on Thursday, September 23. The next meeting of the Board is tentatively scheduled for Thursday, December 9. Since the meeting occurred in-person (Powell 219), the video was not livestreamed and/or video. The highlight of the meeting was the enrollment update. A brief synopsis of the meeting is described below. Additionally, some CPE-related news items that may be of interest are also provided.

The meeting agenda from the September 23rd meeting is available at the following [link](#). The most significant information before the Board was the report given related to enrollment, student success, and campus programming for students. Additionally, helpful was the context provided by Dr. Richard Crosby in the Faculty Senate update regarding the teaching and meeting environment in the midst of significant COVID concerns.

Enrollment & Student Progress Update

- For Fall 2021, the freshmen population is up 9% (n = 2,529). Also, transfers are up 11% (n = 1,044) year-over-year.
- Underrepresented populations are up 4.6%, mostly in the two or more races definition (8.6% increase). These increases, particularly in freshman, mark the most significant freshmen population growth in nearly ten years and with ongoing maintenance and/or growth of these numbers coupled with retention of these students, total headcount enrollment will be able to be flat or grow in future years after several years of decline.
- The BookSmart program continues to be viewed favorably as a possible contributor (among several) to supporting the growth in the new student populations.
- Residence halls currently have 3,800 students living on-campus and nearly 70% of the freshman class lives on-campus.
- Significant investments of the repurposed student recreation fee have led to the development and implementation of the Exceptional Eastern Experience (known as "E3"). Signature future concerts and programs were described including T-Pain, Pete Davidson, and JP Saxe.

Strategic Plan Update:

- The overview of the draft strategic plan (*Experience Excellence*) was presented by President McFadden. The mission, vision, overarching goals (Knowledge, Innovation, and Transformation), and values are on pdf pages 19-24 of the [meeting agenda](#).
- Dr. Jennifer Wies and Dr. Bethany Miller continue to co-chair the planning process.
- We are in Phase 3 of the strategic planning process, the engagement phase. During this semester and Spring 2022, the process requires the solicitation of feedback about the plan by faculty, staff, and community members, as well as unit-level planning.
- The next phase, Phase 4, is the implementation phase, planned for Fall 2022.

Financial Update:

- The Board received a financial update regarding the prior quarter (through June 30) which is also the final quarter of the university's fiscal year.
- The university budget was \$245.8 million, and the overall revenue was below budget (\$242.4 million) and accordingly, expenses were managed and finished at \$241.3 million) for the year.
- Tuition continues to represent the most significant revenue source for the university. Actual tuition revenue for 2020-21 was \$140.2 million.
- Tuition revenue in the prior year was \$149.4 million, showing a \$9 million difference.
- State appropriations were flat in 20-21 (\$63.9 M) versus 2019-20 (\$63.8 M).

Board Actions & Executive Session:

- The Board approved prior minutes, personnel actions since the last meeting, policy updates for Model Lab School, and a resolution to rename the old recreation center space now used as the Olympic Sports Training Center for the Division of Athletics. (The new space was named after the very successful, now retired, [Coach Rick Erdman](#).)
- The Board did vote to go into Executive Session for deliberations on the future acquisition or sale of real property when publicity would be likely to affect the value of the property.
- Following Executive Session, the Board reconvened and approved the acquisition of approximately 300 acres of property adjacent to the university's Meadowbrook Farm for a purchase price not exceeding \$2.5 million.

Summary of the Board of Regents Meeting by local media

- The Board meeting received coverage by the *Eastern Progress* and the *Richmond Register*. Their summaries are linked here:
- Eastern Progress: https://www.easternprogress.com/news/eku-board-of-regents-meets-renames-olympic-training-center-and-discusses-strategic-plan/article_6e38b640-1e51-11ec-b1b1-031f65a9db61.html
- Richmond Register: https://www.richmondregister.com/news/eku-regents-approve-purchase-for-300-acres/article_eceb67a9-562a-5923-a049-c1deb67593d3.html

CPE Updates

Dr. Kellie Ellis, Associate Professor and Coordinator of the Communication Disorders Program, was forwarded among three faculty statewide for consideration to serve as the faculty representative on the Council on Post-Secondary Education Board. On September 17, [Governor Beshear appointed Dr. Ellis to that role](#). Congratulations Dr. Ellis!

