Call to order

Approval of the minutes of September 10, 2015

Report of the Executive Committee

Remarks by the Chancellor

Scheduled Remarks
  David Williams, Vice Chancellor for University Affairs and Athletics, Athletic Director

Standing committee reports
  None

Ad hoc committee reports
  None

Old Business
  None

New Business
  Motion #1: Faculty Manual Revisions
  Motion #2: New degree proposal for Master in Marketing
  Motion #3: Faculty survey protocol

Good of the Senate

Adjournment

Voting Members present: Bachman; Balser; Benton; Cannon; Christenbery; Cliffel; Dewey; Friedman; Geer; Guthrie; Hetherington; Heuser; Johnson, J; Johnson, E; Koutsoukos; Loss; Martin; McCammon; Miga; Niemat; O’Hara O’Connor; Oskay; Outlaw; Pearson; Price; Reeves; Rohde; Rowe; Schildcrout; Segovia; Trigo; Wait; Walsh; Weintraub; Willis; and Wooders.
Voting Members absent: Barnes; Benbow; Brown; Chang; Christman; Creech (sent regrets); Delpire; Fauchet; Fleming; Goddu; Green; Haglund; Hasty; Hopkins; Kennedy; Maroney; Mccoin; Merryman; Murphy; Norman; Reside; Shay; Slayton; Smrekar; Spottswood; Talbot; Townes; Webb; Wittig; Wright; Wright-Rios; and Ziegler.

Ex Officio Members present: Anderson; Brady; Cyrus; Johnson; Kopstain; Lim; Lutz; McNamara; Raiford; Sweet; Wente; and Zeppos.

Ex Officio Members absent: Bandas; Beasley; Combs; Fortune; Marnett; Miller; Stalcup; and Williams.

Guest: Jennifer Escalas, Associate Professor of Management in Marketing at OGSM.

Call to order

Chair Richard Willis called the meeting to order at 4:10pm.

Approval of the minutes of September 10th, 2015

Chair Richard Willis asked for approval of the minutes. A motion was made and seconded to approve the minutes. The motion passed unanimously by voice vote.

Report of the Executive Committee

Chair Richard Willis gave the report of the Executive Committee (EC). He noted the following:

1. The Senate Portal will be continually updated with information and is secured by username and password
2. Vice Provost Cynthia Cyrus is chairing a committee to explore feasibility of an undergraduate business minor. She welcomes feedback and comments from faculty as she starts on this endeavor.
3. The Senate will partner with Vanderbilt Student Government (VSG), VP Cynthia Cyrus, and Dean Mark Bandas on the issue of gender inclusivity and awareness training for faculty. This initiative is in the early stages. The Executive Committee will also work with Chris Purcell, Director of LGBTQI in the Office of LGBTQI Life. Educational materials will be developed for use in panel discussions and eventual dissemination to VU’s undergraduate schools. There will be additional communications from the Senate, via MYVU, about this effort.
4. Spring Assembly is scheduled for March 30, 2016. Senators were encouraged to send nominations for spring assembly speakers to Vice Chair Ann Price.
5. Senators were reminded that a second Town Hall focusing on the VU/VUMC reorganization will be held on October 30th, 2015 at Sarratt Cinema, 3:00-4:30pm. Questions to be addressed by Provost Susan Wente and Vice Chancellor for Health
Affairs Jeff Balser were solicited and senators were instructed to email these to Chair Willis by October 14th, 2015.

6. The first edition of the Faculty Senate’s Engage Newsletter went out to all faculty, via email. If this email was not received, Senators were instructed to let the EC know.

7. The TFUA: Task Force on University Athletics will begin its work in January 2016. This delay will allow several important Faculty Senate initiatives to be completed and will allow senators serving on other task forces to conclude their current work before beginning this new initiative.

8. Doug Christiansen, Vice Provost of University Enrollment Affairs is scheduled to present at the December meeting. VP Christiansen requested that if anyone has any questions to please let him know six weeks in advance. A survey will be launched soon to gather questions from senators.

