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**SENATE EXECUTIVE COMMITTEE MEETING**

**October 23, 2014  
12:45 P.M. in SKH 369**

***Present: Mitch Berbrier, Wai Mok, Kader Frendi, Charles Hickman, Carolyn Sanders, Debra Moriarity, Azita Amiri, Linda Maier, Eric Seemann***

***Guests: President Altenkirch, Brent Wren***

***Provost Curtis was not present.***

- Wai Mok called the meeting to order at 12:45 pm
  
- Administration Reports
- ❖ President Altenkirch
  - We've been accumulating **policies**. There's a draft Policy Law in Ray Pinner's office. That Policy Law contains a list of all the policies that we have accumulated, electronic copies of them, with the exception of things like handbooks, but they are in the format of the Policy on Policies. They all have numbers and are divided up by administrative division. When Lisa Strickland went through them and put them all in the same format, she fixed all incorrectness, such as titles. We are planning to give the Vice Presidents 30 days to review the whole thing. Academic Affairs has reviewed theirs; so has Research, etc. We want to make sure that things aren't missing, things aren't on there that shouldn't be, etc. Give until November 28. Then we will put them on myuah. Will send you a memo asking you all to please review them. We are thinking of giving you 60 days. We doubt if anyone will read them all. They are policies currently in place. There have only been minor adjustments of mistakes. Whatever comes back, we will make appropriate adjustments, and then make the policies official. There are some that we don't want to make public, so those will go on myuah (i.e., emergency management). The date I will put in the memo is February 13.
    - Kader Frendi: Does that exclude holidays?
    - President Altenkirch: It takes into account the Christmas break.
    - Wai Mok: They are all existing policies, right? No new policies?
    - President Altenkirch: Correct.
    - Brent Wren: They're collapsed policies, too. What once were individual policies, yet related policies, have been combined into one policy (i.e., late withdrawal, withdrawal, registration, etc. into one policy).

Finally finished the **BETA Policy** revision, and in the process of assimilating comments. Once that is finished, will send it to the Emergency Management Operations Group. That is final step.

We have hired a **Vice President of Student Affairs**, and she is planning to be here on December

1. There are projects we have to hit the ground running on. One is to make sure we have a strategy in place for deploying scholarship funds to maximize the impact of them. We need to strategically deploy scholarship money. She also has experience in deploying a customer relations management software system. We have one, but it isn't fully implemented. It should be part of the recruiting cycle.

- Eric Seemann: What is the customer service software for?
- President Altenkirch: If someone sends in an inquiry, they go in this database, and this customer relationship management software will every so often send them a message or tell a counselor to send them a note, and will keep track of the contacts and what's happened on those contacts.
- Eric Seemann: So it's a recruiting tool?
- President Altenkirch: Yes, and an information database. Tuscaloosa uses it.
- Brent Wren: Suppose we are tracking a high school student, but she chooses not to enroll here. We track her through this system and find out she goes to a community college. We know she wants to go somewhere after that, so we send her information about us.
  
- Eric Seemann: What is the anticipated implementation date?
- President Altenkirch: Not until next fall. We've had some failed attempts.
- Brent Wren: We have a history with these programs not doing things that we've wanted.
- President Altenkirch: It's in place.
  
- Carolyn Sanders: In Music, we do a lot of recruiting. We are in the process of revising our strategy. At what point do we need to coordinate with Admissions so that it doesn't appear scattered here?
- President Altenkirch: I'm guessing not until the Spring.
- Brent Wren: One of this program's capabilities is communication management.
  
- Mitch Berbrier: Is there a position open for hire?
- President Altenkirch: We don't know. We will sit down and look at the structure.
- Mitch Berbrier: But the funds are still there?
- President Altenkirch: Yes.

### **Property and Construction**

We are purchasing the city-park behind the baseball field, where Austin dead-ends with Holmes. The city wanted to sell it to use the proceeds to build a new park elsewhere since there aren't enough kids in that neighborhood who use it. We see it used for intramurals and athletic camps during the summer. The city is supposed to have a council meeting to okay the sale. The Board will approve at the November meeting. We will close shortly after that. We want to close it off to vehicular traffic, so we are looking at securing it. we can't close it off to pedestrian traffic, though. We want to look at possible access points to it from UAH.

