



FACULTY SENATE

Meeting Minutes

December 12, 2022

Senators Present: Ann Abraham, Bob Antenucci, Omid Bagheri, Tina Bhargava, Lauren Copeland, Jennifer Cunningham, Ed Dauterich, Omar De La Cruz Cabrera, Kimberly DePaul, Tracy Dodson, Yanhai Du, Vanessa Earp, Julie Evey, Claudia Gomez, Angela Guercio, David Kaplan, Edgar Kooijman, Darci Kracht, Cynthia Kristof, Janice Kroeger, Velvet Landingham, Tracy Laux, Cathy Marshall, Denise McEnroe-Petitte, Mahli Mechenbier, Oana Mocioalca, Abe Osbourne, Vic Perera, Amy Petrinec, Linda Piccirillo-Smith, Helen Piontkivska, Lydia Rose, Susan Roxburgh, Athena Salaba, Murali Shanker, Deborah Smith, Diane Stroup, Eric Taylor, Robin Vande Zande, Theresa Walton-Fisette, Sue Wamsley, Christopher Was, Melissa Zullo

Senators Not Present: Jeffrey Child, Todd Hawley, Karen Mascolo, Laurie Wagner

Ex-Officio Members Present: President Todd Diacon; Dean Manfred van Dulmen for Provost Melody Tankersley; Senior Vice Presidents: Mark Polatajko; Vice Presidents: Sean Broghammer, Michael Kavulic for Doug Delahanty, N.J. Akbar for Amoaba Gooden, Tiffany Murray*, Holly Slocum for John Rathje, Charlene Reed, Peggy Shaddock, Stephen Ward, David Ochmann for Willis Walker; Deans: Sonia Alemagno, Brian Neff for Christina Bloebaum, Allan Boike, Ken Burhanna, James Hannon, Versie Johnson-Mallard, Mark Mistur, Deirdre Warren for Mandy Munro-Stasiuk, Diane Petrella, Eboni Pringle, Amy Reynolds, Alison Smith, Deborah Spake, Manfred van Dulmen

*Interim

Ex-Officio Members Not Present: Senior Vice President Lamar Hylton, Vice President Valoree Vargo

Observers Present: Victoria Akinkuolie (GSS)

Observers Not Present: Paul Farrell (Emeritus Professor), Seth Young (USG)

Guests Present: Chris Dorsten, Thomas Janson, Lynette Johnson, Valerie Kelly, Jennifer Marcinkiewicz, Cat Marshall, Bryan Molnar, Susan Perry, Therese Tillett

1. Call to Order

Chair Laux called the meeting to order at 3:21 p.m. in the Governance Chambers, Kent Student Center. Attendees were also present on Microsoft Teams.

2. Roll Call

Secretary Dauterich called the roll.

3. Approval of the Agenda

Chair Laux asked for a motion and a second to approve the agenda (Mocioalca/Vande Zande). The agenda was approved unanimously.

4. Approval of the Faculty Senate Meeting Minutes of November 7, 2022

Chair Laux asked for a motion to approve the minutes from the November 7, 2022, Faculty Senate meeting. A motion was made and seconded (Mocioalca/Salaba).

The minutes were approved unanimously with two small corrections.

5. Chair's Remarks

Chair Laux presented his remarks and a PowerPoint [\[attached\]](#).

6. Vice President Ward's Remarks

President Diacon allocated his time to Vice President for University Communications and Marketing, Stephen Ward. Vice President Ward thanked President Diacon and gave some examples of the activities in his division. He has been told by many at Kent State that we need to just tell our story, so we can get the information about what we do well out to the public. He said storytelling is the mission in Communications and Marketing. He talked about how they are content-focused when they tell stories, but they also seek out earned media and news coverage. They are also targeting efforts to market Kent State in the media to reach different demographics; they are very concerned with reaching the right audiences. *Kent State Today* is now functioning as a daily news site. It has moved from being two e-mails per week to content updated daily from all campuses. Visits to the site are up 186% over the comparable time last year. He added that they have created a content hub that many can turn to, so they can share information. They are also encouraging faculty and administrators to share Kent State information on LinkedIn. Kent State's LinkedIn follower numbers have risen significantly. It is Kent State's second fastest growing social media program followed by Instagram, which is students' number one source for news. In addition, Communications and Marketing have just completed a brand study examining Kent's student-first position. They are going through the data and are doing a better job of letting other schools know what is occurring than most Ohio schools. Communications and Marketing are examining the results to look at the outcomes of what we are doing as a students-first institution. A cross section of about 30 grads and undergrads are advising them on how to better engage students. Vice President Ward also encouraged faculty and administration to continue the students-first message after students arrive. Valentine's Day will be a university-wide communications summit across the entire system to examine how we can be more effective at telling our story. Other discussions and presentations will be made at the department level to help tell stories to be told better and to give better access for faculty and administrators to materials that can promote Kent State. He also mentioned the "Talking with

Todd” series where the community gets to interact with President Diacon and a new video series called “What’s the Big Idea?” that highlights research at Kent State. He hopes “What’s the Big Idea?” is both serious and accessible, and he mentioned that they have received good responses concerning it.