Chair Willis opened the floor for questions. Hearing none, he proceeded to the next order of business.

Remarks by the Chancellor

Chancellor Nicholas Zeppos graciously ceded his time to Vice Chancellor and Athletics Director David Williams

New Business

Motion from Faculty Manual Committee on Proposed Revisions to Parts I and II of the Faculty Manual (Faculty Manual Committee Chair, Myrna Wooders.)

Chair Richard Willis asked Senator Wooders to discuss the state of the motion.

Senator Wooders addressed the motion, noting that the Faculty Manual Committee (FMC) had worked diligently to meet revision deadlines on Parts I and II. She further noted that a significant number of revisions related to the Blair School of Music, the Law School and the School of Nursing have been addressed by the Committee.

Senator Wooders explained that Vice Provost Timothy McNamara and Senior Associate Dean for Faculty Affairs, David Raiford, offered a number of additional revisions to those made by the Faculty Manual Committee. These revisions were just received on 10/6/15.

Senator Wooders added that there are several “hard disagreements” that must be resolved between the FMC and VP McNamara and Senior Associate Dean, David Raiford’s edits, especially as they relate to Part III, Chapter 3 which deals with Conflict of Interest and Conflict of Commitments. Senator Wooders emphasized that this is an important part of a faculty contract and noted that she disagrees strongly with the view expressed, in the 10/6/15 revision by VP McNamara that this section of the manual is authored by the University Conflicts Committee and is included in the Manual only as a courtesy. She continued by saying that Part III is one of the most important parts of our contract with
the university and that she believes that our contract cannot be altered in any way by the administration without bringing it to the attention of the faculty senate and without going through the process of Part I, Chapter 5. Senator Wooders further noted that multiple changes were made to the Faculty Manual in 2012 without following this process.

Chair Willis asked Senator Wooders to confine her remarks to the current motion. 

Senator Wooders remarked that the multiple changes were related to the hard disagreements but concluded her remarks by stating that the FMC has decided to withdraw their motion and she fears that the committee is now stalled.

Chair Willis noted that Faculty Manual revisions will be placed back on the Senate’s agenda for the November meeting.

**Motion on Master in Marketing from Academic Policies and Services Committee (APSC Chair Joyce Johnson)**

Chair Willis asked APSC Chair, Joyce Johnson to present this motion.

Senator J. Johnson began by sharing that there is a step by step procedure that must be followed when introducing a new academic program at Vanderbilt University. She noted that this process can be found on the Faculty Senate website. She further noted that at Step Five, of the process, these new degree proposals go through the APSC, after thorough vetting by the initiating school. She noted that the APSC has now reviewed the detailed proposal on the Master in Marketing.

**Proposal for new degree: Master in Marketing**

This is a one year degree, which is designed for young university graduates with no, or minimal, working world experience. It is focused on marketing education and designed for students for whom a traditional MBA is not appropriate.

The proposed launch would be the fall of 2016. The initial program would include 10-15 students with a plan to eventually expand to 30-40 students. Senator Johnson noted that this degree program has been reviewed and discussed by the ASPC and is now recommended by the ASPC for approval by the full senate. She further noted that if the senate votes affirmatively for this motion, Chair Willis will next deliver the Senate’s decision to Dean of the Owen Graduate School of Management, M. Eric Johnson who will communicate the Senate’s endorsement of the Master in Marketing to Provost Wente.

**Senator Johnson then introduced the motion:**

Academic Policies and Services Committee (APSC) Motion – October 8, 2015

Motion for full Faculty Senate review of proposed Master in Marketing degree at Vanderbilt University Owen Graduate School of Management
• Whereas the proposal has cleared steps 1-3 of “Process for the Approval of New Academic Programs at Vanderbilt University,” posted on the Senate portal, and is exempt from step 4, being in a professional school, rather than an academic school; and

• Whereas the proposal has been reviewed and discussed in detail with Dr. Steven Posavac, E. Bronson Ingram Professor in Marketing Vanderbilt University Owen Graduate School of Management and by and among the members of the Academic Policies and Services Committee (APSC); and

• Whereas the APSC favors approval of the proposal;

The APSC moves for full Faculty Senate review and approval of the proposal.