- Mitch Berbrier: Is there a parking lot on the property?
- President Altenkirch: Yes, we want to close that off. Also, it doesn't drain when it rains, so we want to close that off. They will pave it in one day and they are about to do that.
- Wai Mok: How much?
- President Altenkirch: \$900,000. The appraisal was \$1.2M.
  
- Kader Frendi: Don't we have houses on Austin? Is there a long-term goal for owning those?
- President Altenkirch: The short term is to rent those out to faculty and staff. We will buy one at the November Board meeting, but it's not in good shape. The long term goal is to purchase them all. The ones that are inhabitable we will tear down.
- Kader Frendi: Then we are moving the campus East?
- President Altenkirch: No, we will just square it off. We have plenty of land, so there's no reason to move into that neighborhood.

Across from the Bevill Center, there are low office buildings, which go way back over University about 75 acres. The property has a stream. It's next to BizTech. The owner is a real estate investor in Nashville. They've allowed the land to depreciate as far as they can, so they are looking to redevelop it. I've talked with them and a developer from Birmingham and some lawyers and an investor. I think it would be nice.

- Eric Seemann: You mentioned buying churches a while back. Anything happen with that?
- President Altenkirch: Not yet. They both know they need to financially, but its an emotional decision.

Madison Hall is scheduled for demolition November 17. At that time, part or all of the Shelby Center/Madison Hall parking lot will be closed. I don't think demolition will use all of the parking lot. The parking lot by Charger Union will be done next week. That will alleviate some problems with closing the Shelby Center lot.

Student Services building should start shortly after. It will be finished Spring 2016.

What we are doing in **Admissions and Recruiting** is having an effect. Freshmen enrollment is up 12% Masters enrollment is up 4%. Applications for admissions in Fall 2015: Freshmen up 104%, admissions up 88%. We have stepped up recruiting within the state. We've gone further out with recruiting Engineering because we've saturated that field in this area. We went out of state to recruit for Engineering—all throughout the southeastern region.

- Kader Frendi: I've heard from high school students that it's because our campus is beginning to look more like a traditional campus.
- Wai Mok: So how do we advertise ourselves? As an Engineering or comprehensive?
- President Altenkirch: As a comprehensive, technologically focused institution. Science and Engineering are our biggest fields, but we talk about the comprehensive nature and

we discuss various departments.

Carolyn Sanders: Redoing the climate survey is on our Agenda today. Will you share your thoughts on this?

- President Altenkirch: I haven't found them to be particularly useful. There is enough interaction, so everyone understands the climate and culture. When you formalize it and write a report, it can be psychologically damaging. So I would be careful with it.

❖ Brent Wren

On increase in admission and applications: Our yield was really good. It was up considerably. This summer for our orientation session, 727 students attended, and 717 students enrolled. So we only lost 10 students.

- Mitch Berbrier: So not all of them enrolled?
- Brent Wren: No. We don't know if they were all the same students, but the numbers are good.
- President Altenkirch: The small things we are doing do have an impact.

[Handout] Once we get students to the campus, or they visit, it further solidifies their commitment. The challenge now for us is why was the overall enrollment down for us this fall. Two issues: one, transfer students numbers were down, and two, retention numbers were down. That was the biggest hit and we continue to struggle with this. We have a 12% increase in our freshmen class, but we have to keep them.

- President Altenkirch: If you look at national surveys, the top reason why a student picks a place is cost, 2. academic reputation, 3. campus atmosphere, and 4. personalized attention. You only get one chance to make a first impression.
- Mitch Berbrier: Do you have access to that survey?
- President Altenkirch: I'll forward that to you. I have it in a PowerPoint.

We thought we were doing well. We got up to 81% last year from year 1 to year 2 retention. Last week we got our new numbers for the students who were here in Fall of '13 and came back for Fall of '14. We dropped to 77%. So we've gone backwards from where we were in 2009-2010 for 1<sup>st</sup> year retention. Our 2<sup>nd</sup> year retention also dropped from 69% to 66%. We have to continue to work hard on keeping our students. This handout breaks the numbers out for you.

- Carolyn Sanders: Are the undeclared students going to stay in CLA?
- Brent Wren: No, they will move to "Exploratory Advising."
- Carolyn Sanders: So they won't be in a college?
- Brent Wren: No, they will be in a General Studies for ACIPCO, financial aid purposes. They won't be counted for any one college's enrollment.
  
