

Marshall University Faculty Senate
MEETING MINUTES
Thursday, September 5, 2024, 4:00 PM
Smith Center for Business and Innovation (SBUS) 113/Microsoft Teams

MEMBERS PRESENT:

Nathaniel Ramsey, Sarah McDermott, Heather Stark, Leah Turley, Henning Vauth, Sandy York, Jamey Halleck, Uyi Lawani, Kevin Levine, Amanda Thompson-Abbott, Conrae Lucas-Adkins, Mike Huesmann, Tim Melvin, Feon Smith, Ammar Alzarrad, Tanvir Chowdhury, Ross Salary, Simon Shim, Jodi Cottrell, Zach Garrett, Angela Graham, Brandy McGhee, Lisa Muto, Alysha Nichols, Marybeth Beller, Clinton Brown, Puspa Damai, Shoshannah Diehl, Marianna Linz, Megan Marshall, Boniface Noyongoyo, Daniel O'Malley, Shawn Schulenberg, Jana Tigchelaar, Anthony Viola, Raid Al-Aqtash, Kelly Beatty, Rick Gage, Philippe Georgel, Sean McBride, Kyle Palmquist, Devon Wright, Stephen Young, Jessica Buerk, Eva Patton-Tackett, Jinju Wang, Ruhul Amin, Tiffany Davis, Mindy Varney, Tom Hisiro, Kelli Johnson, Larry Sheret.

MEMBERS ABSENT: Nitin Puri, Ji Bihl, Usha Murughiyan, Michael Hambuchen, Mary Platz, Jen Sparks

EX-OFFICIO, NON-VOTING MEMBERS PRESENT: Brea Belville, Richard Egleton, Amine Oudghiri-Otmani, Robin Riner

EX-OFFICIO, NON-VOTING MEMBERS ABSENT: -

PARLIAMENTARIAN: Zelideth Rivas

SENATE STAFF: Hailey Bibbee

GUESTS: In person - Avi Mukherjee, Tiffani Daniels, Doohee Lee, Andrea Morelock, Bill Gardner, Brian Morgan, Karen McComas, Jerry Ross, Stephen Tipler, Mary Beth Reynolds, R.B. Bookwalter, Monica Brooks, Bruce Felder, Wesley Stites, Ben Eng, Matt Tidd, Anna Mummert, Carl Mummert, Mark Zanter, Maria Gindhart, Brandi Jacobs-Jones.

Via Teams – Brad Smith, Michael Prewitt, Gretchen Beach, Richard Gillman, Allison Carey, John Maher, James Westbrook, Marcie Simms, Logan Reagan, Rachel Witt, Jessica Lowman, Teresa Eagle, Theresa Hayden, Ginny Painter, Julia Spears, Cris McDavid, Craig Kimble, Kelli Prejean, Eric Himes, Glen Midkiff, Nancy Lankton, Hillary Adams, Eric Blough, Paris Webb, Gena Chattin, Kateryna Schray, Suzanne Konz, Juan Sanabria

The meeting was convened at 4:00pm by Chair Shawn Schulenberg. Chair Schulenberg reviewed meeting procedures and expectations.

1. **Approval of proposed agenda** – approved as written
2. **Approval of minutes**
 - a. April 18, 2024 – moved/seconded/approved as written
 - b. April 25, 2024 – moved/seconded/approved as written
3. **Chair Announcements** – Shawn Schulenberg
 - a. The President has signed the following documents:
 - i. March 4 Executive Committee Meeting Minutes
 - ii. March 14 Faculty Senate Meeting Minutes
 - iii. All recommendations and resolutions that we sent to him last year.