Senator J. Johnson then introduced Jennifer Escalas (guest), Associate Professor of Management in Marketing, to answer any specific questions regarding the content of the new program.

Chair Willis stated that the motion is now before the assembly and does not require a second since it came out of the committee. He opened the floor for debate.

Question: Senator Martin asked, “What degree will the student have, and do other schools have this?”

Senator J. Johnson answered that it is a master’s level degree and according to the proposal, about a handful of other schools have begun offering this degree.

Professor Escalas then offered to Senator Martin, and the rest of the assembly, a list of the schools that have this degree program. She noted that Columbia, Michigan State, Rochester, Texas A&M, Maryland, Georgia and Arizona are just a few of the schools that offer this degree and which Owen Graduate School of Management (OGSM) reviewed as a benchmark.

Question: Senator Loss inquired about the admissions requirements and asked, “What is the thinking around the relationship and potential impact of the Master in Marketing on the traditional MBA?”

Professor Escalas answered that the admissions criteria will be different. Typical MBA graduates come in with an average of five years working experience, whereas, these students could apply with essentially no work experience. This degree does not replace the traditional MBA, rather it provides preparation for a first marketing job, typically as a marketing analyst or an account manager.

Question: Senator Brady asked, “Just for clarification, is this a full time degree, or is this an evening degree?” And, “Is twelve months similar to other masters programs of its type
at the benchmark schools, and or, the twelve month duration for the masters relative to the other master’s programs that we offer?”

Professor Escalas confirmed that the proposed Master in Marketing at OGSM will be a full time program and will be similar to the Master of Accountancy program and the MS Finance program at Vanderbilt, which are also one year programs.

Noting no further questions, Chair Willis asked for a vote by electronic ballot on the ASPC’s motion to approve the Master in Marketing program

Voting proceeded: Tally: 35 affirmative, 1 opposed, 0 abstentions

Chair Willis noted that a quorum was met and the motion carried.

Next Steps: Chair Willis will forward the motion to the Dean of Owen Graduate School of Management, who will then attach a letter of endorsement and send to the Provost.

Chair Willis proceeded to the next motion from the Faculty Life Committee.

**Motion on Faculty Survey Protocol from the Faculty Life Committee (Brian Heuser, Chair of the Faculty Life Committee (FLC))**

Chair Richard Willis introduced Senator Heuser, Chair of the FLC.

Senator Heuser thanked his committee members for their hard work, and VIRG – Vanderbilt Institutional Research Group, for their years of service to the Senate and faculty. Senator Heuser also extended his appreciation to Vice Provost McNamara and Vice Provost Geer for their years of service to the collection of survey data from the Vanderbilt University faculty.

Senator Heuser noted that the motion brought forward by the FLC, addresses the Committee’s opinion that the current faculty survey administered every five years needs reform, and that a new partnership with the Senate is desired. This partnership will work to improve the effectiveness, efficiency, and relevance of the faculty survey while improving the reliability and validity of the survey. He noted that Vice Provost Geer has endorsed this motion.

Senator Heuser stated the motion.

- Whereas the Faculty Senate has determined that it is of considerable importance for the Senate to design, gather, and maintain its own data on the satisfaction, workload, and professional quality of life of the Vanderbilt Faculty; and

- Whereas it is of significant concern that this data be not only confidential, but also anonymous in order to provide the necessary level of trust that permits faculty members to respond to a survey of the faculty as candidly and completely as possible; and
- Whereas this data should be gathered with enough frequency to ascertain changes in faculty attitudes, preferences, and experiences, but not so frequently so as to create survey fatigue; and

- Whereas the Vanderbilt Faculty should be afforded the autonomy to assess and monitor the overall standing of the faculty members at Vanderbilt

The Faculty Life Standing Committee unanimously recommended that, beginning in the Fall Semester of 2016, the Vanderbilt Faculty Senate will develop and administer an anonymous survey of the Vanderbilt Faculty. This survey should be designed by the Senate Faculty Life Committee, on the basis of best practices in faculty assessment and with significant input from VU Deans, Department Chairs, faculty senators, and administrators.

