CALIFORNIA STATE UNIVERSITY, EAST BAY
OFFICE OF THE
ACADEMIC SENATE

Approved as presented

Minutes of the Executive Committee Meeting, Tuesday, November 15, 2005

Members present: Kevin Callahan, Cal Caplan, Jennifer Eagan, Denise Fleming, Susan Gubernat, Nan Maxwell, Julie Norton, Norma Rees, Hank Reichman, Don Sawyer, Eric Soares, Steve Ugbah

Members absent: None

Guests: Carl Bellone, Bob Brauer, Jesse Cantley, John Charles, Jay Colombatto, Susan Correia, Roseann Hogan, Mark Karplus, Jim Kelly, David Larson

Immediately prior to the beginning of the meeting, Jay Colombatto presented a recruitment video, "Discover and Explore."

1. Approval of the agenda

   M/S/P (Maxwell/Caplan) to approve agenda with amended item number 6 to include words “; effective Fall 2007”

2. Approval of the minutes of the meeting on November 8th

   Minutes not available

3. Reports

   A. Report of the Chair

      - Election results are posted to the Senate NEWS page on the web; announced that Reichman and Norton were elected to Advisory Committee to the Committee to select the next president.

      - Reported that Carl Bellone has a draft report on Facilitating Graduation which he will send to Ex Com for review prior to sending it to the Chancellor’s Office

      - Reported that Dean Towner communicated with the Chair regarding SB724, the independent doctorate. The first independent doctorates will be in the area of educational leadership. Dean Towner anticipates an invitation for campuses to apply will occur within the next month; this will be an invitation, not an obligation, for campuses to apply. Rees stated that the Chancellor expects perhaps 5-6 independent doctorates from various areas of the state will be approved within the first year and she believes that CSUEB is well positioned to meet the criteria; Rees would like to see CSUEB included in the first group of campuses to offer the new degree. Caplan urged that all new curricular proposals that emanate from the independent doctorate application proceed through established committee and senate processes.

      - Sawyer announced that there may be an increased need for tenure track faculty to teach during the summer, as we are trying to improve the ratio; the Interim Provost has indicated that he would like to include the teaching quarters on the new letters of appointment to faculty and that summer may be part of the normal academic year for some individuals. Kelly stated that some faculty choose to teach SQ, and that this addition would be a disclosure; he added that CSUEB is a four-quarter campus and that the Deans may assign teaching during the summer. Reichman warned that the normal faculty assignment is FWSp in the CBA and that could violate the contract if the language was not carefully chosen.

      - Upcoming events: Friday, December 2, Senate Holiday gathering at President Rees’ home; “Storytelling as a Strategy for Teaching Psychology,” on Wednesday, November 16th; “Key Aspects of Buddhist Ethics” on Friday, November 18; and
Symphonic Band/Wind Ensemble Concert at University Theatre, Tuesday, November 22nd
- Sawyer distributed a calendar of events for International Education Week beginning Monday, November 14;
- Trustees Craig Smith and Debra Farar will be at the Academic Senate meeting on November 29th, as well as Smith attending a meeting in the Biella Room to speak with ExCom and Dept Chairs at 10:30; plans are in progress for a winter quarter conference on Challenges to Academic Freedom-type issues.

B. Report of the President
   Announced that tomorrow is the inaugural event of the university’s Jewish Studies Program and encouraged attendance.

C. Report of the Statewide Academic Senators
   Interim committee meetings will be held December 2, Statewide Senate Task Force for guidance on curricular procedures that would pertain to doctoral program.

4. Appointments
   No new appointments.

5. 05-06 COBRA 2, Recommendations on Budget Reports
   M/S/P (Callahan/Soares) to place on the Senate agenda
   Caplan noted some typos and grammatical issues; offered to assist with correction of these. Reichman commended Garbesi and Erway on the report; the categories make sense and the fact that it was a cooperative effort was good; had questions at the bottom of page 2; noted that there are not 32 campuses in the CSU; hope there will be a full discussion at the Senate regarding tracking expenditures and the complexities of the budget process. Gubernat thought that the “identifying and tracking” bullet on page 5 was very good.

