



Approved September 27, 2006.

Indiana State University
Faculty Senate 2005-06

PRESENT: C. Davis, N. Hopkins, T. Hawkins, M. Lewandowski, G. Minty.

ABSENT: F. Bell, S. Frey, R. Ivaturi, J. Sanders,

EX-OFFICIO:

GUEST: J. Maynard

1. Minutes of September 13th were not available.

New business: Proposed position of Vice President for enrollment Management and Marketing.

M. Lewandowski opined that the salary for this position could pay for a lot of adjunct faculty positions.

J. Maynard was invited to the table to discuss the position description draft for the position of Vice President for Enrollment Management and Marketing.

C. Davis recorded and summarized the discussion as follows:

1. While we support the creation of such a position in theory, the committee cannot give unreserved support before reviewing the anticipated reporting lines related to this position. Provost Maynard was able to give a clear verbal rundown of proposed reporting lines both to and from the position in our meeting of 9/15/06, but the committee would like to be given an organizational chart to review and discuss.

2. In view of the campus-wide emphasis on prioritization and budgetary streamlining, the committee is concerned that the monies released by the proposed elimination of the current V.P. for Enrollment Services with Academic Affairs position and the 25% of the salary from the former V.P. for University Advancement position will not total a sufficient amount to attract the kind of candidate desired for the proposed new position. In this case, is there further "prioritization" proposed by the administration to support this new position?

3. The committee feels that the job description should include a strong, demonstrable record of success in higher-education enrollment management, communications and integrated marketing in the list of requirements for the position.

One suggestion was to simply add "and demonstrated success" after "...significant leadership experience" in the first bullet point under "Requirements for the position:"

4. The committee is concerned that the listing of specific responsibilities for the position may be written in too "prescriptive" a style--appearing to dictate how the responsibilities should be carried out. Given that the desired candidate is one who will bring unique expertise to the campus, we feel it would be more effective to frame this section of the listing in terms of larger goals, leaving specific methods of reaching these goals to be determined by the new hire.

5. The committee had some questions about accountability in the position, and the mechanisms planned for evaluating the success of the chosen candidate. The analogy of an athletic coach's position was brought up--the committee feels that this person should be able to establish a "winning record" to remain in the position past a pre-determined length of time. What will the term of the contract and the measures of success be?

6. To what extent is the position to include support of graduate, as well as undergraduate, recruitment and enrollment?

7. Should the responsibility for retention of students figure so prominently in the listed duties and descriptions? Doesn't a greater responsibility for retention fall within the academic sphere?

8. The committee felt that it would be best for the search committee to include an off-campus member with expertise in evaluating data, because data provided by candidates to support claims of demonstrated success in enrollment management will need to be critically evaluated.

G. Minty suggested that committee members email concerns to him. The officers can then categorize and eliminate redundancy before presenting a draft of the advice to the committee at the next meeting.

Meeting adjourned.

Respectfully submitted,
Gordon Minty for Joe Sanders, Secretary

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