The VU Faculty Survey should be administered by the Faculty Life Committee on a triennial basis and the VU administration should provide any necessary resources to administer the survey and analyze the results in accordance with Senate protocol.

The Faculty Senate, in collaboration with the VU administration, will provide for the timely distribution of the survey results to the Vanderbilt Faculty and administration. To ensure the integrity of data over time, identical copies of the Survey, survey dataset, statistical fact sheet and final report should be stored on the secure Senate portal and by the administration in a location of their choosing.

Chair Willis opened the floor for debate.

Question: Senate Wooders asked if survey data has been recovered from previous surveys.

Senator Heuser answered that unfortunately files from the 2006 survey have been corrupted due to a server problem and cannot be retrieved and thus cannot be benchmarked to the 2012 survey data that is available to the FLC.

Question: Senator Greer asked why the Senate has to wait until 2016 for the next survey.

Senator Heuser answered that this AY year will be spent planning. He noted that the Vice Provost’s Office and VIRG have a lot on their plate so the goal was to provide more planning time for all groups before launching the next survey.

Question: Senator Friedman asked why every three years and not every one to two years.

Senator Heuser responded “Survey fatigue”. The committee reviewed other schools, worked with VIRG, and feel that survey fatigue was the reason. There might be a possibility to do frequent “pulse surveys”, but the committee would have to analyze the benefit.”
Question: Senator Schildcrout offered a suggestion to send a survey to a third of the faculty, every year.

Senator Heuser mentioned that the committee did discuss this and could possibly do that for a pulse survey, but not in place of a major faculty survey.

Question: Senator Weintraub asked if the surveys have to be run by VIRG. “Do we have access to distribute to the faculty? Senator Weintraub also asked if “survey fatigue” is related to the faculty or to VIRG.

Senator Heuser replied that we do have our own platform in Qualtrics so that we can run our own surveys. Also, in response to Senator Weintraub’s question about survey fatigue, Senator Heuser said that he was referring strictly to the faculty and the perception that increased surveys might decrease the percentage of faculty responding. He also noted that most of the requests to VIRG for faculty surveys in the past have not been generated by the Faculty Senate, but rather from other entities within the University.

Question: Senator Wooders asked how long it takes to get results out. She suggested faculty might lose interest if the results take a while to release.

Senator Heuser shared that Vice Provost Geer has ensured results would get out as quickly as possible.

Vice Provost Geer stated that depending on the level of complexity of the survey questions, some data could be released quickly but questions requiring more sophisticated analysis will take longer.

Noting no further questions, Chair Willis asked for a vote by electronic ballot on the ASPC’s motion to approve the Faculty Survey protocol.

Voting proceeded: Tally: 34 affirmative, 1 opposed, 0 abstentions. Chair Willis stated that the Senate did not achieve quorum.

Chair Willis suggested a possible revote on the motion. The floor voted by voice vote to have the vote stand as passage of the motion. Because Robert’s Rules does not allow the body to waive the quorum requirement by unanimous consent Chair Willis noticed that an absent voting member had returned to the room and there was now a quorum present. The official vote was recorded as 35 affirmative, 1 opposed, 0 abstentions.

Chair Willis introduced David Williams, Vice Chancellor for University Affairs and Athletics, Athletic Director.

Scheduled Remarks
    David Williams, Vice Chancellor for University Affairs and Athletics, Athletic Director
At 4:45, Vice Chancellor Williams arrived with Candace Lee, Senior Associate Athletic Director.