6. 04-05 CIC 33 and 05-06 CAPR 1, Special Major Name Change
   M/S/P (Ugbah/Maxwell) to place on Senate agenda, as amended to add “effective Fall 2007”
   Caplan noted that not all special majors are interdisciplinary; Bellone stated the special majors by definition have at least 2 departments

7. Update on Retention Statistics and survey information (Colombatto)
   - Colombatto presented a report on the research to inform university marketing strategy. Research helps the university understand what matters most to potential students, community members, and benefactors; how to maximize use of limited resources. Sources of data include various student questionnaires, market research targeting households in Alameda County and Contra Costa County, data from governmental agencies, informal data from focus groups, interviews, and consultants. Colombatto offered his perspective on the findings. There are no strong images of the university, primarily as a result of not managing image consistently. CSUEB is considered friendly; minimal associations with academic quality, prestige, or fun. Lesser educated and lower income households rate the university higher than higher educated or higher income households. CSUEB is perceived as a “fallback” institution, one that offers higher education at an affordable price.
   - Perceived strengths among enrolled students include low cost of attendance, personal attention, and size of academic classes. Perceived weaknesses included academic reputation, quality of academic facilities, quality of majors, availability of majors, value for the price; others that were considered less important included social life, attractiveness of campus, quality of on-campus housing, extra-curricular opportunities, availability of recreational facilities, access to off-campus activities.
   - Nature of our current students and prospects implications include high focus on pragmatics of acquiring skills needed for jobs, desire for rapid connection with department, program, or department; students view faculty positively and want connection with faculty.
   - Driving forces that shape our current position include quality education at a reasonable price, access and convenience, location, minimizing intimidation for non-traditional to higher education. Location is a double-edged sword. On the positive, CSUEB is located in
the Bay Area, with convenient access and a sense of safety implied in “Hayward Hills Campus.” On the negative side, the city of Hayward does not have a perceived sense of “life” and activities for students locally. Image is improving with name change.

- Perceived competitors include SFSU, SJSU, UC Davis; most students come from within a 12-15 mile radius of Hayward. CSUEB has weak market penetration; enrolls 8-9% of CSU eligible Alameda County full time eligible students and 1-2% of CSU eligible Contra Costa County students. K-12 enrollments in target area are decreasing. Five-year trend shows greatest CSUEB enrollment gains outside of Alameda County; 10-year projection: Alameda county high schools are projected to be down -2%, Contra Costa +8%, and San Joaquin county +25%
- Fall 04 saw a 20% increase in enrollment. However, CSUEB enrollment dropped 4%; not attributable to community college transfer weakness. Explanations may be in “masking” effect of graduate/credentials enrollments and issues with processing applications.
- Concerns from 2002 survey included safety and quality of CSUEB and location; not regarded as equivalent of SFSU and SJSU. 2005 survey showed significant improvement. Name change has not solved all issues, but is creating openings to capitalize on opportunity.
- CSUEB must have clarity of mission, vision, values, and brand (i.e., distinction); must build a foundation of research to understand what student needs and desires are and how they perceive we deliver on those expectations; examine our performance and the perception gaps that we can and want to fill
- CSUEB must look for new students beyond our historical “core”; must increase awareness through ongoing marketing; communications must be strategic and integrated; take advantage of new identity offering more regional “resonance” and affinity;
- Brand and reputation is CSUEB’s most valuable asset. Image must be strategically managed; an unmanaged image leads to a lack of vision and unmanaged enrollment will lead to stasis/

8. FDEC Survey Results (Larson & Ugbah)

David Larson (Geography), AALO & Chair of the Faculty Diversity & Equity Committee (FDEC), discussed the Survery Research Report: Faculty Diversity Climate. Strengths include general perception among faculty respondents that CSUEB is welcoming and friendly. Respondents indicated they are comfortable at CSUEB, believe their input is fairly well respected, enjoy positive interactions with other faculty and staff whose race/ethnicity differs from their own, are open to relationships with people from different backgrounds, believe their departments support integrating diversity-related issues into courses, and hiring process is used consistently with internal and external faculty candidates of color.

9. Adjournment

M/S/P (Maxwell/Fleming) to adjourn 3:51

Respectfully submitted
Denise Fleming, Secretary