CALIFORNIA STATE UNIVERSITY, EAST BAY

Executive Committee of the ACADEMIC SENATE

Minutes of the meeting of May 24, 2005


1. Approval of the agenda
M/S/P (Caplan/Maxwell) to approve.

2. Approval of the minutes of May 17, 2005
M/S/P (Caplan/Maxwell) to approve.
Sawyer corrected under the report of the chair that the 6/2 Memorial Service for Connie is from 4-6pm; and Item #9 – scratch all words after “Discussion ensued.” Gubernat corrected item #5 agreed to “reception.”
Motion passed.

3. Appointments
Contra Costa Advisory Committee (CCAC):
   Sam Basu to replace Don Wort 05-06 to finish the term as CBE representative
   Don Wort to replace Herb Eder 05-06 (emeritus rep)
   Jim Mitchell reappointed for 05-07 as CEAS representative
Goals Task Force Library rep will be Judy Clarence
M/S/P (Soares/Caplan) to approve.

4. 04-05 CIC 28, and 04-05 CAPR 9, Discontinuance of Minor in Taxation
M/S/P (Soares/Maxwell) to place on Senate agenda as amended to be effective Fall 2006 on both documents.

5. 04-05 CIC 29, Discontinuance of Systems Engineering Option in the M.S. in Telecommunications, 04-05 CAPR 13, Discontinuances of the Telecommunications M.S. Degree Option in Systems Engineering
M/S/P (Caplan/Soares) to place on Senate agenda as amended to be effective Fall 2006 on both documents.

6. 04-05 CIC 30, Application of Courses to the General Education (G.E.) Program
M/S/P (Caplan/Gubernat) to place on Senate agenda with typo amended to change Area D 1-2 to Area D 1-3.

7. 04-05 CIC 31, New Option in International Accounting in the M.S. in Business Administration
M/S/ (Soares/Maxwell) to place on the Senate agenda as amended to be effective Fall 2006.
Caplan asked about if additional resources would be required; McBride replied that some classes will be taught online and that they will not need additional resources as the tuition and fees will
support the program; Caplan noted that we need to be sure that the programs/classes are adequately supported; Reichman remarked that with faculty flying over to Korea to teach, what kind of fees are our students paying; with the three new courses will they be given the same or on top of the current courses in the program; McBride replied that two classes require faculty to travel to Korea, the other classes will be taught from here online and then we will be hiring Korean faculty to teach several of the classes in Korea; this program is offered through Extended Education and arose out of a relationship we developed with a Korean accounting school; Rees asked if only a portion or the whole program is offered through Extended Education as we cannot legally offer a whole program through Extended Ed.; McBride reported that this will be fully self-supporting; the request on the table is a stop-gap measure, once we have the formula down we will be offering the program to our own students; Basu noted that as these courses have gone through a check and balance review by Extended Ed. to ensure that no state funds are being expended for the program; Caplan suggested that it needs to be stated clearly that this is an overseas program and that it resides outside of CSUEB and that we need to be prepared for questions on the Senate floor, and if CSUEB faculty are going to be involved in teaching this program, then they are going to be teaching overload or on release time and this is a concern; Reichman wanted to make clear that as written we are approving this as an option within our MS in Business, what would happen if a student at the CSUEB campuses wanted to enter this program and were informed that they would need to travel to Korea to do it; Maxwell stated that this can be handled by taking 4 courses online and the other 2 are Econ classes that are offered on this campus; Reichman asked if you could complete this program without travel to Korea; McBride replied that right now the answer is no, but it is one class that will be up and running at CSUEB – and with the number of retirements the department has not been able to offer it domestically yet, but the plan is to offer it for our domestic students quickly; Kelly noted that the action of the Senate is to allow the department to have a new option only, the Korea bit is confusing the issue, any of the degrees can be offered through special sessions, and what is being asked for is the option; Reichman urged that something be prepared to offer a tentative time table to the Senate; Caplan does not think this should be sent to the Senate unless the action is clearly communicated, this is not in a form to go to the Senate; Maxwell asked what else can be put on the form and Caplan noted that in the title and in the background info that indicates that this program will be made available for native students; Opp noted that the purpose under item #5 can clarify the purpose and need; Kelly remarked that the College wanted to offer the international option to our students; strike the notation to “Korean CPA exam’ as it is too confusing; Rees remarked that this is a very important program/option for the university as our reputation is becoming global and wished that we had the international accounting program in place right now; Fleming noted that the request helps our need for increasing our diversity and balance attention between economic responsibility and international relationships, but the form needs to be useful and clear to Senate; preparing some kind of background statement to make it clear to the Senate, and have the timelines and other information done to smooth the path to approval; Caplan agreed and the form ought to indicate that we plan on offering the program in Korea first.
Motion passed with one abstention.