- Mitch Berbrier: How do these break down by ACT scores at a program level? How do those numbers compare to other schools? Liberal Arts looks horrible. Is that normal?
- Brent Wren: We have that comparison to peer institutions at the overall level. It's hard

to get the detailed information from other schools. We can get the ACT information from anywhere.

- Mitch Berbrier: Also, is the survey the Task Committee is currently conducting going to help answer some of these questions?
- Brent Wren: It will help some. Their survey is going to students who have left the university of their own volition. So they're asking why they left, finding out where they went, and asking what they're doing. You'll get two pieces of information from that: there will be completion with the close-ended questions, but then you'll have some students who will take it as an opportunity to vent, but there's still value in that. We'll learn about some issues that will help with what we need to work on, like with student success and retention. The student success collaborative with education with help. We will start seeing data pulled out of that in November, and that will help. We keep looking for big things, but Bob's right: so many times, it's the little stuff that drives away students.

What's interesting about this [references the front page, "UAH Graduation Retention Summary"] is that as you start digging into the different subgroups and cohorts at the university, what matters most in terms of student success is getting them to engage in something. It doesn't matter what it is. Student athletes have a higher graduation rate than the rest of the general student body, as do students involved in Greek life and those who participate in the PASS program. Engagement and collegiality and the network that they have results from being involved.

- Eric Seemann: It's a support system.

Yes. It speaks to the value of retention being a goal of student life, and a goal of all of ours. What can we do as academic organizations within our departments to create greater engagement?

- President Altenkirch: Honors College has a graduation rate of 73%. If those students are part of the overall 46%, then when you separate them from the overall and then calculate it, it's much lower.
- Brent Wren: Take out Honors, Athletes, Greek life, Pep Band, etc., and the graduation rate is significantly lower.

President Altenkirch: ACT score this fall went from 25.8 to 26.7. GPA went 3.64 to 3.70.

- Kader Frendi: What is the occupancy rate in housing?
- President Altenkirch: It's up. Not sure of the exact number.
- Brent Wren: It's in the 85-90% range.
  
- Kader Frendi: What is our early admission date?
- President Altenkirch: We are admitting right now. They are admitted as soon as they apply.
- Brent Wren: There is a scholarship deadline of December 1. Departmental scholarships have restrictions, too.

- Eric Seemann: With the retention rates, do we know how many don't come back because they lost a Charger Scholarship due to a drop in their GPA?
- President Altenkirch: I'm sure we do.

Brent Wren: The move towards block tuition—there's a report out today that looked at the relationship between hours taken and GPA. The more hours the student takes the better their GPA is according to a national database.

- Kader Frendi: It's counterintuitive.
- Brent Wren: The reasoning is because they have to be better structured and prioritize.

➤ Officer and Committee Reports

❖ President Wai Mok: No Report

❖ President-Elect Kader Frendi

There was a bill sent to me. It is in front of you.

❖ Past-President Mitch Berbrier: No report.

❖ Ombuds Carolyn Sanders: 2 individuals have contacted me. I'm working with them. I'm doing some online training, too, through the international Ombuds association.

❖ Parliamentarian -----

❖ Governance and Operations Committee Chair -----

❖ Personnel Committee Chair Michael Banish (absent)

- Wai Mok: Christine asked about Dean evaluations. I checked the Handbook. I found out that the Personnel Committee is supposed to work with the Provost to come up with an evaluation form for Deans.

❖ Undergraduate Curriculum Committee Co-Chair Azita Amiri

Nothing new since our last report.

- Wai Mok: Deb is working on Bill 378.

❖ Finance and Resources Committee Chair Hickman

The Provost agreed to fund Distinguished Speakers series, increasing it to 8 total, which is \$16,000. Also funding an additional 3 for the RCEU program. Alabama Space Grant informally agreed to fund more. Please send an email out to your departments to send their proposals to [rceu@uah.edu](mailto:rceu@uah.edu), not to me personally.

- Wai Mok: Last year, we funded how many?
- Charles Hickman: About 50%. We ought to be able to fund more this year.
- Azita Amiri: What is the priority? Minorities? GPA?

- Charles Hickman: We encourage minorities and females to apply. But there is a minimum GPA of 3.0 required. GPA is judged, and then we ask the subjective merit question: “How cool does it sound?” If I was a student, how interested would I be to work on this project? We can’t set up a quota. It violates Title IV. It’s a requirement from the Alabama Space Grant to fund qualified females and minorities.
- Azita Amiri: Last year, my students didn’t qualify because of GPA, but they were both females. So I was confused.
- Charles Hickman: This program is intended to encourage students to go to graduate school. That’s the reason for the 3.0 GPA requirement. I’m not sure if it’s the criteria this year.