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- b. In addition, the President has already signed SR 24-25-01 EC, which creates an ad hoc Faculty Technology Committee (FTC). This committee would be part of our Technology Governance and Procurement Procedure, and Administrative Procedure ITP 1, which went under review and then came into effect on August 28. This procedure represents the work of myself, our CIO Dr. Jodie Penrod, our BOG Representative Dr. Robin Riner, and our Council of Chairs Chair, Dr. Allison Carey. The goal is to pilot the committee before formalizing it as a new Faculty Senate Standing Committee, with changes to our Faculty Constitution later this year. The Faculty Senate Office has sent an email to the Deans asking them to hold an election.
- c. Liaisons: I am still searching for a Faculty Senate member to serve as a liaison to three committees: the Faculty Development Committee, the Faculty Personnel Committee, and the ad hoc Faculty Technology Committee. Thank you to those who volunteered and agreed to serve.
- d. Post-Tenure Review: The Deans met this summer and provided feedback for the Faculty Personnel Committee. The FPC just recently reviewed this at their first meeting of the year, and I will update you as soon as I have more information, including when we can expect a wider review of this important policy. Thank you to the committee for their hard work and your patience.
- e. Commencement/Honorary Degrees for Spring 2025: The nomination forms for both commencement and honorary degree recipients for the spring 2025 commencement are now open on the commencement website and scheduled to close on October 1, pending the approval of a recommendation we are considering today. Please encourage all members of our Marshall community (faculty, staff, and students) to participate in this important exercise.
- f. Courseleaf CIM: We announced this summer that we are now only accepting new academic planning and coursework forms through our Courseleaf management platform, CIM. The catalogs for 2024-25 are not published, and CIM is acceptable proposals for change.
- g. Catalog Standardization Committee: The Graduate Council chair and I had a meeting with our catalog editors who wanted our advice on which elements of the catalog need curriculum committee review and which do not. During the discussion, we realized that there are many inconsistencies in how each academic program is organized in our graduate and undergraduate catalog. We will soon ask this body to form an ad-hoc committee to propose a policy on which items require approval to be changed and to standardize the content of each program section in the catalog.
- h. Usher and Marshal Rotation: Over the summer, we also learned that our Commencement and Marshall Rotation policies have become outdated, due to the creation of new colleges/academic units and other factors. Dr. Kelli Johnson and Dr. Amine Oudghiri-Otmani from our Executive Committee have agreed to draft a proposal for us to review and consider.
- i. Revised Sabbatical Forms: The Faculty Senate website has updated sabbatical forms for those applying this fall for sabbatical in the 2025-26 academic year. The new forms include language clarifications, and the requirement for notarization has been removed based on advice from the Office of General Counsel. Last spring we approved revisions to AA 1 Sabbatical Leave, but they were not approved by the Board of Governors until a

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few weeks ago, which will then not be finalized until the period of public comment ends on September 18. For that reason, any faculty applying for sabbatical this cycle will still follow the 2021 sabbatical rules. The new rules will go into effect, assuming no substantive comments are received, during the next cycle. We also hope that this will be a dynamic form by next year.

- j. Professional Responsibility, Academic Responsibility, & Academic Freedom (MUBOG AA-16): This proposed BOG rule was approved by the BOG at their August meeting. It will go into effect on September 18 barring any substantive comments.
- k. Generative AI: The Presidential AI Task Force continued to meet biweekly during the summer, culminating in presentations and workshops to both the Cabinet and the Board of Governors. The Task Force identified training and tools as the most important needs of faculty now, so expect several important announcements throughout the coming semester. We have released our first short course, "Introduction to Generative AI," for free for all Marshall students, faculty, staff, and now the community on the Marshall Skills Exchange (www.marshall.edu/microcredentials). More are on their way. The Center for Teaching and Learning (CTL) will also be providing several playground sessions and other educational opportunities throughout the semester.
- l. Summer calendar concerns: On behalf of the University College and the Associate Deans Council, Sherri Stepp reached out to me that our new summer calendar structure, which has multiple terms starting on the same date, negatively affecting student retention and progression. I have asked them to work with the BAPC to review these concerns and recommend any changes that would go into effect already in summer 2025.
- m. Based on the changing demographics of our student body and external benchmarking showing widespread national changes to policies of academic probation, the Provost has temporarily suspending our policy for the semester, and I have asked the Office of Student Success to meet with the BAPC to discuss a permanent change to this policy.
- n. Summer Contracts/Responsibilities: Due to a concern from a faculty member that faculty responsibilities when "off contract" are not clear, I have asked the Faculty Personnel Committee to review whether we can refine our institutional policies for clarity and fairness.
- o. Upcoming Meetings/Events
- p. Our next Executive Committee meeting as a Senate is scheduled for September 16, for items to be taken up at the September 26 Faculty Senate meeting. All recommendations and resolutions for those meetings are due at senate@marshall.edu by September 6.
- q. The Fall General Faculty Meeting is scheduled for Thursday, October 3 at 4PM in Joan C. Edwards Playhouse.

4. Parliamentary Procedures Primer – Zelideth Rivas

- a. Review of Robert Rules of Order

5. Recommendations/Resolutions

- a. SR 24-25-02 EC Recommends Amending the Commencement Speaker & HD Deadline. Approved.