- *Education Pays!:* The CPE's report, *Early Economic Return on Higher Education Investment Report* was recently released that uses data following 43,655 Kentucky students who graduated from Kentucky high schools in 2011. The longitudinal data from 2011 to 2019 and the results, including data they describe as evidence that 'Education Pays' are described in their news release. The news release also links to the report. [For more info, click here](#).
- *CPE Strives to Connect Education to Workforce Needs:* The CPE recently received a grant from the Lumina Foundation to partner with Complete College America to focus on "Purpose First" strategies. The objective is to help students see the missing link between their career choices and their excitement as first-year students. The effort will try to get students to identify majors earlier in their college career among those striving to find purpose. Read more in the [CPE press release here](#).

Evaluation of the University President

- As faculty, you should have received an email from the "Faculty Senate Executive Committee" inviting you to participate in the Faculty Senate's evaluation of the President. Your confidential participation is valued and is occurring alongside concurrent evaluations among the Staff, Students, and External Community & Statewide Stakeholders.

- Together, the insights generated by the Faculty Senate Executive Committee along with the other constituencies are of great importance to the Board in gathering this feedback for enabling the Board's annual (and statutorily required) evaluation of the University President, while also identifying opportunities for ongoing improvement.

STANDING COMMITTEES:

Academic Quality Committee. Senator Sands reported that the committee met on September 28 to review the charge for the year. There were several questions raised and clarification is needed on the proposed survey on instruction before the committee can continue. The Executive Committee liaison, Lisa Kay, agreed to get clarification at the next Executive Committee meeting. We'll meet again after that meeting to consider our next steps.

Budget Committee. Senator Yow reported that the committee met on Monday, September 20 and I was officially elected to serve as chair and Jessica Price was elected to serve as secretary. After that, we discussed the committee's charges for this year with a primary focus on coming up with a compact budget for the university. Following that discussion, Senator Smit and I met with Barry Poynter on Friday September 24, to get clarification about some of the items that are in the budget, to know which forms to look at and what data we're actually supposed to be using.

Elections & University Nominations Committee. Senator Schilling announced that Senator Couvillon was elected at our last Senate meeting to fill a vacancy on the committee. With the addition of our new member, we are still trying to set our meeting schedule for the rest of the semester.

Information Technology Committee. Senator Hight reported that the group met on October 1 and began preliminary discussions on our charge to develop a survey to determine what streaming video resources are currently being used and what the future needs are for our faculty.

Rights & Responsibilities Committee. Senator Nachtwey stated that the committee met on September 14 and almost immediately began the process and drafting the resolution that we just voted on, but, but I should end with how I should have started, which is, by thanking all the faculty for a really high response rate on the survey that helped a great deal in drafting the resolution.

Rules Committee Report. Senator Kay stated that the Rules Committee met on September 20th. Curtis Streetman was elected to serve as secretary. The charges for the year were discussed, most of which have something to do with the Faculty Handbook. Since some work has already been done on crafting language for updating the handbook, we determined that Senator Bishop-Ross and I will meet prior to the next meeting to discuss what has been done so far and what needs to be done next.

Faculty Welfare Committee. Senator Blair reported that the next meeting will be on Tuesday at 4pm. At that meeting the schedule will be set for the rest of the school year and then work will begin on the charges that were given to us.

ADJOURNMENT:

Senator Bishop-Ross moved to adjourn at approximately 5pm, seconded by Senator Burns.

