The meeting was called to order at 11:00am

The minutes from November, 2016 were approved, seconded, and passed.

Announcements

- **Ad Hoc Grant Compensation Committee** - Faculty Senate HAS two representatives to the committee to work on Tap 43, which is currently unclear. Dr. Jennifer Aitken (BSNES) and Dr. Reggie Harbourne (Health Sciences) are representing the Faculty Senate on this committee.

- **HR Advisory Committee** - Faculty Senate representative: Linda Koharchick, from the School of Nursing. This advisory committee will meet as needed.

- **Guest Speakers** - Dr. Linda Kinnahan (Middle States) and Dr. Kim Hoeritz (Online Grade Changes) are scheduled to speak at the January Assembly meeting.

**Guest Speaker-Bridget Fare, Chief Marketing and Communications Officer**

Feedback was requested about which communication channels are most valuable and effective for faculty members. An update on the advertising image campaign was provided. The fall campaign was aimed at influencers to promote the University image at large. It reached 98% of the target audience 12x. This exceeded benchmarks. The general campaign was geared towards undergraduates, while digital campaigns have been customized for individual programs. Ads can be coordinated through schools’ liaisons and deans. Digital ads offered real time results. Marketing and Communications is currently working on better ways for faculty to share information. The effectiveness of *The Times* was discussed in detail. *The Times* operates as an e-newsletter, now a newspaper. Positive feedback was given because it is easy to share and re-post articles, therefore saving time. Committee members expressed interest in faculty spotlights from other schools. Ian Hurley was appointed as the new Social Media Manager, which is the first new marketing and communication position in the last nine years. Social media is functioning as the number one communication channel. The best way to forward information to marketing and communication depends on schools’ internal processes. Information can be sent to the media team. Receptions were determined to be a good idea; however evening is a bad
time to meet. Earlier in the day would be more convenient. A request was made for more publicity for student success, grants, and administrators. Town halls were determined to be very effective and well attended because they help clarify misinformation. The Duquesne app is run by CTS & Student Life and needs to be updated because it is not as helpful as it could be.

Old Business

- **Faculty Handbook update**- The committee met in December to divide comments and responses. A lot of feedback was received. The committee worked over break to go through responses, summarize them, and make suggestions to integrate them into the handbook. Anne and Marcia will be meeting with the Provost again on 1/20/17. The handbook is expected to go to the board in May for approval and if approved it will be put into effect for the 2018-2019 academic year. The Handbook will be revised every five years. A suggestion was made to run it through the law school before it comes out. When the next draft comes out, it will need to be reviewed again.

- **COACHE Campus Climate Survey**- The administration will not be going with COACHE at this time, and has also decided not to go back to HERI because of past issues, and will search for another alternative. The Faculty Senate agreed that a campus climate survey is necessary for safety. Survey Monkey was suggested. It could be beneficial for Middle States to have access to survey data.

- **President Gormley's visit to the November Assembly meeting**- President Gormley was well received by the General Assembly.

New Business

- **Written Guidelines for Faculty Listserv**- As the Faculty Senate President, Dr. Burrows moderates the Faculty Listserv. A comment was made regarding the appropriateness of sending political messages. Dr. Burrows met with Madelyn Reilly in Legal Affairs and Provost Austin to work on developing formal guidelines for the moderator of the listserv. Dr. Burrows requested feedback in determining the guidelines from other officers and EC representatives. Inclusion of Listserv guidelines in the Handbook was discussed.

- **TAPs Committee**- The president formed a committee to re-evaluate all of the TAPs. Dr. Burrows requested a Faculty Senate representative to this committee and is waiting to hear back. A suggestion was made to include this information in the handbook and be available to Middle States. Update to come.

- **Update to Academic Calendar**- Ascension Day, Assumption Day, and Immaculate Conception will no longer be observed as Holy Days off of school.

- **January 20th** -- Sibson Faculty Salary Study meeting (11am-12:30pm, Weiss Boardroom on the 5th floor of Old Main) -- Meeting with the steering group to compare faculty salaries with other universities. Peer groups are still to be determined. Members encouraged to come is available.

Business from the Floor

- **AAUP Faculty Senate Forum on Civil Discourse**- A suggestion was made to host a forum addressing how to engage in civil, political discourse.

The meeting was adjourned at 1:00 pm

Respectfully submitted,

Aurora Winwood, Faculty Senate Graduate Assistant