

**The University of North Carolina at Pembroke
Faculty Senate Minutes**

Wednesday, May 3, 2023, at 3:30 PM
Thomas School of Business Room 225-26

AND

<https://uncp.webex.com/meet/holden.hansen>

Members of the Senate:

To 2023	To 2024	To 2025
ART Vacant <i>Academic Affairs</i>	ART Holden Hansen <i>Faculty Senate Chair</i>	ART Beata Niedzialkowska <i>Academic Information and Technology</i>
CHS Julie Harrison-Swartz <i>Academic Affairs</i>	CHS Jennifer Wells <i>Committee on Committee and Elections Chair</i>	CHS Jennifer Jones-Locklear <i>Academic Affairs</i>
EDUC Camille Goins <i>Academic Information and Technology Chair</i>	EDUC Gerald Neal <i>Faculty and Institutional Affairs</i>	EDUC Jennifer Whittington <i>Faculty and Institutional Affairs</i>
LETT Richard Vela <i>Academic Affairs</i>	LETT Peter Grimes <i>Student Affairs and Campus Life Chair</i>	LETT James Hudson <i>Faculty and Institutional Affairs</i>
NSM Maria Pereira <i>Faculty Senate Secretary</i>	NSM Roland Stout <i>Academic Affairs</i>	NSM Timothy Anderson <i>Faculty and Institutional Affairs</i>
SBS Lauren Norman <i>Student Affairs and Campus Life</i>	SBS Porter Lillis <i>Faculty and Institutional Affairs</i>	SBS Matt Schneider <i>Student Affairs and Campus Life</i>
At-Large Renee Lamphere <i>Academic Affairs Chair</i>	At-Large Kelly Charlton <i>Faculty and Institutional Affairs Chair</i>	At-Large Carla Rokes <i>Committee on Committees and Elections</i>
At-Large Melissa Schaub <i>Committee on Committees and Elections</i>	At-Large Tracy Vargas <i>Faculty and Institutional Affairs</i>	At-Large Rachel Morrison <i>Academic Affairs</i>
Chancellor Robin G. Cummings Interim Provost and Vice Chancellor for Academic Affairs Cherry Beasley		

Order of Business

- I. **Roll Call** - A quorum was present, and the Senate Chair called the meeting to order at 3:30 PM
Members Present: Timothy Anderson, Cherry Beasley (Interim Provost), Kelly Charlton, Camille Goins, Peter Grimes, Holden Hansen (Senate Chair), James Hudson, Jennifer Jones-Locklear, Renee Lamphere, Porter Lillis, Rachel Morrison, Beata Niedzialkowska, Lauren Norman, Maria Pereira (Senate Secretary), Carla Rokes, Melissa Schaub, Matt Schneider, Roland Stout, Tracy Vargas, Richard Vela, Jennifer Wells, Jennifer Whittington
Members Absent: Robin Cummings (Chancellor), Julie Harrison-Swartz, Gerald Neal
- II. **Approval of Minutes** (Appendix A) – **Approved as circulated**
- III. **Adoption of Agenda** – Several amendments were proposed:
 1. Report from the Chancellor was deleted as the Chancellor is currently in Raleigh advocating for the university
 2. Under "Reports of Committees," Appendix B was highlighted. It was noted that Appendix B was uploaded to SharePoint late and was taken down for an emergency meeting of the CCE. Adjustments were made and it was re-uploaded. Appendix B, which is the slate of nominees for the next year, will be considered as an amendment
 3. Under "Reports of Committees," a proposal was added to change the Constitution in Appendix C. This will not be voted on today. It was noted that an attendance policy for senators was added for those who miss two or more standing committee meetings. Another addition was related to the faculty assembly delegate. This will be reviewed today and voted on in the September meeting. It will also need ratification in the General Faculty meeting in December 2023
 4. A verb was missing under "Reports of Committee" for the committee on the Oversight of the Faculty Handbook. The word "revise" was added to the proposal
 5. Under "Academic Affairs," a new program from the Department of Kinesiology was added. The Coaching Sports minor was added to the Agenda as it was previously omitted. It was passed by the Academic Affairs Committee - No other amendments were proposed to the Agenda. **The Agenda was Approved as Amended**
- IV. **Reports from Administration**
 - ~~a. Chancellor – Dr. Robin Cummings~~
 - ~~i. Comments from the Chancellor~~
 - b. **Interim Provost and Vice Chancellor for Academic Affairs** – Dr. Cherry Beasley
 - i. Comments from the Interim Provost – Dr. Beasley began by mentioning that the CFO will discuss changes related to the bookstore and textbooks at the end of her report
 1. Acknowledgements:
 - a. Interim Provost Beasley thanked faculty for their participation in recent open house and orientation events
 - b. Positive feedback was received from parents and students, especially regarding faculty interactions and program overviews
 - c. Some departments conducted mock classes which were well-received
 2. Enrollment and Admissions:
 - a. Dr. Beasley emphasized the importance of enrollment management, admissions, and retention
 - b. Admissions for the upcoming fall semester have increased by 125% compared to the same time last year