❖ Undergraduate Scholastic Affairs Committee Chair Eric Seemann

I emailed the committee. We talked about upcoming readmission. This semester we won’t have a formal meeting because there haven’t been that many applications. If we do, it will be in late November.

I talked to some of the members of the veterans network and got the indication that TJ in the Dean of Students office talked about a Veterans Services Center. There was a proposal put forth while I was on military leave. It’s moved forward and hopefully I’ll be working with them to find out what the next step is. We have a dedicated space for veteran students just for activity. They’re talking about hiring a full-time position in the future as a veteran’s services coordinator. They’re also talking about creating a dedicated, welcoming, office and admin space for the new veterans services center. It will be a one-stop shop for the student veteran who comes in to get information for the GI Bill, how to navigate campus, other veterans will be there to serve as mentors, etc. This is a really good thing because not having this has cost us a lot of students who would have otherwise come here. As veterans, they want to go to a place that has resources for them. They may be the same age as some of our traditional students, 21 and 22 years old, but psychologically their very different—they’re more mature and more career-focused.

- Wai Mok: How many vets are we expecting?
- Eric Seemann: About 10% of university population has veterans. That’s 750 students. Most of them are invisible. Before I went on leave, we did a big push to identify them. We identified approximately 300 in the database who were interested in receiving information, and about 15% of them participated in a veterans network, but each one we talked to told us they knew of 2-3 others who weren’t attending vetnet and weren’t in our database. So it’s probably double the number that we contacted. We are attracting a fair number of veterans here because of the VA center and Redstone, and we are building a VA Hospital. But we lose students to Troy, Alabama, and Auburn because they have a much less comprehensible, but very visible vet center. Yet those 3 are nowhere as close to military bases as we are. We are right next to Redstone.
- Carolyn Sanders: A lot of that work needs to be done with Admissions. We lost quite a few students who left UAH to go into the military. They wanted to come back to UAH, but they got lost in Admissions.

- Eric Seemann: Before I went on leave, one of the things the veterans network wanted to address with students was Transition Assistance Program (TAP), where we go to major bases in the area and talk to people getting out. We are Yellow Ribbon compliant, which is a good thing.
  - Wai Mok: I suggest you write a proposal. If you do that, and show it will bring in students, he will listen.
- ❖ Faculty and Student Development Committee Chair Linda Maier  
Our committee met once. I briefed them on the lecturer ladder proposal. We are waiting on the comments from the President and Provost.
- Discussion Items
- ❖ Policy on Policies
- Wai Mok: I turned in our suggestions to Bob. He didn't mention anything about it today.
- Charles Hickman: I think we have put him in an uncomfortable position. I don't think he will adopt it. I don't think it will be adopted as an official policy. I think it will be followed, but not become official.
  - Wai Mok: He asked us for comments. We gave him comments.
  - Charles Hickman: I think he doesn't want to fight.
- ❖ Senate Bill 380—Climate Survey, 1<sup>st</sup> Reading
- Carolyn Sanders: Are we passed the discussion of going separate from the Faculty Senate vote whether we are going to go forward on this? So this is a done deal.
  - Wai Mok: I asked for a vote for this bill.
  - Charles Hickman: When we have a discussion on this in front of the Senate, it's going to echo what Bob said: it's a bad idea. We've done it before.
  - Carolyn Sanders: Bob's points were valid. I think they are actively working on making changes.
  - Wai Mok: Do we want to withdraw this?
  - Mitch Berbrier: We can only accept it or withdraw it based on its writing. That's our privilege. Or we can send it back to a committee.
  - Kader Frendi: The Senate has to put it down.
- Kader Frendi moves to approve the Bill. Charles Hickman seconds  
Ayes in favor  
*Senate Bill 380 goes to the full Faculty Senate for a second reading*
- ❖ Handbook status  
Nothing.
- ❖ Agenda for Faculty Senate Meeting #552, October 30, 2014  
Approved

Meeting adjourned at 2:10 pm



## UAH Graduation/Retention Summary

	<u>2013</u>	<u>2014</u>
4 Year Graduation Rate:	18.00%	15.00%
5 Year Graduation Rate:	38.00%	41.00%
6 Year Graduation Rate:	48.00%	46.00%