Timestamp	Username	Do you approve of the resolution asking the University administration to institute a mandate for C
2021/10/04 4:35:59 PM AST	melanie.johnson@eku.edu	YES
2021/10/04 4:35:59 PM AST	jessica.price@eku.edu	NO
2021/10/04 4:35:59 PM AST	elizabeth.underwood@eku.edu	YES
2021/10/04 4:35:59 PM AST	alexander.white@eku.edu	YES
2021/10/04 4:36:01 PM AST	amy.schilling@eku.edu	YES
2021/10/04 4:36:02 PM AST	sarah.feltus@eku.edu	ABSTAIN
2021/10/04 4:36:02 PM AST	carolin.walz@eku.edu	YES
2021/10/04 4:36:02 PM AST	jens.arneson@eku.edu	NO
2021/10/04 4:36:03 PM AST	gerald.nachtwey@eku.edu	YES
2021/10/04 4:36:03 PM AST	eric.meiners@eku.edu	YES
2021/10/04 4:36:03 PM AST	thomas.couvillon@eku.edu	YES
2021/10/04 4:36:04 PM AST	rachel.bishop-ross@eku.edu	YES
2021/10/04 4:36:04 PM AST	tricia.kelley@eku.edu	YES
2021/10/04 4:36:05 PM AST	pat.calie@eku.edu	YES
2021/10/04 4:36:05 PM AST	adam.lawson@eku.edu	YES
2021/10/04 4:36:06 PM AST	jilliane.mccardle@eku.edu	YES
2021/10/04 4:36:06 PM AST	chris.neumann@eku.edu	YES
2021/10/04 4:36:06 PM AST	geela.spira@eku.edu	YES
2021/10/04 4:36:09 PM AST	lisa.kay@eku.edu	YES
2021/10/04 4:36:09 PM AST	don.yow@eku.edu	YES
2021/10/04 4:36:10 PM AST	thomas.jarvis@eku.edu	YES
2021/10/04 4:36:11 PM AST	kenneth.foltz@eku.edu	NO
2021/10/04 4:36:11 PM AST	charles.hughes@eku.edu	YES
2021/10/04 4:36:12 PM AST	lisa.jones@eku.edu	YES
2021/10/04 4:36:12 PM AST	rachel.moser@eku.edu	YES
2021/10/04 4:36:12 PM AST	fontaine.sands@eku.edu	YES
2021/10/04 4:36:12 PM AST	michael.fore@eku.edu	NO
2021/10/04 4:36:12 PM AST	richard.crosby@eku.edu	YES
2021/10/04 4:36:13 PM AST	julie.george@eku.edu	ABSTAIN
2021/10/04 4:36:13 PM AST	sheri.mcguiffin@eku.edu	NO
2021/10/04 4:36:13 PM AST	brian.clark@eku.edu	YES
2021/10/04 4:36:14 PM AST	lan.kong@eku.edu	YES
2021/10/04 4:36:14 PM AST	laura.newhart@eku.edu	YES
2021/10/04 4:36:14 PM AST	matthew.winslow@eku.edu	YES
2021/10/04 4:36:15 PM AST	ann.burns@eku.edu	YES
2021/10/04 4:36:15 PM AST	erin.stevenson@eku.edu	YES
2021/10/04 4:36:17 PM AST	john.brent@eku.edu	YES
2021/10/04 4:36:18 PM AST	marie.manning@eku.edu	YES
2021/10/04 4:36:19 PM AST	jackie.couture@eku.edu	YES

2021/10/04 4:36:20 PM AST	jana.mayer@eku.edu	NO
2021/10/04 4:36:21 PM AST	anne.cizmar@eku.edu	YES
2021/10/04 4:36:22 PM AST	derek.bussan@eku.edu	NO
2021/10/04 4:36:23 PM AST	timothy.smit@eku.edu	YES
2021/10/04 4:36:23 PM AST	buchang.shi@eku.edu	YES
2021/10/04 4:36:25 PM AST	bill.mcclanahan@eku.edu	YES
2021/10/04 4:36:26 PM AST	voniam.grabeel@eku.edu	NO
2021/10/04 4:36:27 PM AST	james.blair@eku.edu	NO
2021/10/04 4:36:33 PM AST	joanne.mcglown@eku.edu	YES
2021/10/04 4:36:34 PM AST	joel.cormier@eku.edu	YES
2021/10/04 4:36:36 PM AST	lindsay.cormier@eku.edu	YES
2021/10/04 4:36:37 PM AST	javier.alvarez@eku.edu	YES
2021/10/04 4:37:06 PM AST	mary.henton@eku.edu	NO
2021/10/04 4:37:10 PM AST	erin.eliasen@eku.edu	YES



David T. McFaddin
President

TO: Eastern Kentucky University Faculty Senate

FROM: President David T. McFaddin

DATE: November 1, 2021

RE: November Report

As we look toward this season of thanksgiving, I want to express my gratitude to our faculty for navigating the challenges and opportunities of a full return to on-campus classes, activities, and support services. I know many of you have played a more active role in the lives of our students this semester to ensure their academic and personal success. Providing personal attention and individualized support is a key ingredient in the Exceptional Eastern Experience. Some of our students need that attention and support now more than ever. Thank you for steering them in the right direction and helping them to persist. They may not communicate it right now, but they will remember your efforts in years to come.