- c. One-hundred and eighty-seven (187) students have completed online orientation and are ready for advisement, but 83 are yet to be advised
 - d. Last year, 33% of transfer students who completed orientation did not enroll, citing issues with advisement among other reasons
 - e. Interim Provost urged faculty to advise students promptly to ensure enrollment
3. Admissions Process Improvements:
- a. Efforts have been made to ensure that transfer information is available in Banner by the time students receive their letters
 - b. The university is working with a company as a consultant to assist with targeted marketing and recruitment
 - c. The marketing strategy involves targeting specific zip codes where admitted students reside
 - d. Sending out letters with a 'personal touch,' instead of a common letter to would be sent to those that are very serious in coming to UNCP
 - e. University College, Admissions Office, and Financial Aid Office are working together to provide information about students' registration and enrollment
 - f. Spring registration is down by 14.9% and there is an urgent need to address it. Faculty was asked to reach out to their advisees before the summer break
 - 1) If students are enrolled by July 1st will allow for better planning for
 - summer and fall classes
 - financial aid
4. Operation Kitty Hawk:
- a. A system-wide effort to re-enroll students who have stopped attending school
 - b. Two-thousand (2,000) students in the UNCP catchment area have been identified as potential returnees
5. Faculty Hiring:
- a. The university is actively hiring faculty and academic support services
 - b. Budget constraints have led to a review of faculty lines and prioritization
6. New Provost Announcement:
- a. Diane Prusank has been selected as the new Provost
 - b. She is currently a full professor in the Department of Communication at Westfield State University in Massachusetts and has served in numerous academic leadership roles
 - c. She will be joining the Department of Mass Communications at UNCP as her academic department
7. Graduation Preparations:
- a. Dr. Beasley thanked everyone involved in the end-of-semester events leading up to graduation

- b. Plans are being made for potential stormy weather during the graduation ceremony
 - c. If it rains on Saturday, the Honorary Degree and Board of Governors Teaching Award will be presented on Friday evening
8. CFO Presentation Related to the Bookstore and Textbooks
- a. Inclusive Access:
 - 1) Currently, Follet is using the **Inclusive Access** model
 - 2) This model is opted into by individual faculty members for their respective sections
 - 3) Approximately 25% of sections have adopted Inclusive Access as of the recent spring semester
 - 4) The adoption rate has tripled over the past three years, reaching nearly 9% in FY21
 - 5) Under this model, only digital materials are provided
 - 6) Students have the option to opt out, with a current opt-out rate of 1%. This opt-out is done on a per-section basis
 - 7) Students retain ownership of their materials
 - b. Equitable Access:
 - 1) Proposed for the fall 2023 semester
 - 2) This model would encompass 100% of students and sections
 - 3) While it is "digital first," physical books can be provided if digital versions are not suitable
 - 4) The opt-out rate is expected to rise to between 4-5%, based on national trends
 - 5) Students can opt out of the entire program at once, rather than on a per-section basis
 - 6) The opt-out process will be facilitated through an email at the start of the semester and an FAQ website
 - 7) The primary advantage of **Equitable Access** is the potential for cost savings due to bulk purchasing
 - 8) Savings are in comparison to bookstore prices, not external sources like Amazon
 - 9) Currently, 57% of course materials are sourced from the bookstore by our students
 - 10) Students will retain ownership of the materials under this model by downloading a pdf of their digital sources – this is not a rental program
 - 11) Highlighted benefits of the proposed equitable access model for students:
 - Immediate Access to Materials: Students will have access to all their materials on the first day of class. This is especially beneficial for students who rely on refunds from the Bursar to purchase books, as they no longer have to wait for the refund to source their materials