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6. Regular Reports

i. University President – Brad Smith (15 minutes)

President's Report – September 2024
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- Thank you, Mr. Chairman.
- Good afternoon. I hope everyone had a nice summer and are as excited as I am about the Fall semester and the academic year!
- We had a productive summer on campus, as we worked to attract and retain our prospective and current students for the current year, while looking to the future by facilitating training sessions and workshops with our BOG and the Cabinet to advance our efforts to strategically and ethically apply Artificial Intelligence to:
 - Advance innovation in teaching and learning,
 - Strengthen our research excellence and impact,
 - Improve our operational efficiency and sustainability,
 - And ensure data security, compliance and governance.
- These efforts reinforced what we have acknowledged and embraced at Marshall University ...
 - Higher education is in the midst of significant reimagination and transformation across the globe,
 - And at Marshall, we've chosen to seize this opportunity to reimagine and reinvent ourselves, serving as a demonstration project for the rest of the world in the process.
- There are 3 headwinds reshaping higher education as we speak:
 - Demographics
 - Digital
 - Doubt
- On the demographics front:
 - The country has been bracing for the pending "enrollment cliff" in 2025, when the nation will experience 15% fewer seniors graduating high school over the next 10 years as a result of smaller family sizes over the past several decades.
 - With these smaller senior classes, the double whammy is that 12% fewer graduating seniors are expected to pursue a college degree, creating a pipeline problem for post-secondary educational institutions and our nation's workforce.
- On the Digital front:
 - How education is being delivered and how students prefer to learn is being reshaped by technology.
 - Learning platforms such as YouTube, Khan Academy, Coursera and Credly were already growing quickly, and have now been given a turbo boost with the emergence of large language models and Generative AI ...
 - Moving us one step closer to the aspirational vision of personalized learning experiences at scale.
- And finally, on the subject of Doubt:
 - Higher education has been in the news over the past year for a variety of reasons, and national sentiment has grown increasingly dour as evidenced by the Gallup Survey – where confidence in

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Higher Education dipped to 36% last July, down from a previous study of 57% in 2015.

- The collective implications of the 3 D's are being felt nationally, with daily announcements of significant actions being taken to rectify financial deficits, and an acceleration of private and public institutions of higher learning closing their doors or merging with others.
 - According to research conducted by Inside Higher Ed, as well as the James G. Martin Center for Academic Renewal:
 - For the five years between 2010-2014, approximately 40 higher education institutions merged or closed their doors.
 - Since 2015, that pace has accelerated with an additional 131 institutions merging or closing their doors.
- Beyond the 3 D's, we are navigating the massive transformation occurring in NCAA Athletics - from Name, Image and Likeness and the Transfer Portal ... to conference realignments and litigation settlements – in combination, these elements are changing the DNA of college athletics for the generations to come.
- To paraphrase Jeff Bezos, founder and Executive Chairman of Amazon – “never lean away from the future, because the future always wins.”
- In this context, Marshall has leaned in ... charting a course to become the most admired and studied university in the nation ... powered by our strategy - Marshall For All, Marshall Forever!
 - We are committed to being a 21st century prosperity platform that offers an in-demand curriculum ... delivered on-demand with the most contemporary mix of technology and human expertise ... and exemplifying areas of distinctive excellence on a national level.
 - We have set bold goals for our 200th anniversary in 2037:
 - Goals that include placing 100% of our students in a job or continuing education upon graduation, with no student graduating with student loan debt.
 - Growing our research, grants and contracts from \$65M today, to more than \$150M while increasing the number of start-ups in the state by 3X.
 - And increasing our economic impact in West Virginia from what had been a 14X return for every state dollar invested, to a 30X return.
 - Our efforts are laser focused on accelerating 5 student-first priorities ...
 - To increase access
 - To ensure affordability
 - To grow our support programs
 - To deliver these programs and services on-demand
 - And to enable lifetime achievement.
 - We continue to see early indications of positive outcomes, despite the macro-environmental headwinds:

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- Our Fall 2024 enrollment is once again on pace to outperform internal projections, building on a strong Fall 2023 that reversed a 13-year enrollment decline.
 - We have admitted our second 100 students into the Marshall For All Program with the promise of no student loan debt, building on last year's successful cohort of students who are proving the success of the program through their academic and civic performance.
 - We have seen strong growth in our research, grants and contracts, on pace to exceed our forecasted levels.
 - And our updated economic impact analysis now reflects that for every dollar the state invests in Marshall University, we are now generating an 18X return, up from 14X two years ago.
 - We have leaned into AI with a Presidential Task Force being co-chaired by Dr. Shawn Schulenburg and Professor Bill Gardner, ensuring that we lead the way in learning and applying these tools in the most innovative and constructive manner possible.
 - And our Athletics Department is quickly innovating and scenario planning to ensure Marshall University is positioned to effectively compete and win in whatever version of NCAA Athletics unfolds in the months ahead.
- We have been sharing this story with external audiences, including legislative leaders representing the sixteen southern states who attended the recent Southern Legislative Conference, the Annual Business Summit Business at the Greenbrier, as well as major philanthropic foundations across the country.
 - Our story is resonating and the interest in supporting our journey is increasing.
 - None of this would be possible without the Power of We ...
 - Two years ago, Robin Riner and a dedicated team formed a Shared Governance Task Force to benchmark and propose a shared governance model to unleash the wisdom of our collective campus, while accelerating our velocity in translating those ideas into impact.
 - Those efforts led to a campus that is aligned and hard-at-work to become that demonstration project for the nation.
 - Together, we've begun to accelerate our momentum, reduce our structural deficit and reward our employees with pay increases as we strive to deliver on our commitments of a positive financial position with pay levels at market rates by 2027.
- As I remind us in each meeting, we have heavy lifting ahead of us, but it is important to pause and celebrate shining achievements.
 - From the outset ... we knew this is not a turn-around, it is a transformation ...

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- One that we believe, if we execute well, will position Marshall to become an exemplar in higher education ...
- And in doing so, provide a roadmap to future prosperity for our students, our employees, our communities and for the country.
- **Marshall For All, Marshall Forever!**
- And with that, Mr. Chairman, I'll conclude my comments and will be happy to take questions.

No questions.

ii. **Provost – Avinandan Mukherjee (15 minutes)**

- Thank you to Shawn Schulenberg for his leadership and to the body for their service
- Promotion and tenure: 25 faculty received promotion/promotion and tenure
- New faculty, 44
- Enrollment +4.9%, retention 7.5% from first to second year, 186 international students

iii. **Board of Governors – Robin Riner (5 minutes)**

Sent to faculty via email

iv. **Advisory Council of Faculty – Amine Oudghiri-Otmani (5 minutes)**

ACF Report – Faculty Senate – Sep. 5, 2024. The Advisory Council of Faculty (ACF) had a Zoom meeting on Friday, Apr. 19 and Tuesday, July 30 from 1:00 – 2:45. The following are important highlights from the two meeting: We started both meetings by approving the minutes from the previous meeting. At the April meeting, we started with an HEPC update by Matt Turner and Jody Oliveto regarding campus carry. We then discussed middle college/dual enrolment that involves bringing high school students who are in foster care to college for dual enrollment courses. II- Jody Oliveto, who stood in for Corley Dennison, then introduced everyone to the “Level Up” dual enrollment programs, OERs, and micro credentialing. With regards to “Level Up,” the 2023 legislature approved a four-year dual enrollment pilot program that would lead to employment but can’t be general studies. Programs approved were direct care, health professions and nursing, math and STEM fields, education and early education, information technology, advanced manufacturing, welding, fabrication, and engineering. With regards to OER, 100% of WV institutions participated in open learning, with 408 courses transitioning to OER and 260 individual faculty transitioning their courses to OER since inception. Concerning micro credentialing, a steering committee revised Series 59, which defined micro credentials as a competency or skill-based recognition. These can be shared with an employer and can be transferred to transcripts and through Brit badges. A Micro credential Advisory Council will be developed to support this work and continue with training and education on micro credentials. III- Jody Oliveto’s discussion was followed by the Chair’s report. IV- At the July meeting, we elected new officers. We elected a new Chair, Vice Chair, Secretary,

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and Legislative Advisory Coordinator. We then discussed the ACF fall retreat which will be held on November 8-9, 2024, at Stonewall Resort. This will be our next meeting.

v. **Graduate Council** – Richard Egleton (5 minutes)

- elected new committee chairs
- planning GC retreat

vi. **Student Government Association** – Brea Belville (5 minutes)

- participated in Student Leadership Conference
- participated in Orientation and WOW
- discussed housing concerns and success with finding housing for all students
- working revising bylaws
- announced HerdLink form for Student of the Game

g. Other Requests to Speak

None

The meeting was adjourned at 4:59 p.m.

Respectfully Submitted:

Kelli Johnson

Kelli Johnson, Recording Secretary, Faculty Senate

MINUTES APPROVED BY FACULTY SENATE:



Dr. Shawn Schulenberg, Chair
Faculty Senate

September 26, 2024

Date Signed

MINUTES READ:



Brad Smith, President
Marshall University

9/27/2024

Date Signed