**Subject:** Agenda for Penn State York Campus Senate Meeting

**Date and Time:**  December 5, 2019: 12:10-1:15 p.m.

**Location:** Room 3, John J. Romano Administration Building

**Attendance: Bob Bartell, Eugene Botanov, Joel Burkholder, Mark Casteel, James Crivaro, Deirdre Folkers, Robert Foschia, Joy Giguere, Sukhdeep Gill, Andrea Giorgioni, Fred Haag, Amy Harmon-Krtanjek, Cecilia Heydl-Cortinez, Ali Kara, Andy Landis, Asif Mahmood, Michael Marcus, Sonia, Molloy, Nicole Muscanell, Jennifer Nesbitt, Marcy Nicholas, Judy Owen, Jessica Petko, Mary Ritchey, Duke Sarafian, Javed Siddique, Abdul Siddiqui, Noel Sloboda, Joan Smeltzer, Steve Lentz, Emily Wenk, Andrew Caldwell, Holly Gumke, Jane Pflaum, Scott Simonds, Dave Christiansen, Bob Farrell, LeighAnn Fry, Sue Ruch, Ryan Service, Suzanne Shaffer, and Kara James**

**I. Approval of minutes from the November 12, 2019, Senate Meeting**

Minutes approved.

**II. Communications from administration, faculty, and committees**

A. Announcements from the Chancellor, Dr. Dave Christiansen

* Update on strategic planning: Three committees (students, academics, and community engagement). Most significant goal for groups is to identify specific measurable objectives and initiatives to meet these objectives.
* Each group will have a faculty and staff member leading it.

B. Announcements from the DAA, Dr. Bob Farrell

* We are cancelling campus orientation in January.
* We have an opportunity to become part of a group of campuses offering a new degree in health policy in administration. Faculty, please think about this and have some discussions.
* The date/time of tea with the DAA is going to be between 11:00 a.m. and 1:00 p.m. on Wednesday, April 1, 2020.
* New weather delay/cancellations information is now available in the report from Dr. Farrell. Please put alternate times in your syllabi for the spring semester.
* Mary Ritchey: Are the times the same as before?
* Bob Farrell: They are slightly different.
* Steve Lentz: The evening classes are either on or off, correct?
* Bob Farrell: Yes.

C. Announcements from University Senators, Deirdre Folkers and Dr. Jennifer Nesbitt

* Deirdre: They just had a meeting a few days ago. Update on insurance: (1) one concern raised: tiered premium and deductible—mid level employees are subsidizing upper level employees. (2) Aetna contract comes up next year—looks like we will renew. (3) University will no longer charge fees on past outstanding balances. (4) Proposal to lift age limit aid benefits: this got pulled because admin thinks it will be cost-prohibitive. (5) there has been a proposal made for a third-party proctoring service (there is pushback from students because they were not consulted about this). (6) Update on proposal to credits that students can enroll in during one semester—discussion more in future.
* Jen Nesbitt: President Barron gave a frank overview of the impending demographics shift that will threaten higher ed enrollments in the next decade. He expressed confidence that flagship state schools will be able to weather this storm. Nesbitt and Folkers will send around two articles that President Barron refers to when he spoke to the senate.
* Deirdre Folkers: For those on the teaching line, a proposal was passed that any one of the second level of promotion will be eligible for emeritus status upon retirement, based on rank, not title. Another proposal to remove email from all retirees was pulled. Two items that might be useful for forensic discussion: (1) curricular coherence (to discuss later), (2) the C-minus, D-plus issue is being raised again—need faculty feedback on this.

D. Announcements from Senate Committee Chairs

* Joel Burkholder: The Cultural Diversity and Enrichment Committee (CDEC) met and we have decided that during the week of April 6 we will hold Unity Day. We are trying to re-think how we will be conducting this event. Our theme is perspective-taking.
* Andy Landis (on behalf of the honors committee): Nicholas Kristof will be coming to campus (Pulitzer Prize Writer for the *New York Times*). The first 250 attendees will receive a free copy of his book. This is being advertised to the community as well. If you can encourage your students (from your classes) to attend, please do so.