- **Uniform Procurement:** All books are procured in the same manner, eliminating the current confusion where students might have to source books in multiple ways (Inclusive Access, traditional bookstore purchase, online sourcing, or not getting the materials at all). This streamlined process reduces stress and improves academic success
- **Increased Engagement:** Based on national trends, a significant portion of students never acquire the necessary materials, leading to increased failure rates. The new model ensures all students have access to their materials
- **Familiarity with Digital Access:** Many students, having gone through high school during the pandemic, are accustomed to receiving digital textbooks upfront. This expectation aligns with the convenience of modern services like Amazon, DoorDash, and Uber
- **Transparent Fees:** The fee associated with the Equitable Access model is predetermined and consistent, based on a per-credit fee. This transparency eliminates surprises related to textbook costs and allows students and parents to budget accurately
- **Immediate Application of Financial Aid:** The fee is included in the student's bill upon registration, allowing for immediate application of financial aid. This eliminates the waiting period for refunds and ensures that funds allocated for books are used appropriately
- **Simplified Payment Plans:** The inclusion of the fee in the student's bill simplifies the payment plan process, as students can now account for all costs, including books, in a single plan
- **Digital First Approach:** The company is pushing for a "digital first" approach, meaning they prioritize providing digital versions of textbooks. If a digital version is not available, then a physical version will be provided
- **Inclusion of Learning Platforms:** There's a mention of learning platforms, like quizzes, that might come as an additional cost. However, if a physical book is purchased, it seems to include the electronic version and all its associated materials

- Cost Structure: The cost is structured at \$30 per credit, capped at 12 credits per semester (9 in the summer). This means that even if a student takes more than 12 credits, they won't be charged extra. There's a mention that on average, students currently pay \$41 per credit when sourcing through the bookstore
- Opting Out: Students have the option to opt out of this system. If they do, they will need to source their textbooks in the traditional manner
- Concerns:
 - Some faculty members express concern that the new system might be more beneficial for courses that require expensive textbooks, potentially leading to humanities and social sciences subsidizing more expensive STEM fields
 - There's a debate about the term "equitable" being used for this system, with some arguing that it's not truly equitable if some disciplines are subsidizing others
 - Concerns are raised about classes that don't use traditional textbooks, such as physical activity classes or upper-level courses that use journal articles. How would they be charged under this system?
 - There's a question about the ability of faculty to opt their class out of this system, especially if they use non-traditional materials
 - The discussion touches on the possibility of faculty losing control over the materials their students use, especially in terms of making it economically better for them
- Implementation Team: There's a mention of an implementation team led by Dr. Scott Billingsley, which will handle the rollout of this system. The team will also be responsible for communications to both students and faculty
- Feedback: It's suggested that feedback be collected from students after a year of using this system to gauge its effectiveness and reception

- Overall, while the new system aims to streamline the textbook purchasing process and potentially save students money, there are several concerns and questions raised by faculty members about its implementation and impact

V. Reports of Committees

a. Operations Committees

- i. Executive Committee – Holden Hansen, Chair
 1. Comments from the Chair – **General Faculty meeting will be on Friday at 1:30 PM in Thomas 130**
- ii. Committee on Committees & Elections – Dr. Jennifer Wells, Chair
 1. **(For Information)** CCE Vacancy Appointments
 - a. Faculty Hearing Committee 2022-23 – Will Collier, Jeff Chaumba
 2. **(Vote Required)**
 - a. CCE 2022-23 Slate of Appointments (**Appendix B**) - **There was a call for any objections to the slate of appointments presented by the CCE. Since no objections were raised, the appointments were adopted by general consent**
 3. Committee Update – Dr. Wells made a final call for nominations, expressing hope that they would not begin the year with any open positions. She announced that the elections would commence on the following Monday
- iii. Committee on Faculty Governance – Dr. Mohammed Ashraf, Chair
 1. **(For Information)** Proposal to amend Article III, Section 8 of the Faculty Constitution (**Appendix C**)
 - a. **If a Senator misses more than 2 Standing Committee meetings in a regular academic calendar year, they are removed not only from the Standing Committee but also the Senate**
 - b. **Any Faculty Assembly Delegate that misses more than 2 Faculty Assembly meetings in a regular academic year, will be replaced by the alternate**
- iv. Committee on the Oversight of the Faculty Handbook – Dr. Rachel Smith, Chair
 1. **(Vote Required)** Proposal to **revise** Section I, Chapter 1, page 6 of the Faculty Handbook (**Appendix D**) – **The new and less restrictive wording parallels with the UNC code. The motion carried unanimously**
 2. **(For Information)** Changes to Section I, Chapter 3; Section II, Chapter 1; and Section II, Chapter 2 of the Faculty Handbook (**Appendix E**) – **This includes changes made this year where necessary updates were made and just fixes to the names of offices and officers**

