



Minot State University
University Chairs Council
January 20, 2021

Minutes

Members: Lori Willoughby, Jay Wahlund, Bryan Schmidt, Paul Lepp, Robert Kibler, Scott Kast, Erik Anderson, Dan Ringrose, Terry Eckmann, Ann Beste-Guldborg, Holly Pedersen, April Warren, Gary Rabe, Paul Markel, Bill Harbort, Jessica Smestad, John Webster, Lisa Borden-King, Jane la Plante, Laurie Geller, Jacek Mrozik, Erik Kana
Guests: Rebecca Ringham, Melissa Cantone

Approval of minutes from November 3, 2020 and December 1, 2020; Robert Kibler made motion to accept the minutes as written, seconded by Holly Pedersen. November & December meeting minutes approved as written.

Post Enrollment Requisite Checking (PERC) – Melissa Cantone

Registrar's Office (RO) gets many questions about why this is done. Students are allowed to enroll in a course as long as they are currently enrolled in its prerequisite. After grades post, the RO verifies that students enrolled in a course have successfully completed the prerequisite course; if not, those students are dropped and notified. Chairs are sent a list of students to verify in case anyone might mistakenly be dropped. Doing this reduces the need for add slips for courses.

Presentation of Fall 2020 Marketing Campaign – Jacek Mrozik (see attached presentation)

The committee members are Jacek Mrozik, Teresa Loftesnes, Rick Heit, Mike Linnell, Katie Tyler, Bill Harbort. Their mission was to organize a campaign to increase enrollment.

Total budget for fall campaign was \$68,850 (breakout of budget included in presentation).

Fall 2020 Marketing Campaign Summer – Conclusions

- The campaign experienced heavy clutter due to elections and competition from other universities.
- Steep inflation in prices led to increased costs per impression.
- Campaign media plan got carefully calibrated resulting in better click-through rates that outweighed unfavorable market conditions.
- Used the creative lines developed in the spring mixed with some traditional lines. Messages were delivered efficiently. The creative lines were more effective than the traditional lines.
- Results were better than national averages.
- Transfer message worked well leading to good transfer results.
- Two direct mailings were directly correlated with social media that proved to improve efficiency.
- There is a need to develop a few new/fresh creative lines for next campaign.
- It is recommended to repeat the campaign in the spring of 2021. Strategies for the Spring 2021 digital media buy campaign are currently being assessed and will commence around February 1. Scholarship deadline ads are currently running.

Committee for Evaluation of Teaching – Charge from FS President, Lisa Borden-King: Make sure that each department has a policy that is in compliance with the policy that was passed this fall. (stated below): Laurie Geller is a member of committee and was asked to bring to Chairs. Policy was updated in Faculty Senate when new items area passed, then all is updated.

Student Perception of Learning Forms Student Perception of Learning (SPL) forms will be sent electronically to students for all courses other than single student courses. Other courses that may be omitted from the process may include courses where faculty have limited interaction with students, and/or courses agreed upon by discipline-specific faculty within each academic unit.

In order to keep procedures in line with Faculty Senate Bylaws, all academic units shall develop procedures delineating the selection process for course evaluations that are included in the tenured faculty annual evaluation process. These procedures will include how courses are selected and how many courses are selected. Courses must be selected no later than September 15 for fall courses and February 15 for all spring courses. All SPLs will be distributed to faculty and the Chairs at the conclusion of the full 16-week semester regardless of length of course.

Note: COB – Has a college policy but needs a statement saying that all departments are following this policy.
CAS – No clear college policy. CEHS – College policy and a note from departments saying that they are complying with college policy

Make sure procedures comply with Faculty Senate policy. College policies are not required; each academic unit can decide and have a procedure. Those who do have procedures for tenured faculty need to review and possibly revise them due to the addition of deadlines to select courses and faculty and chairs now receiving all SPLs.

All academic units, whether colleges or departments/divisions, need to have their procedures to me no later than March 1. I will share your procedures with the rest of the committee.