Freshman McKenzie Johnson is an example of a student who came to ECU from an online high school environment and admits she has struggled this semester with the new routines and expectations that come from the collegiate environment. She found that simply communicating with her professors made all the difference to her feeling overwhelmed. On behalf of McKenzie and our record class of 2,531 first-time freshman -- thank you.

We hosted our third Enrollment Summit last week with an amazing team of enrollment management, academic affairs and support services departments. During that meeting we were able to celebrate our significant growth in new students and acknowledge that preliminary data shows ECU to be the only public university in Kentucky to post a positive growth in new first-time undergraduate students. Our 8.4% increase represents an amazing achievement by our team and is a promising indicator of success yet to come. Please know I am grateful to everyone for their hard work and dedication to help make this success possible.

The Board of Regents recently advanced our work toward the 2022-2030 Strategic Plan. Your participation is critical to the completion of the 2022-2030 Strategic Plan. A campus message was delivered last week requesting feedback on the draft plan. As faculty, your experience and knowledge is important during this final portion of the process. I encourage you to thoughtfully consider where we are going in this next phase in the life of our University and how your role is crucial to our vision that we will "be excellent in all that we choose to do."

We are excited to celebrate with our fall graduates on December 3 and 4. We will host three commencement ceremonies over those two days in Alumni Coliseum. Commencement is an important transition point for our students, their families, as well as the life of our University. It is important to pause and reflect on their contributions and achievements and wish them well in their future endeavors.

While COVID-19 positivity rates and the impact on our local community and the campus continue to decline at an accelerated rate, we will continue to require masking indoors throughout the balance of the fall semester. We will work with our local experts to formulate a plan for the winter term and spring semester that will be communicated out to campus prior to the end of the fall semester. The greatest tool we have to combat this pandemic continues to be vaccinations. We are pleased to now have the Pfizer vaccination option on campus as an additional choice for students and faculty. We continue to encourage, educate and provide ample opportunities for everyone in the ECU family to get those much needed vaccinations. If you have any questions please visit www.staywell.eku.edu for more information.

It's been a busy but exciting fall semester for us all. I wish you the best as you finish the semester strong.

One Eastern,

A handwritten signature in black ink that reads "David T. McFaddin". The signature is fluid and cursive, with the first name "David" and last name "McFaddin" clearly legible.

David T. McFaddin, Ed.D.
President
Eastern Kentucky University



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TO: University Community
FROM: Haley Norberg, J.D.; Director of Policy Development
DATE: October 13, 2021
RE: Administrative Regulation 3.1.2, Naming of University Property and Programs

MEMORANDUM

Consistent with higher education reform in Kentucky and its encouragement of private support to higher education (see [KRS 164.350\(4\)\(e-f\)](#)), the attached Administrative Regulation provides for the naming of institutional assets in recognition of financial support or other significant gifts. While rules regarding the naming of certain public assets were considered during the 2018 legislative session (see [HB 151, 2018 RS](#)), those never left committee are not binding upon the University. Accordingly, proposed Administrative Regulation 3.1.2 complies with applicable state law and the practices of the University's in-state benchmark institutions (see UK's [Policies and Advisory Committee on Naming University Property](#) and NKU's [University Naming Policy](#)).

Institutions possess many valuable assets, which have significance in building resources for the institution. The University makes and receives requests to commemorate or recognize the service and commitment of long-standing, living or deceased faculty/staff members, students, retirees, alumni and friends of Eastern Kentucky University through the naming of these assets. The proposed Regulation, entitled "Naming of University Property and Programs," ensures that these specific requests are managed consistently and is designed to ensure an appropriate name for all University Property and Programs, including but not limited to tangible assets, colleges, scholarships, chairs, professorships, and other academic and/or administrative appointments. This regulation thereby establishes the University Naming Advisory Committee and defines its responsibilities, membership, and required procedures.