E. Announcements from Senate Chair-Elect, Joan Smeltzer

* Update on the University College awards. Please consider nominating one of your colleagues for one of the awards.

F. Announcements from faculty

* Jen Nesbitt: We will be having a winter retreat in the library. Please register for the event beforehand.
* Ali Kara: First faculty candidate for the supply chain position is tomorrow (December 6).
* Deirdre Folkers: Betsy Wentzel (clarification for advisers) – her student had been told by the adviser not to take ESL 15 because she would only have to take ENG 15 afterwards. This is not true; ESL 15 meets the ENG 15 for non-native English-speaking students.
* Emily Wenk: ESL 15 may not transfer to another university.

G. Announcements from staff

* Scott Simmonds: Recognition of Penn State degree by China's ministry of education. Chinese students have been told that University Park (UP) is the only campus that is recognized by China’s ministry. The good news is that now this has been updated so that all Penn State campuses are now recognized by China’s ministry of education.
* Holly Gumke: Thank you all again for tolerating the moves. The good news is that the contractors are scheduled to start January 2, 2020.
* LeighAnn Fry: If anybody is planning activities that you would like the advising/career staff to be involved with, please let LeighAnn know. Also, send ideas for alums to bring back on campus in the future.

H. Announcements from Student Governance

* Kara James: partnering with a Boy Scout troop to conduct a food drive. Please give food and gift card donations (box in the library).

I. Announcements from Senate Chair, Dr. Andy Landis

* There will not be a Senate meeting in January, our first meeting will be February 6, 2020.

J. Announcement from Chair Elect

* None

**III. Unfinished Business**

**IV. New Business**

* Curricular Affairs Committee (CAC) motion: Tenure Track Corporate Communication Faculty Hire

Discussion:

* Fred Haag; Can you (Joe Downing and/or Bobby Foschia) talk about the Master of Fine Arts (MFA) vs. a person with a Ph.D., especially regarding them being responsible for teaching communication arts and sciences (CAS) courses?
* Joe Downing: CAS 100A and B – can hire an adjunct for that. Also, enrollments were declining with CAS, so they decided to lean toward corporate communication (CAS degree wasn’t skills based). An MFA would be suitable—need a person who knows the theory of graphic design in organization. Concern with Ph.D. was that would a Ph.D. with background in graphics get tenure. Don’t want to have Foschia teach graphic design—this wouldn’t be good for him getting tenure. This position will help students learn software and, frankly, we should never give up a tenure line.
* Fred Haag: What about past positions endorsed by senate and CAC that weren’t filled?
* Noel Sloboda: Biology faculty were told that only if positions were re-purposed that they could move forward with the position last year.
* Dave Christiansen: The office of the Vice-President of the Commonwealth Campuses (OVPCC) must approve the position. We have the power locally to hire one-year level faculty. But, ultimately, with all other positions it’s up to the OVPCC to approve other positions. I think the position we are discussing today has a strong rationale.
* Joy Giguere: Does that mean we will be able to replace Stuart Stelly’s position?
* Dave Christiansen: We don’t know yet.
* Joan Smeltzer: What is the process when we make a recommendation in CAC to Senate voting? What happens after that?
* Bob Farrell: If we have approval from senate and CAC. I write to UP and say the campus requests to have permission to carry out a search for the position. They either approve it or not.
* Joan Smeltzer: What would happen if we recommend a NEW position? (like with biology)
* Bob Farrell: We would have to get permission from UP, and we would have to come up with the money because it’s not replacing a position.
* Marcy Nicholas: I do agree that if this goes forward it must be a tenure track position, but think the MFA in design should be stricken from this because then this person is in the arts – what college are they in? Who would be the tenure home for an MFA who is expected to teach corporate communication classes?
* Bob Farrell: The University College.
* Marcy Nicholas: I don’t think they would have the background to teach CAS 100.
* Joe Downing: I think it’s a good argument to get rid of the MFA.
* Marcy Nicholas: MFA in design – what area of design does that mean? Get rid of that. Also, the certification in google analytics—is that possible here?
* Bobby Foschia: You can get certification through Google and other means not directly tied to Penn State.
* Marcy Nicholas: As the chair of Teaching Learning Technology Advising Committee (TLTAC)—these digital literacies and the type of collaboration that these courses will involve comes back to classroom design. Do we have a classroom where a person could teach these classes? This needs to be rewritten.
* Joan Smeltzer: CAC is bringing forward a motion. The rationale is a description that corporate communication is thinking about. It’s not a job description.
* Deirdre Folkers: Typically, we rely on the discipline to know the needs of the faculty we are searching for.
* Jen Nesbitt: There’s a proposal to alter the way that the English degree is structured on this campus. So far, we haven’t been able to offer certain upper level 400 courses. This person may be able to offer things in these areas as well.
* Fred Haag: I think we should table this until the rational is fixed. How much longer is CAS going to be on the books?
* Bob Farrell: We are waiting for a letter from the office of undergraduate education.