8. 04-05 CIC 32, and 04-05 CAPR 10, Discontinuance of Options in the B.A. in Liberal Studies M/S/ (Reichman/Gubernat) to place on Senate agenda as amended to be effective Fall 2006.
Stoper remarked that CIC sidestepped its normal procedures and approved this before it was approved by the three colleges involved in order to get it to the Senate this year; CIC did confirm that the three colleges would pass the document before the Senate reviewed it on May 31st, but that ALSS has now moved their meeting time to June 2nd, so that would be problematic.
Reimonenq replied that the College Council will meet on the 26th and he will take it up there, which satisfied Stoper’s concerns. Motion passed.

9. A letter from CBE, “Description of Revision of BSBA Degree Core Classes,” as an information item to accompany the CIC/CAPR documents above
Sawyer noted that this is an informational item to give the university a chance to understand the change in the major; he and Bellone researched this issue carefully and this does not need CIC approval. Reichman complimented the college on excellent improvements, but noted that these types of major changes within two significant majors are being changed without Senate review or approval; suggested that we charge CIC to review the procedures about this topic; Maxwell cautioned that we haven’t had a revision in our BS/BA degree in 35 years, and so to change CIC procedures to increase the workload on the committee members for something that hasn’t changed in 35 years seems excessive; we are presenting it to the Senate as an informational item so that everyone knows it happened; Sawyer spoke in support of this and saw that reviewing the process would be something to discuss as part of next year’s ExCom retreat; Caplan asked if you change a major or a degree program, it does not have to go through the Senate; Sawyer replied that is correct; Rees commented that our community college partners are very happy with the changes; McBride remarked that had there been any objections to the changes/process, the review would have been different; Reichman replied that it just seems strange that we (ExCom) review discontinuances but not majors changes.

10. **04-05 CAPR 11. Name Change from “Department of Recreation and Community Services” to the “Department of Leadership in Hospitality and Leisure Services”**
M/S/ (Caplan/Opp) to place on Senate agenda.
Soares stated that it sounds pretentious to add the word Leadership to the name; Rees noted that a member of the advisory board, who works in the field, complemented the university for the direction of this program name change; Opp agreed with Soares’ point and noted that in the background material the name does not seem to be in line with other programs; Reichman voiced concern with the order of our doing things, it’s the Senate’s prerogative not the Hospitality Advisory Board’s to make changes/approve new university programs; he voiced concern that old recreation program would be revised without Senate approval and that this name change was the first step; Spielman replied that the mission to create leaders in our diverse society is central to the field and program, leisure and hospitality will be an expansion of our program and in business terms it refers to the Leisure and Hospitality sector, the core difference in programs/requirements is leadership and that Recreation majors have always had a leadership focus; the market is significantly changing so that many of our graduates end up in the commercial sector, so we want our department name to be more inclusive, it won’t be a new program, but a change in focus; Caplan commented that in his own discipline the need to change the department name from that of the major happened over time; Paige voiced concern over the name change as it appears to narrow the scope of the program; Spielman noted that in the discipline, leisure is the overarching term rather than recreation which is more connected to “activity”; Reichman again voiced concern that there should be a Senate review and more hidden resource needs such as additional library acquisitions needs to be explored; Fleming noted that this is basically a name change and some parts of the memo may need to be clarified, and while advisory boards are very commonly used for input, they do not dictate programmatic changes; the inclusion of leadership in the name might inspire a sense of aspiration in our students. Motion passed with 2 abstentions.
11. **Promoting the College of Arts, Letters, and Social Sciences (Reimonenq)**

Dean Reimonenq introduced Diane Daniel (Communication and Publicity Consultant for the ALSS), and noted that he had little promotional material to provide new faculty or students; what we do for the university we can do for the college; we need materials that articulate the academic excellence of our programs and faculty, situate and affirm our good reputation, and connect to our goal of increasing enrollment; these materials would include publicity materials for students/faculty/staff, fundraising materials, school and community outreach materials; i.e. world renowned poet Susan Gubernat at our campus, but we have nothing to spread this news; need to use advertising/promotion; need to establish a consistent, recognizable, memorable logo, look & image; need to education how the university is organized (college, department, program); instill pride and sense of belonging; ALSS does not use the word college, consistent with broader goal of promoting CSUEB as a destination university; promoted changing the name of ALSS to College of Letters, Arts and Social Sciences (CLASS); one syllable, memorable, feeds into branding and promotion; ex., website, came up with tag line of “Come to CLASS, leave with your degree”; wants to create a fact sheet for each department; met with students and was asked what kind of scholarships and awards do you have for your students; newsletter; brochure for each department, undergrad and graduate.

Caplan asked how this is being funded; Reimonenq replied that they used Foundation money to print off samples for today, and has heard from students that AS does this all the time and that it can be done inexpensively, but it is something that needs to be done; Reichman remarked that many departments have been doing things like this and that the College’s name change would have to go through the Senate; Reimonenq replied that he is not asking for a name change, but simply a way in which to promote the college. There was general agreement that acronym changes do not need Senate action.