While the Office of Development and Alumni Engagement has traditionally managed the process for naming of University Property and Programs, to ensure transparency within the university community as well as provide a single source of reference to for potential donors, a drafting team met throughout the Fall 2021 semester to codify the University's position on the subject into one Administrative Regulation.

This Regulation effects all employees and departments of the University, as well as the ECU Board of Regents and the ECU Foundation Board. Because the Regulation codifies, rather than alters, the current practices of the University, the implementation of the Regulation should not require significant change.

Per Policy 1.1.1, Policy on Policies and Regulations, the Regulation has been properly vetted by the Office of University Counsel and is now posted for 10-day public comment. Following the comment period, the Regulation will be vetted by the President's Cabinet and presented to the President for final approval.



Eastern Kentucky University

Policy and Regulation Library

Administrative Regulation: 3.1.2

Responsible Office(s): Office of Development and Alumni Engagement

Effective: [DATE]

Next Review Date: [DATE]

Administrative Regulation: 3.1.2

Naming of University Property and Programs

Statement

This regulation is intended to establish guidelines and procedures for the naming of University Property and Programs, including but not limited to Tangible Assets, colleges, scholarships, chairs, professorships, and other academic and/or administrative appointments.

This regulation is designed to ensure an appropriate name for all University Property and Programs (not all University Property and Programs shall be named pursuant to this Regulation). An appropriate name achieves the following:

- Accounts for present and possible future uses of the property;
- Reflects functions performed and interests served by the property;
- May acknowledge a significant charitable gift or other contribution to the University;
- Achieves consistency in naming decisions; and
- Ensures naming decisions properly reflect the University's core values in matters that have strong potential to positively affect the University's public image.

This regulation establishes the University Naming Advisory Committee (hereinafter "Committee") and sets forth the procedures for naming University Property and Programs.

Entities Affected

This regulation applies to all employees and departments of the University, as well as the ECU Board of Regents and the ECU Foundation Board.

Procedures

I. University Naming Advisory Committee

A. Responsibilities

1. The Committee solicits, receives, and considers proposed names for University Property and Programs, in accordance with the guidelines and procedures outlined in this regulation.
2. The Committee provides a recommendation to the President and the Board of Regents through the President in matters related to naming University Property and Programs.

B. Membership

1. The President appoints the Committee members and designates the Chair and ex officio members.
2. The Committee will consist of no more than eleven (11) members, with at least two (2) staff representatives from different departments and two (2) faculty representatives from different colleges, who shall have staggered three-year appointments. The Committee will also include three (3) standing representatives from the Development Office, and one (1) standing representative from the Alumni Office.

C. Committee Procedures

1. All naming nominations shall be submitted to the Chair of the Committee, together with a statement indicating the suitability of the proposed name in accordance with the guidelines and procedures outlined in this regulation.
2. The Committee shall forward specific recommendations regarding names for University Property and Programs to the President's Cabinet, who subsequently shall make recommendations to the President.
3. The President, or the Chair of the Committee through the President, shall seek the approval of the Board for the naming of all University Property and Programs which constitute a major gift. For information regarding what constitutes a major gift, consult the Office of Development and Alumni Engagement.
4. All naming nominations shall be held in the strictest confidence by all interested parties until the Board approves a name.

II. Naming Guidelines

A naming decision must meet one or more of the following criteria:

- Designate the function of a facility or property;
- Reflect natural or geographic features;

- Reflect a traditional theme of the University; and/or
- Honor an individual or organization.

A. Donor Naming Opportunities. When a donor gift is involved, the naming opportunity shall be in consideration of a major contribution benefiting Eastern Kentucky University. The gift amount that may be considered for a naming opportunity is flexible so that each situation may be judged on its own merits. It is expected that each naming opportunity will recognize the donor according to the level of the gift and significance to the University.