Vote on motion: motion passed.

**V. Forensic Business**

**VI. Adjournment**

Meeting adjourned.

**VII. Next Meeting:** February 6, 2020, in 3 Romano

Proposals for new business by committees must be distributed to all members at least 72-hours prior to the meeting at which they are to be discussed. Except as otherwise provided, all meeting notices and agenda shall be distributed at least 48-hours in advance. Please get materials to the secretary in time for distribution.

**Motion:** **Tenure Track Corporate Communication Faculty Hire**

Motion

The Curricular Affairs Committee moves that the Penn State York Campus Senate support the search for a tenure line faculty member in corporate communication. Pending administrative approval, this search would be conducted during the second half of academic year 2019-20, with a successful candidate beginning academic year 2020-21.

Rationale

The new tenure line faculty member will teach both communication arts and sciences (CAS) and corporate communication courses, specifically Digital Media courses centered around digital design, social media (both creating content and management), mass communication, and data analytics. Thus, the course list includes:

* Social Media for Corporate Communication (CC 406)
* Graphic Design for Communication (COM 241)
* Internal Communication (CC 401)
* Internship in Corporate Communication (CC 495A), and
* Effective Communication (CAS 100A or CAS 100B).

Corporate communication is increasingly reliant on the design aspect, which calls for a specialist in how design informs the broader organizational goals. The ideal candidate would have design experience and expertise across different organizational settings (for example, for-profit, nonprofit, or NGOs). Qualifications should include an MFAin design or a Ph.D. in communication with a focus on digital media production design. Additionally, the new hire would integrate applications in the Adobe Suite into the broader corporate communication curriculum. This, in turn, will give students who graduate with a degree in corporate communication an edge in a competitive marketplace. Fusing this resource into the degree program accelerates the abilities of students to build portfolios, achieve internships and entry-level positions, create start-ups, and expand digital literacy across the York campus.

A successful candidate will also help the transition to corporate communication, giving coverage across the available courses. The social media for corporate communication (CC 406) course should be a draw for students—emphasizing current theory and trends in this critical area—as well as potentially serving as a capstone for our majors. CC 406 would introduce various platforms used in social media campaigns while allowing students to gain a certification in analytics (e.g., Google Analytics). Graphic Design for Communication (COMM 241) would emphasize Adobe Illustrator, Adobe InDesign, and the principles of design across various contexts. CAS 100A/B could use Adobe Spark or virtual reality (VR)/augmented reality (AR) platforms to create video speeches or engage in historical debates. Similarly, Internal Communication (CC 401) could focus on design functions for employees, from streamlining Human Resource or Customer Relationship Management (CRM) portals in Adobe Dreamweaver to building communication campaigns aimed at employee wellness or health. While maintaining three different curriculums, ideally the candidate could teach CAS courses as well, if needed.

Ideally, a new hire would also be able to bring in aspects of AR/VR or a specialty in some form of industry techniques to the classroom experience while performing excellent departmental, university, community, and professional service.