

President's Advisory Team Minutes

September 12, 2019

President's Advisory Team Members in attendance:

Humberto Aristizabal, Associate Vice President of Institutional Equity and Title IX Coordinator
Aaron Basko, Assistant Vice President for Enrollment Management
Eric Berkheimer, Associate Vice President of Facilities and Capital Management
Jayme Block on behalf of Jason Curtin, Vice President, Advancement and External Affairs
Gerard DiBartolo, Director, Director of Athletics and Campus Recreation
Kelly Fiala, Transitional Dean, College of Health and Human Services
Dane Foust, Vice President, Student Affairs
Clifton Griffin, Dean, Graduate Studies and Research
Bea Hardy, Dean, Libraries and Instructional Resources
Laurie Henry, Dean, Seidel School of Education
Robin Hoffman for Ken Kundell, Chief Information Officer
Edwin Lashley, Chief, University Police
Andrew Martino, Dean, Honors College
Eli Modlin, Chief of Staff
Devin Neil, President, Student Government Association
Karen Olmstead, Provost and Senior Vice President of Academic Affairs
Kara Owens, Associate Vice President for Planning & Assessment, Univ. Analysis, Reporting & Assessment
Maarten Pereboom, Dean, Fulton School of Liberal Arts
Tabitha Pilchard, President, Staff Senate
Marvin Pyles, Vice President of Administration and Finance
Valerie Randall-Lee, Dean of Students
Jason Rhodes, Director of Public Relations and University Spokesperson
Tim Robinson, Adjunct Faculty Caucus
Michael Scott, Dean, Henson School of Science and Technology
Wallace Southerland, Associate Vice President, Student Affairs
Kia Chandler on behalf of Karen Treber, University Counsel
Kevin Vedder, Director, Human Resources
Christy Weer, Dean, Perdue School of Business
Charles Wight, President
Richard Wilkens, Associate Provost
Adam Wood, President, Faculty Senate

Guests: James King, Professor

1. Welcoming and Opening Remarks – President Charles Wight

- Dr. Wight welcomed the group to the meeting.
- Budget:
 - a. Dr. Wight appreciates how campus leaders have embraced the new budget process and have made efforts to communicate the new information effectively within their divisions and constituent groups.
 - b. While the process is new to all and requires patience and understanding, the intention is to provide a budget model that is sustainable for the University as well as have the least impact on our students.

- c. At the same time, divisional and departmental decreases occurred as a result of the Maryland General Assembly passage of a new minimum wage law and Cost of Living Adjustments (COLA) granted by the Governor. While revenue increased, some divisions and departments received smaller allocations – a large part having already been assigned to salaries and benefits – leaving less to allocate for discretionary spending.
- d. While this process was difficult in the short term, the University is now in a strong position for the future and now has the opportunity to right size budgets.
- e. Dr. Wight introduced an incentive for responsible fiscal spending, by stating that if there were areas that were particularly responsible with budgeting and spending, a small portion of those savings may be allowed to carry over into the next fiscal year.

- o **Growth**

- a. This fall, SU welcomed the largest and most diverse class in the history of the institution. As other institutions of higher education across the country are battling with enrollment decline, the campus community worked together to maintain our student profile.
- b. Also this fall, SU was able to reduce net tuition by providing increased institutional aid to more students.
- c. SU has become more diverse, more accessible and more affordable than last year. This is important to our mission as a regional comprehensive and to long-term sustainability in the changing landscape of higher education. Even as SU grows, it is important to understand that much of the growth will take place online and at our regional higher education centers across the State. The emphasis will be on looking at potential students holistically, not simply at SAT and GPA scores. Student success and a positive structure in place is what is needed to ensure that students have prosperous careers.

- o **400 Years of Resilience**

- a. Dr. Wight offered his appreciation to Wallace Southerland, April Logan and the entire 1619-2019 Committee on their quick work to organize a fall series that offers reflection on the existence and impact of slavery, and to celebrate the resilience of African Americans, particularly those living in the State of Maryland. The achievements of the Eastern Shore's own Harriet Tubman and Frederick Douglass will be highlighted.

- o **Strategic Plan**

- a. Salisbury University's new strategic plan is in the process of completion. The draft version created from feedback and input through the Strategic Planning and Budget Committee (SPBC) and small groups will be circulated to the campus soon, and everyone is encouraged to provide feedback. The new plan will be implemented by January 2020.

o **Organizational Changes in the President's Office**

- a. As everyone may already be aware, Amy Hasson has retired as Chief of Staff and Eli Modlin had taken this position. He will continue to oversee Government and Community Relations – and there are no plans to hire a replacement Deputy Chief of Staff.
- b. With this change, the Office of Institutional Equity, Fair Practices, Diversity and Inclusion will report directly to the president. The Center for Lifelong Learning will move to the Provost Office and will report to the Office of Graduate Studies and Research. University Analysis, Reporting and Assessment and the Registrar's Office will report to the Provost.