After introducing Sr. Associate Athletic Director Lee and explaining her role within the Athletics Department, Vice Chancellor Williams began his remarks by noting that he planned to cover the following topics as they pertain to athletics: finances, academics, competition, student athletics experiences and the future.

Vice Chancellor Williams began by sharing detailed information about Vanderbilt’s athletics department financials for AY 15.

Vice Chancellor Williams noted that for AY 16, all scholarships (all varsity sports for both men and women) have been increased to reflect the cost of attendance.

Question: Professor Escalas asked about the “pay-for-play” initiative.

Vice Chancellor Williams answered by saying that he does not favor “pay-for-play,” and he believes pay for play is a threat to amateurism in college athletics.

In response to Senator Weintraub’s question regarding implementation of personal funds for the athletes on scholarship, Vice Chancellor Williams confirmed that it goes on their card for the meal money. The cards that our students have only allow our students to buy food. They can use the assigned personal money to buy non-food items but not through the use of their student cards.

Provost Wente shared that supplies, travel and personal expenses are being handled for the athletes in the exact manner that they are handled for any other undergraduate on aid. The amount, and how the money is deployed and delivered to them, is handled the same for all undergraduate students on aid.

Vice Chancellor Williams next addressed academics and noted that the cumulative GPA for all VU varsity athletes has been over 3.0 for 8 consecutive years.

Senator Heuser asked what it costs athletics for tutoring and academic support they provide to student athletes.

Candace Lee answered that for just tutoring we have about 100 tutors and spend around 60k-70k a year. All tutors are Vanderbilt students at the graduate level. Vice Chancellor Williams further noted that Athletics employs 10-11 Academic Counselors to handle life skills, academic support, and any other problems associated with academics.

Next, Vice Chancellor Williams shared that Vanderbilt’s most recent graduation rate is 93% for Vanderbilt student-athletes. He noted that this number has not yet been released.

Senator Heuser complimented that percentage and inquired about how it compares to our peers.
Vice Chancellor Williams shared that Notre Dame, Stanford, etc., are typically high. Vanderbilt’s percentage is high in regards to the SEC. He observed that typically one major problem in the graduate rate is the rate for black male athletes. Our black male graduation rate for the cohort which began in 2008 is 100%. He emphasized that “Every black male athlete that entered in 2008, graduated from this school.” Vice Chancellor Williams further remarked, “That is what we are supposed to do. That is what we go to work for every day. It is what we do. It is personal for everyone that works in that building. Everyone in Athletics understands that the goal is graduating student athletes.”

Vice Chancellor Williams next highlighted that four 2015 student athlete graduates have now entered Vanderbilt University School of Medicine. He also discussed initiatives to enhance the student athlete experience via study abroad programs and summer internships.

Next, Vice Chancellor Williams discussed facility updates. He stated that we are almost at completion on the new training room that was fully funded by donations. The next initiative is for a baseball facility project that will break ground in June 2016.

Vice Chancellor Williams next discussed a number of challenges he sees facing college athletics and noted that financing college sports cannot be equated to professional teams financing. He concluded by asking if the financial model for college athletics is sustainable when the growth of revenue is limited and the growth of expenses seems to be unlimited. He views this as the major question facing college athletics for the future.

Question: Professor Escalas mentioned how some schools have approved alcohol sales in stadiums. Does Vice Chancellor Williams have any inclinations if the SEC will allow this or not?

Vice Chancellor Williams does not feel a need to push for this. We are allowed to sell beer for concerts. He stated that he has no plans to sell alcohol at VU sports events held at our stadium but Athletics will not make or break on alcohol sales.

Dean Benton asked for the Senate to applaud Vice Chancellor Williams and Athletics on the spectacular graduation rate. Applause followed, and Vice Chancellor Williams concluded by thanking the Senate for the opportunity to make an annual presentation at a regularly schedule Faculty Senate meeting.

Good of the Senate

Adjournment

Meeting adjourned at 5:38pm.