b. Standing Committees

- i. Academic Affairs Committee – Dr. Renee Lamphere, Chair
 1. **(For Information)** Curriculum Proposals – New Course Proposals from the Departments of Accounting and Finance, Biology, Chemistry & Physics, Counseling, Sociology & Criminal Justice, Mathematics & Computer Science, Kinesiology, Geology & Geography, History, and Music (**Appendix F**)
 2. **(Vote Required)** View at <https://uncp.curriculog.com/>
 - a. **From the Department of Accounting and Finance**

- 1) Program Revision: Accounting, B.S. - **Marcus Burger** represented the department. **The proposal was unanimously approved**
- b. **From the Department of Chemistry and Physics**
 - 1) Program Deletion: Chemistry, Analytical, B.S.
 - 2) Program Deletion: Chemistry, Environmental, B.S. **Paul Flowers and Steve Singletary** represented the department. **Both deletions were unanimously approved**
- c. **From the Department of Counseling**
 - 1) Program Revision: Play Therapy Graduate Certificate - **Jonathan Ricks** represented the department. **The proposal was unanimously approved**
- d. **From the Department of Mathematics and Computer Science**
 - 1) Program Revision: Cybersecurity, B.S. – **Cynthia Zhang** represented the department. **The proposal was unanimously approved**
- e. **From the Department of Kinesiology**
 - 1) New Program: Master of Science of Occupational Therapy
 - 2) **New Program: Coaching Sports Minor**
Mike Musselwhite represented the department. **Both programs were unanimously approved**
- f. **From the Department of Political Science & Public Administration**
 - 1) Program Revision: General Political Science Minor
 - 2) Program Revision: Political Science, Pre-Law Option, B.A.
 - 3) Program Revision: Requirements for a Master of Public Administration (M.P.A.)
Emily Sharum represented the department. **All three revisions were unanimously approved**
- g. **From the Department of History**
 - 1) Program Revision: Teaching with Middle Grades Social Studies Education Specialization, M.A.T
 - 2) Program Revision: Teaching with Social Studies Education (9-12) Specialization, M.A.T.
 - 3) Program Revision: History, Social Studies Education, B.A.
Jaime Martinez represented the department. **All three revisions were unanimously approved**
- h. **From the Department of Music**
 - 1) New Program: Music, Music Industry Emphasis - Songwriting Track, B.A.
 - 2) New Program: Songwriting Minor

Aaron Vandermeer and Joey Van Hassel represented the department. **Both programs were unanimously approved**

i. **The Department of Inclusive Education**

- 1) Program Revision: Special Education (K-12), B.S. – Doria Bonneau represented the department. **The proposal was unanimously approved**

3. **(Vote Required) General Education Subcommittee Proposal:** View at <https://uncp.curriculog.com/proposal:2607/form>

a. **From the Department of Music**

- 1) New Gen Ed Course Proposal: Add MUS 1181 (University Marching Band) to General Education Physical Education and Wellness Section - Joey Van Hassel represented the proposal. **The course was unanimously approved**

4. **(Vote Required)** Proposed revisions to policy on adding, dropping, and withdrawing from courses (Academic Catalog <https://catalog.uncp.edu/content.php?catoid=31&navoid=1884>) (**Appendix G**) - Proposal from EMS was presented to change some language related to adding, dropping, and withdrawing from courses in the catalog. The changes included removing the term "Brave Central" and changing the designation from the Associate Vice Chancellor for Enrollment to a designee from the Office of the Provost. **The proposal carried unanimously**