	<u>Year 2</u>	<u>Year 3</u>	<i>Retention</i>		
			<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>
2008	76%	64%	56%	40%	16%
2009	75%	62%	59%	39%	16%
2010	79%	64%	59%	41%	
2011	79%	69%	64%		
2012	81%	66%			
2013	77%				

### Graduation/Retention by Ethnic Origin

	<u>6 Year Grad</u>	<u>Yr 2</u>	<u>Yr 3</u>	<u>Yr 4</u>	<u>Yr 5</u>	<u>Yr 6</u>
American Indian	43%	50%	71%	75%	50%	9%
Asian	65%	83%	71%	70%	41%	13%
African American	30%	64%	54%	55%	40%	12%
Hispanic	50%	60%	71%	69%	43%	16%
International	53%	84%	60%	64%	31%	12%
White	48%	80%	68%	64%	41%	17%

### Graduation/Retention by Gender

	<u>6 Year Grad</u>	<u>Yr 2 Retention</u>	<u>Yr 3 Retention</u>
Male	43%	75%	63%
Female	50%	80%	68%

### Graduation/Retention by Financial Aid Category

	<u>6 Yr Grad</u>	<u>Yr 2</u>	<u>Yr 3</u>	<u>Yr 4</u>	<u>Yr 5</u>	<u>Yr 6</u>	<u>Yr7</u>
Fed Loan	39%	72%	70%	58%	37%	16%	10%
Pell Grant	38%	69%	55%	57%	42%	11%	7%
No Fed Ln or Pell	53%	83%	71%	70%	42%	18%	5%

### Graduation/Retention by Engaged Groups

	<u>6 Yr Grad</u>	<u>Yr 2</u>	<u>Yr 3</u>	<u>Yr 4</u>	<u>Yr 5</u>	<u>Yr 6</u>	<u>Yr7</u>
PASS Program	60%	86%	68%	72%	42%	17%	5%
Honors College	73%	93%	83%	69%	41%	11%	4%
Greek Life	51%	82%	77%	72%	30%	18%	3%

## College-Level Graduation/Retention

	<u>Still at University</u>			<u>Year 4</u>	<u>In Original College</u>		
	<u>Year 2</u>	<u>Year 3</u>	<u>Year 2</u>		<u>Year 3</u>	<u>Year 4</u>	
<b><u>Business</u></b>							
	2009	75%	59%	56%	68%	47%	38%
	2010	69%	53%	44%	62%	47%	38%
	2011	72%	63%	56%	65%	49%	44%
	2012	68%	51%		49%	34%	
	2013	77%			67%		
Grad Rate:	4yr 20	5yr 42%	6yr 46%		4yr 18%	5yr 28%	6yr 38%
<b><u>Engineering</u></b>							
	2009	81%	70%	67%	72%	52%	49%
	2010	82%	70%	67%	70%	53%	49%
	2011	83%	73%	69%	73%	61%	56%
	2012	85%	72%		73%	57%	
	2013	79%			71%		
Grad Rate:	4yr 16%	5yr 42%	6yr 54%		4yr 12%	5yr 32%	6yr 39%
<b><u>Liberal Arts</u></b>							
	2009	72%	54%	52%	63%	40%	36%
	2010	70%	55%	51%	61%	42%	36%
	2011	73%	60%	55%	58%	44%	38%
	2012	81%	63%		66%	43%	
	2013	73%			56%		
Grad Rate:	4yr 10%	5yr 40%	6yr 31%		4yr 4%	5yr 26%	6yr 23%
<b><u>Nursing</u></b>							
	2009	64%	59%	56%	62%	42%	41%
	2010	76%	63%	51%	61%	49%	39%
	2011	74%	65%	57%	69%	59%	51%
	2012	78%	65%		70%	52%	
	2013	78%			65%		
Grad Rate:	4yr 25%	5yr 47%	6yr 47%		4yr 24%	5yr 35%	6yr 39%
<b><u>Science</u></b>							
	2009	76%	61%	56%	63%	39%	31%
	2010	84%	67%	60%	69%	44%	33%
	2011	86%	72%	67%	70%	53%	44%
	2012	87%	68%		70%	49%	
	2013	76%			59%		
Grad Rate:	4yr 15%	5yr 39%	6yr 50%		4yr 11%	5yr 22%	6yr 30%