B. Honorary Naming Opportunities. When no donor gift is involved, recommendations for naming may be made in honor of living or deceased individuals who have served as faculty, staff, administrators, Board of Regents members, alumni, or community, state, or national leaders. Naming recommendations shall be considered on a case-by-case basis only when supported by extraordinary justification for the naming. Proposed honorees shall have achieved unique distinction in one or more of the following ways:

- While serving the University in an academic capacity, achieved such high scholarly distinction as to have earned a national or international reputation in the individual's field(s) of specialization;
- While serving the University in an administrative/staff capacity, rendered distinguished service to the University warranting recognition of the individual's exceptional contributions to the welfare of the institution; or
- The individual has contributed in exceptional ways to the public good or to the welfare of the University in a manner that will have exceptional and lasting impact.

When a proposal for naming in honor of an individual involves service to the University in an academic or administrative capacity, a proposal may not be considered until the earlier of the following:

- Two years after retirement or other separation from the University or from elected or appointed office; or
- Two years after the person's death, if the person had not yet retired or otherwise separated from the University.

No naming decision will be approved that is inconsistent with the University's core values or that otherwise has potential to adversely affect the University's public image. The University reserves the right to remove or change naming recognition for circumstances including, but not limited to the following:

- Undesirable publicity of the donor; or
- Personal or corporate name changes.

III. Required Procedures for Submission of Naming Nominations

Nominations for naming must be submitted to the Committee in writing. The nomination must provide details demonstrating that the proposed naming meets the guidelines set forth above. In rare circumstances, if a nomination does not conform to these procedures and guidelines, the reasons for setting aside the usual criteria shall be clearly articulated within the nomination form.

Nominations for naming of academic-related property and/or programs shall include a recommendation from the Vice President for Academic Affairs & Provost and the effected Dean and/or Department Head as appropriate.

Nominations for naming of administrative-related property and/or programs shall include a recommendation from the Vice President responsible for the effected administrative area. Nominations in recognition of a donor shall include recommendation from the Vice President of Development and Alumni Engagement.

The Committee may consult with additional internal or external stakeholders in evaluating the naming nomination. The Committee will make a recommendation regarding the naming nomination to the President of the University, who will make a recommendation to the Board of Regents. The Board of Regents is the approval authority for all naming recommendations.

Definitions

- **University:** Eastern Kentucky University (EKU)
- **Tangible Assets:** Tangible assets include, but are not limited to buildings, regional academic centers, land, parking lots, streets, laboratories, classrooms, equipment, programs, and other amenities.
- **University Property and Programs:** All administrative and academic property and programs including but not limited to Tangible Assets, colleges, scholarships, chairs, professorships, and other academic and/or administrative appointments.

Policy Adoption Review and Approval

Policy Issued

Date

Entity

Action

Executive Committee Report for 11/1/21 Senate meeting

Minutes from previous Exec Committee meeting on 9/27/21 were approved.

The Provost announced that there would be a call for proposals for cross-college collaboration, with \$100,000 set aside to fund them. She also updated us on the 4 Dean searches and other matters, including the Resolution regarding the vaccine mandate passed by the Senate in October.

The Executive Committee discussed the evaluation of President McFaddin. Members of the Executive Committee will be working on the qualitative and quantitative data as well as preparing and grouping the comments, with the goal of finishing our work around November 5th.

Several Standing Committees did not report due to absences (Budget, Technology, and Rights and Responsibilities), although I know that the Budget Committee is hard at work preparing the budget report for our February meeting. Elections and Nominations will be preparing for the election of the Faculty Regent this year. Academic Quality is in the initial planning stage for a survey of faculty needs (equipment and such). Faculty Welfare is discussing the role of the Faculty Advocate vs the old Ombud position (survey likely to come later) and issues regarding compensation, such as inversion and compression, in addition to basic across the board salary increases. The Rules Committee reported that changes made in the Faculty Handbook (2019 and before) are still not showing up, so they are trying to rectify that situation.

Sincerely,

Richard A. Crosby
Faculty Senate Chair

Faculty Regent Report to Faculty Senate

November 1, 2021

Dear Senators,

Thank you for the opportunity to submit this report. For general updates, the next meeting of the Board of Regents remains scheduled for Thursday, December 9. The Board of Regents has not met since our last Faculty Senate meeting. The Board's last meeting occurred on September 23 and was described in the prior Faculty Senate meeting report.