He then invited comments or questions and said his door was open to have discussions outside of the meeting.

Senator Vande Zande asked who the audience is for the stories they want to tell. She was curious about whether they were meant to recruit students, build community among existing students, or something else.

Vice President Ward answered that it was all of the things she mentioned, so Communications and Marketing have to consider which of many audiences are most likely to benefit. He added that the local community and state and local government are also audiences to consider. He also added that different types of stories work best for different audiences.

Senator Vande Zande agreed with his points and thanked him for talking about different types of stories for different audiences.

Senator Smith asked what happens if the students hearing students-first messages arrive and then get disappointed when they get to campus. She suggested that Academic Affairs and Student Affairs get more involved with marketing to prospective students, so that they are not made promises we do not end up keeping. She gave an example from the pandemic.

Vice President Ward thanked her and said that they are working closely with Enrollment Management when communicating to prospective students, but he will keep her advice in mind when consulting with Academic Affairs to prevent students from hearing promises we do not keep.

There were no further comments or questions.

7. Educational Policies Council (EPC) Action Items

a. AMBASSADOR CRAWFORD COLLEGE OF BUSINESS AND ENTREPRENEURSHIP (presented by Dean Deborah Spake) Department of Management and Information Systems: Divide the department into a new Department of Management and a new Department of Information Systems and Business Analytics (fall 2023)

Dean Spake explained the item. Due to growth in these areas and to be consistent with other schools and departments in Ohio and across the nation, she is suggesting the division. She showed a table that compares how other universities separate management and information systems as disciplines. No other school in Ohio has them together, and no

school has a business analytics program. The change has been approved by the CCC and FAC in the college.

She then invited comments or questions.

There were no comments or questions.

A motion was made to approve (Kooijman).

The motion passed unanimously.

**b. COLLEGE OF ARTS AND SCIENCES (presented by Associate Dean Deirdre Warren)
Aquatic Ecology, Center for International and Comparative Programs, Center for
Materials Informatics, Institute for the Study and Prevention of Violence, Matthew
Ferrini Institute for the Study of Human Origins: Inactivate three centers and two
institutes in the college (fall 2023)**

Associate Dean Warren explained the inactivation of the centers and institutes. This is a housecleaning measure. None of the centers or institutes have been open in years, and the inactivation is meant to reflect that.

She then invited comments or questions.

There were no comments or questions.

A motion was made to approve the inactivation (Mocioalca).

The motion passed unanimously.

**c. OFFICE OF CURRICULUM SERVICES (presented by Associate Vice President Therese
Tillett) Course Schedule Type: Establish a new course schedule type – Combined
Lecture/Studio (fall 2023)**

Associate Vice President Tillett explained the establishment of the new course schedule type. The request came from academic units in CCI and the Arts that need a combined lecture/studio because the two things are taking place during the same meeting time in some of their classes. This would make it clearer to students when the two are not going to be held at separate places and times.

She then invited comments or questions.

A motion was made to approve the establishment of the new course schedule type (Kracht).

Dean Mistur supported the establishment but asked whether it was the same number of credit hours as a lecture/lab course.

Associate Vice President Tillett confirmed that it was.

There were no further comments or questions.

The motion passed unanimously.

8. New Business

University Policy for Postdoctoral Scholars (Postdocs), Research Associates and Senior Research Associates

Associate Dean Lique Coolen explained the proposed policy. The Professional Standards Committee (PSC) had voted to move the policy forward to Faculty Senate as presented to them.

Associate Dean Coolen explained what postdocs were and gave the reasons for why the policy was created. She then pointed out the changes specifically: (1) reducing postdoc titles from seven to three and introducing new job titles of Research Associate and Senior Research Associate; (2) providing a better definition for what a postdoc is; (3) clarifying where funding can come from; and (4) providing time restrictions for when postdocs can be hired—no more than five years after they have completed the doctoral degree. There are also salary guidelines and a change in benefits to align them with staff at Kent State,

She then invited comments or questions.

Senator Walton-Fisette suggested that in section three, the phrase “with appropriate faculty consultation” be added in the areas needed.

Associate Dean Coolen noted the comment.

Dean Mistur said that the baselining of salaries should be considered with relevance to discipline rather than exist as a flat number.

Associate Dean Coolen thanked him for his comment.

Senator Smith asked Chair Laux whether this was an action item or not.

Chair Laux said that Faculty Senate will have a second look at the revised version in February.

There were no further comments or questions.

9. Announcements/ Statements for the Record

Chair Laux announced that because of internal elections and the desire to have more people in the chambers, the April 2023 meeting may not have a remote option. He also encouraged more attendance by senators in the governance chambers at all senate meetings.

10. Adjournment

Chair Laux adjourned the meeting at 4:31 pm.

Respectfully submitted by Edward Dauterich
Secretary, Faculty Senate



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