Example (needs to be updated): The faculty of the Criminal Justice Department at Minot State University attach great importance student evaluation and feedback as a component of the faculty evaluation process. Therefore, student course evaluations (currently in the form of Student Perception of Learning) will be conducted in all courses regardless of delivery method. To assist with increasing student response rates, each faculty member will dedicate sufficient time towards the end of the semester for students to complete the student course evaluations. At the conclusion of the term, and after the grades are officially posted, results of all student course evaluations will be sent directly to each respective faculty member as well as to the administrative assistant of the department. Approved by CJ Faculty 5/3/2017

Discussion - Lori Willoughby advised that the COB procedure states that all faculty in the College of Business follow it. Do departments specifically have to be listed?

Please provide the most updated procedure for the Committee for Evaluation of Teaching. Laurie Geller will collect all new procedures and put them into SharePoint or a PDF. Deadline is March 1, 2021.

Chair's Position Description – see attachments (ChairsPDMSU and ChairsTaskTimeline) from Lori Willoughby, Dan Ringrose, Paul Markel, and Holly Pedersen

Lori found other chair descriptions from other universities similar to MiSU. The documents are a starting point. We want your input/feedback as it effects all the chairs. Let the committee know what your thoughts are on the Chair position description.

Task Timeline takes a look at the tasks in Word document and pulls them out and put dates to them. Some tasks happen regularly; some happen monthly or certain times, when you get busy. Gary asked to add information about fiscal year end and start times and budget book process.

Budget Carryover – Holly Pedersen

- Chairs have talked about carryover several times, yet nothing seems to change. At the end of fiscal year, all carryover money goes back to University.
- We are always advised to save money. The University gets carryover funds and a savings for the institution. The carryover funds have no connection that it comes back to each department. Due to COVID, a lot of conferences have gone virtual or were postponed or cancelled. So we have had a lot of savings.
- Dan Ringrose proposed a model to save money to use toward future items, basically a savings account for each faculty member or department. Everyone would still follow and spend money under University rules.
- Lori Willoughby explained that we all are under the “use it or lose it” mentality, which came from past Administration and VPAF; it’s not a state policy. If we hold carryover this could put Brent between a rock and hard space to cover University costs.
- Money goes back to Administration and Finance – if there is a bigger need to cover a loss at the end of year or departments that over spend. Allocate a percent of carryover to each department with stipulations the carryover cannot held for 20 years without spending. Or use some of it to incentivize academic initiatives.

EERC Summer Energy Internship Opportunity – interdisciplinary, 10 weeks, paid, can be done outside Grand Forks, need one MISU student (see attachment)

Honorary Degree Nominations – Campus nominations for the award of an Honorary Degree ([Policy 430.1](#)) at spring 2021 commencement activities will be formally reviewed by the SBHE at the March meeting. The due date to have the paperwork to the NDUS office is March 2. Let me know if you have anyone you think we should nominate. MSU first Commencement meeting is January 21.

Other: Laurie asked how classes were going – any concerns, thoughts? Nothing

Calendar

January 2021 (2130)

- 3 First-year faculty annual self-evaluation and statement of goals due to Chair
- 14 Chairperson's evaluation of and goals for first-year faculty due from chairperson to faculty
- 15 Faculty Evaluation of Chair emailed to all MSU Faculty
- 15 Final draft of Year Long class schedules from Registrar's Office to Departments
- 16 First eight-week non-attendance course rosters due via Starfish (4th day after classes begin)
- 18 University Closed – Martin Luther King Jr. Day
- 19 Sixteen-week non-attendance course rosters due via Starfish (7th day after classes begin)
- 24 First-year faculty self-evaluation and goals, chairperson's evaluation, and updated CV due from chairpersons to VPAA Office
- 29 Faculty Evaluation of Chair due to VPAA Office
- 31 Faculty self-evaluation, goals, and updated CV due to chairperson – Second-Year and Later Faculty Only

February 2021 (2130)

- 1 Notice of non-renewal due to first-year faculty
- 1 Tenure track faculty in their third year of appointment must submit a pre-tenure portfolio due from chair to VPAA Office (*faculty and chairs have been sent a link to upload their portfolio documents electronically*)
- 5 Final draft of yearlong class schedules from Chairs to VPAA
- 8 Enrollment census date (NDUS)
- 12 Final draft of yearlong class schedules from Chairs to Registrar's Office
- 15 Promotion and Tenure Committees recommendations due to President
- 15 University Closed – Presidents' Day
- 16 Assessment Day (No classes 8:00 a.m. to 2:50 p.m. ~ classes resume at 3:00 p.m.)
- 22 Spring Load Reports due from Chairs to VPAA Office