My appreciation goes out to you and your faculty colleagues who submitted responses for the Presidential Evaluation. The work on the overall report will start upon the various ongoing constituent group reports being finalized, including that by the Faculty Senate Executive Committee. The Board of Regents appreciates your input, the extensive labor of the Senate Exec Committee, the support given by Institutional Research, and the ability to do the process in-house.

Some new items for your consideration or to share with constituents include the following:

- (1) **Strategic Plan Draft for Review:** Please consider reviewing President McFaddin's email message on October 27 seeking feedback on the proposed strategic plan. Included with the email communication from the President's Office is the [draft plan document](#).
 - a. **Survey for Feedback:** In the email from October 27, there is a unique Qualtrics survey link seeking your feedback. Feedback is being solicited from multiple constituent groups and having a strong response from faculty would be appreciated.
 - b. **Town Hall Meetings for Feedback:** There are also opportunities to participate in either an in-person town hall and/or virtual town hall. The in-person event will occur on Monday, November 8 at 3 p.m. in O'Donnell Hall located in the Whitlock Building. The virtual meeting will occur via Zoom on November 9 at 3 p.m. The Zoom link information is included in the October 27 email.
- (2) **CPE Strategic Agenda:** Simultaneously, while ECU is developing our most current strategic plan, the Council on Post-Secondary Education is also updating their strategic plan for Kentucky. Recent communications from CPE President Thompson suggest that a major theme within or addressed by the CPE agenda is likely to be "[confronting the workforce crisis](#)." The CPE plan is reported to be released this fall according to CPE communications.
- (3) **ECU Enrollment Summit & Enrollment Trends:** The Board and the University remain heavily focused on enrollment. A substantial amount of the university leadership and staff from several areas of campus met for 3.5 hours on Friday, October 22 in Powell 219 to review recent year's enrollment efforts and trends along while also setting goals for this next year.
 - a. Total ECU enrollment as of the time of the summit was 13,997.
 - b. Freshman enrollment (2,529) is up 9%. Transfer enrollment (1,044) is up 11%.
 - c. Nationally, enrollment was down over 3% in 2020. 2021 data were not yet available.
 - d. Nationally, two-year institutions are down 15% in overall enrollment, and KCTCS is down 11%.

- e. As of October 26, NPR, using National Student Clearinghouse Research Center data, indicates that the decline in undergraduate enrollment nationally for 2021 was 3.2% and it was down 3.4% in 2020. [See the NPR story for more information.](#)
- f. At two-year institutions, NPR reports that “freshman enrollment is 20.8% below the number for the freshman class in 2019.”
- g. Going forward, ECU is going to capitalize on success areas and will increase BookSmart public relations. High School and campus visits are encouraged along with continuing to grow corporate educational partnerships.
- h. ECU expanded its merit scholarship deadline, went to a free application/test optional format, covered all remaining costs for Pell-eligible admitted students, and expanded scholarship opportunities to middle-income students with unmet need, among several other strategies, including greater use of the Slate communications platform.
- i. **For Fall 2022, the university goal is to increase new first-time freshman by 7% to continue to build upon the previous year’s 9% increase.**

(4) **Additional info: Cash Benefits to You:** As an aside, a few ways to earn or save a little money through your position at the university, the Staff Regent and I like to share this info:

- a. If you have not used your free Case Dining hall meal swipe from this last year, it remained on your ECU ID for this year. You also have one for this year if you have not yet used it.
- b. By doing ECU’s voluntary health assessment (which takes 15-20 minutes), you earn \$60. [Learn more here.](#)
- c. Following the voluntary health assessment, you can also schedule and do a health physical and biometric screening and receive \$100. [Learn more here.](#)
- d. *Although no cash reward, the deadline for Open Enrollment is November 2.

To close, please accept my thanks to you for all of your support. While the year has presented its fair share of challenges in the classroom and beyond, I’m thankful to be part of a purpose-driven, student’s first faculty. Should you have any questions or suggestions, you may reach me by email (jason.marion@ecu.edu) or phone (513-317-9508). May you have a wonderful Thanksgiving season.

Respectfully submitted,



Jason W. Marion