2. **University Governance**

o **Faculty Senate – Adam Wood**

- a. The Faculty Senate has undertaken review of the freedom of expression policy. In particular, there is a desire to become an institution of higher education that publicly supports the "Report of the Committee on Freedom of Expression," also widely known as the Chicago principles. The Chicago principles protect controversial viewpoints and protests against those viewpoints, with the provision that protesters should not interfere with the freedom of others who may oppose those viewpoints.
- b. The Committee on Academic Freedom and Tenure will be reviewing and strengthening SU's Academic Freedom policy. A draft should be ready for Faculty Senate review by mid-November of this year.
- c. Also under discussion are faculty concerns about budget cuts and the impact that has on faculty and students.

o **Adjunct Faculty Caucus – Tim Robinson**

- a. Mr. Robinson expressed his appreciation of support from the administration. He noted that he administrators are open and willing to have discussions issues affecting adjunct faculty.
- b. Plans are underway to create an Adjunct Faculty Learning Committee. Special appreciation goes out to Chrys Egan with her tremendous help in getting this started.
- c. Parking for adjunct faculty arriving before the 5 p.m. cutoff for parking has created some issues. Hopefully a resolution can be found that is satisfactory to all.

o **Student Government Association – Devin Neal**

- a. The SGA forum have already met this semester and noted concerns on budget allocation and how that process will affected the student body. There is also concern about adequate staffing in the Counseling Center.

3. Fall Enrollment – Aaron Basko

- Mr. Basko provided an update on statistics for the fall student body. Most notably the number of enrolled freshman increased by 14% for a total of 1471. The number of diverse students has increased by 20.7% for a total of 395. Significant factors for the increase include increased numbers of early decision students, more faculty outreach, and an array of new Admissions initiatives, including the HOPE program, a new initiative between the Education departments and Admissions to admit students based on a demonstrated commitment to the field.
- Transfer student numbers are down roughly 7%, and are down from last year in diversity, international, and out-of-state, but up in satellite. Graduate students are up by 1.5%. The number of diverse students up by 11%, international students have increased by 63%, and the number of satellite students has increased by 20%.
- Total enrollment is at 8617, with a 1% increase. It should be noted that this numbers will be confirmed once the final census is taken and University Analysis and Assessment (UARA) publishes the final results in the Factbook located on the UARA website.

4. “We Are SU” Campaign – Jayme Block

- Salisbury University is currently in the middle of a \$75 million dollar fundraising campaign, the largest in SU’s history. The \$50 million dollar mark has been exceeded already, and other major gifts will be announced soon. A campus campaign committee, comprised of faculty, staff, alumni, and community members has been created and charged with getting feedback and communication.
- Campus faculty and staff are requested to include the tagline “We Are SU” on their email signatures, the advancement office can help anyone who needs assistance with this.
- There will be a drop-in campaign event scheduled Alumni Homecoming week to celebrate and build awareness for the campaign with food, music and giveaways.

5. Campus Climate Study – Humberto Aristizabal/James King

- This study will allow all members of the SU campus community, including members from traditionally underrepresented groups, to better understand the climate at SU by providing them with the opportunity to describe their personal experiences and observations, and offer suggestions for change. Dr. King added that there is nothing more valuable in an educational setting than to be heard.
- Information about this study and how to participate is located on the SU website at <https://www.salisbury.edu/administration/president/climate-study/index.aspx>