The Chair of the Faculty Senate made a call to extend the meeting by 30 minutes which was **unanimously approved**

ii. Faculty & Institutional Affairs Committee – Dr. Kelly Charlton, Chair

1. **(Vote Required)** Changes to the handbook regarding description of SEI use (**Appendix H**) - The proposal recommends adding language to the handbook about how SEI data is interpreted, emphasizing cautionary words about low data inputs and overemphasis on certain data points. **The proposal was unanimously approved**
2. **(Vote Required)** Recommendation for IR to include a “Non-Guaranteed Anonymity Statement” to accompany Student Evaluations of Instruction for any surveyed course with 3 or fewer registered students: *"Note that for courses with low total enrollment, the anonymity of your responses may not be as complete as it would be in a larger course, even though student names are never attached to the results."*
3. **(Vote Required)** Recommendation for IR to include a “Small Sample Size Statement” to accompany the release of Student Evaluations of Instruction data to anyone who has a role in evaluation in either of the following circumstances:
 - a. A course with 3 or fewer registered students -or-
 - b. A course that received 3 or fewer SEI responses*“Student Evaluations of Instruction are instrumental in allowing students an opportunity to provide feedback on the effectiveness of course instruction. However, Faculty, Department Chairs, and other*

administrators should interpret evaluations with small sample sizes with caution, as small sample sizes reduce the power of the feedback and increase the likelihood of skewed or non-representative feedback. In other words, evaluations with low response rates should not be used as the primary measure of teaching effectiveness in the faculty review process, including but not limited to, Annual Evaluations, Promotion and Tenure decisions, and conferment of Teaching Awards. A comprehensive evaluation of teaching effectiveness should include student feedback, peer observations, evaluation of instructional materials and learning management systems (e.g., Canvas), and instructor self-reflections.”

The proposals were discussed together, and in summary, they suggest adding a notice on SEIs for courses with low enrollment (three or fewer students) to inform students that guaranteed anonymity is not possible in such cases. The reason for the number three was discussed, and it was explained that it's based on previous discussions about when to administer SEIs. The proposal's intent is to ensure students are aware of the potential lack of anonymity in small classes. **Both proposals were approved unanimously**

- iii. Student Affairs & Campus Life Committee –Dr. Peter Grimes, Chair
 - 1. No Report
- iv. Academic Information Technology Committee – Dr. Camille Goins, Chair
 - 1. **(Vote Required)** Recommendation to upgrade to Turnitin Originality. Proposal Detail: Originality offers increased features (such as Draft Coach for review of drafts). The team reviewed both SimCheck and Originality for two weeks and met with a Turnitin rep. The cost is \$11,664 per annum for SimCheck vs. \$27,849 per annum for Originality. AI detection is included on both platforms. Review team recommendation is for adopting Originality – **The updated and more costly version comes with access to ‘draft coach’ which can be very useful to students while cutting down on faculty time reviewing assignments. The proposal carried unanimously**
 - 2. Committee Update – AITC did not recommend moving forward at this time from Qualtrics to SurveyMonkey
- v. Budget Advisory Committee - Dr. Melissa Schaub, Chair
 - 1. No Report

VI. Faculty Assembly Updates:

- a. **Brief Report** – Dr. Renee Lamphere, Faculty Assembly Delegate – **Last faculty assembly meeting in April had several speakers from the System Office. Dr. Lamphere was appointed to the parliamentarian position of the Faculty Assembly therefore allowing her to remain on the Executive Committee**
- b. **Faculty Assembly 22-23 Documents**

VII. Graduate Council – April 24, 2023 Unapproved Minutes (Appendix I) – **Irene Aiken was present to answer any questions**

VIII. Other Committees

- a. **CEPP** – March 15, 2023 Minutes (Appendix J) – **Lisa Mitchell present to answer any questions**

IX. Unfinished Business

- a. **(Vote Required)** Proposal: Revision to Classroom Management Policy (Appendix K) – **Scott Billingsley received comments from the faculty and adjusted the proposal, which was adopted unanimously**

- X. **New Business - None**
- XI. **Announcements** – Chair Holden Hansen acknowledged the Senate and the Executive Committee for their work during the AY as well as the outgoing Secretary Maria Pereira and announced Camille Goins as the new Secretary for the AY23-24
- XII. **Adjournment** – **The meeting was adjourned at 5:24 PM**