12. **COBRA Report (Lopez)**

Very proud to be able to present the report to ExCom and subsequently to the Senate; on page 2, #3 2004-05 COBRA Goal Areas, there are 5 areas; Goal Area #2 - Promote Faculty Involvement - significant emphasis this year, continue to gather information; what was determined was that they needed information directly from individual faculty members versus at the departmental level; Goal Area #3 – Develop Recovery Plan – formed an ad hoc committee to gather information from unit heads (VP’s, deans) to discover what their needs/priorities were and asked if money were to become available what were their priorities would be; Item 4 – Understanding the Budget Process – hasn’t been any substantive changes this academic year; Item 5 – Recommendations about the budget process – a) examine in subsequent years developing principles of collaboration to ensure consultation between deans and department chairs of each college and between department chairs and faculty in the budget process; b) develop a standardized budget documentation and reporting system; c) fiscal implications of WASC; d) continued development of the student/faculty ratios and with this quality issue has a fiscal impact as we lose more lecturers; e) work with CAPR to exam the t-track faculty allocation process. Last thing, at the 5/24 BAC meeting, $7.8M was added back to the depleted budget of last year. Tomorrow BAC meets to review the deans recommended allocations, then COBRA meets on Friday to develop their recommendations as well as waiting for the vice presidents to meet to present their final budget requests. Caplan thanked COBRA in general and José in particular for providing this document and information to the faculty in a timely manner and the work of the faculty membership of the BAC and COBRA. Kelly pointed out that the 3.5% compensation increase does not include benefits; Reichman remarked that this is subject to bargaining.
13. **DRAFT 04-05 BEC 10, Proposed Timeline for Tenure Track Position Requests for Searches**  
M/S/ (Caplan/Opp) to place on Senate agenda. 
Sawyer remarked that this is codifying what has been done for the last few years; Reichman offered an amendment to the Action Requested to state “to supersede the relevant sections in”. Motion passed as amended.

14. **04-05 FAC 4, Proposed Changes to the Range Elevation Policy and Procedures and DRAFT 04-05 BEC 9, Range Elevation Policies and Procedures**  
M/S/ (Maxwell/Opp) to place on Senate agenda.  
Sawyer introduced the item and stated that we had charged FAC to review the Range Elevation Policy and Procedures; a number of members had strong criticism of the document as presented, as did some of the guests. 

- Inaccuracies were noted in the document, and some were highly critical of the tone of the document.  
- It should be submitted in the proper format, with bold and strikeouts noting the proposed changes.  
- This subject is presently under collective bargaining discussions and may become moot.  
- There appears to have been a lack of collegiality in the process and lack of consultation with lecturers.  
- Standards should be on performance, not salary. References to salary are inappropriate.  
- Question arose regarding ranges B & C and possession of a doctorate and discussion of appropriate “terminal degree” ensued.

Following extensive discussion, it was M/S/ (Caplan/Reichman) to refer back to FAC with charges to: 1) involve lecturers in the development of the document; 2) review the appropriate aspects of both our own PTR document as well as the CBA in terms of those things that are appropriate to be included; 3) be cognizant of the fact that faculty do not consider salary as the primary source for evaluation; range elevation should be based on achievement/performance, not salary. 

Motion passed.

A Point of Personal Privilege was called and, in a salute to Don Sawyer’s excellent job as Senate Chair, Caplan announced that on behalf of ExCom, and in recognition of his excellent and strong leadership of the Senate, Sawyer was presented with a signed satin “Stole of Gratitude” – to unanimous acclaim and applause.

M/S/P (Caplan/Fleming) to extend meeting by 5 minutes.

15. **AAKO Report (Larson)**

Larson presented a written report to ExCom members. High points: FDEC members – same for next year; goals – 1) survey conducted winter 05 with 264 respondents; see analysis on handout, hope to get results up on the FDEC website this summer; 2) compile diversity data for the t-t searches 04-05; 1186 applicants to the 30 advertised positions – good mega ad thanks to Provost Kelly; 19 formal offers accepted, 6 at the informal stage, 25 on the cusp of accepting; 21/25 will help diversify the faculty on campus; 3) AALO’s analysis regarding time spent on job changed over the year – need a sliding scale for assigning time; 4) alternative composition of a task force to analyze retention issues with male African American students; of the 24 students contacted, only 3 agreed to participate in a mentorship program; Rees asked if Student Affairs is involved in this
task force; only tangentially. 5) Ending up with 30 completed searches - Reimonenq doubled up a few positions; Kelly remarked that the Pres approved 2 additional searches.

M/S/P (Caplan/Ginno) to accept the report and extend our appreciation to Dr. Larson and the committee for all their hard work; unanimously passed with applause.

16. Report from Contra Costa Advisory Committee, as information item (written only)
Deferred.

17. Reports
A. Report of the Chair
   - Extended his thanks to ExCom members and President for working so well with him the past year.
B. Report of the President
   - Sawyer, Kelly & Pres. visited California legislators – heard strong support for the bills that would grant us the right to extend affinity cards.
C. Report of the Statewide Academic Senators
   Deferred

18. Adjournment
M/S/P (Opp/Ginno) to adjourn at 4:16pm.

Respectfully submitted by,
Liz Ginno, secretary