6. 400 Years of Resilience – Wallace Southerland

- Dr. Southerland provided more detailed information concerning the series of events that reflect upon and recognize 400 years since the inception of slavery in America.
- There is a possibility that this series will be made into a documentary and the hope is this will spur opportunities for continuing education and further dialogue.
- The remaining events in the series are:
 - a. Monday, September 23 @ 2 p.m. in Blackwell Hall – Center for Extended & Life Long Learning (CELL) lecture: Professor April Logan, “Visiting and Experience the National Museum of African American History and Culture.”
 - b. Thursday, September 26 @ 7 p.m. in Academic Commons Assembly Hall – Book discussion: *Myne Owne Ground: Race and Freedom on Virginia’s Eastern Shore*, by Stephen Innes, with Professors Joseph Venosa and Clara Small. Reception to follow.
 - c. Thursday, September 26 @ 7 a.m. - SU On the Road: CELL trip to the National African American History and Culture Museum. For more information, contact CELL at 410-543-6090.
 - d. Thursday, October 17 @ 7 p.m. in the Wicomico Room - Enlightened Perspectives Lecture: Mary Elliot, Curator, National Museum of African American History and Culture “The Institutionalization of Slavery & Its Legacy in the U.S.” Reception to follow.
 - e. Thursday and Friday, October 24 & 25 @ 7:30 p.m. in the Great Hall - Singers Showcase: “From Ship to Shore: Celebrating 400 Years of Human Resilience Through Music”
 - f. Thursday, November 7 @ 7 p.m. in the Worcester Room - Poetry Reading: DaMaris Hill *A Bound Woman Is A Dangerous Thing: The Incarceration of African American Women from Harriet Tubman to Sandra Bland*
 - g. Tuesday, November 12 @ 7 p.m. in the Bennett Family Auditorium, Perdue Hall 156 - Screening & Panel Discussion: Netflix Documentary *13th*, with Professors Jennifer Jewell and Rebecca Anthony. Reception to follow.
 - h. Wednesday, December 4 @ 7 p.m. in room 153 in TETC/Conway Hall - Lecture: John Ernest, Judge Hugh M. Morris Professor of English, University of Delaware, “The Stories We Know and Those We Should.” Reception to follow.

7. Wicomico Goes Purple – Wallace Southerland

- Dr. Southerland indicated that SU will participate in Governor Hogan’s initiative on Opioid Abuse Awareness. The State of Maryland has a \$50 million, 5-year grant that is committed to combating the drug epidemic across the state.

- Wicomico County has created a “Wicomico Goes Purple” awareness campaign based on similar initiatives in Talbot County. The purpose is to promote conversations around the dangers of substance misuse and abuse and encourages our community to take a stand against it. Representatives from Student Affairs and the SU Police department serve on the task force, emphasizing the importance community institutional roles to combat this epidemic.
- Salisbury University has planned a series of events during September to bring awareness to heroin and opioid addiction and prevention.
 - a. Every Wednesday in September is SU Goes Purple. Everyone is encouraged to wear purple clothing, bracelets, ribbons and other items.
 - b. Purple cupcakes and purple cake every Wednesday in Dining Services.
 - c. Carillon Tower goes purple every Wednesday night.
 - d. Distribution of Wicomico Goes Purple Buttons to Faculty, Staff and Students. Contact Joe Benvish for more information at jwbenvish@salisbury.edu.

8. Human Resource Updates – Kevin Vedder

- Open Enrollment 2019
 - a. Mr. Vedder stated that there will be a new on-line tuition remission application process beginning November 2019.
 - b. Benefits Open Enrollment period is October 15 through November 14, no changes can be made after the open enrollment period has ended, unless a qualifying event occurs. Employees can opt to default to the current coverage, unless they would like to create or continue a Flexible Spending Plan.
 - c. Information sessions and assistance will be provided by HR prior to and during open enrollment.
- State Retirement & Pension System
 - a. Mr. Veddar provided updates on changes in retirement benefit eligibility and retiree prescription drug coverage. Those employees with questions are encouraged to contact HR.

9. MASMI Competition – Christy Weer

- Dr. Weer updated the group on the upcoming National Shore Sales Challenge, set to take place between March 12 - 14, 2020. The Mid-Atlantic Sales and Marketing Institute (MASMI), a research and academic center for professional selling with the Perdue School of Business hosts this event and invite university sales programs to send their best two sales students to compete. Student competitors from universities across the country compete in a role-play and speed-selling competition.

- This event is unique to institutions of higher education, and is an excellent recruiting tool for potential students to Salisbury University's business program.

10. Updates from Academic Affairs – Karen Olmstead

- Provost Olmstead updated the group on the “From Coastal Maryland to the World” study abroad display in the front lobby of the Academic Commons. The exhibit displayed photographs taken from students during their study abroad experiences.
- Recognition was given for Professor Tim Stock and his coordination of the 24th Annual Northeast Region Intercollegiate Ethics Bowl Competition. This competition has 30 five-member teams comprised of undergraduate students. The competition is set for November 23, 2019 and judges are needed. Training is provided. <https://www.salisbury.edu/academic-offices/liberal-arts/philosophy/philosophy-ethics-bowl.aspx>
- Two new academic programs are pending approval with the USM BOR and Maryland Higher Education Commission (MHEC):
 - Bachelor of Arts in Outdoor Education Leadership
 - Bachelor of Science in Data Science
- Campus faculty and staff are encouraged to use the software platform Navigate@SU. This program is an early alert and advising platform that helps predict and assist in improving SU student outcomes.