



Approved
September 29, Minutes

Indiana State University
Faculty Senate 2005-06

Time: 3:00 p.m.

Place: TC 101E

Chairperson G. Minty, F. Bell, C. Davis, R. English (ex-officio), B. Evans (liaison), S. Frey, T. Hawkins, N. Hopkins, R. Ivaturi, J. Kim (student representative), M. Lewandowski, J. Sanders

1. Minutes of September 13 and 15 were approved.
2. (N. Hopkins moved, T. Hawkins second, vote 9-0): The committee supports in principle the proposed position of Vice President for Enrollment Management and Marketing subject to the following concerns/suggestions:

A. 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? The committee understands that additional funding will be needed for enrollment services and marketing, but does not think that such funds should come from the budget of Academic Affairs.

B. 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:"

C. 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.

D. 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?

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

3. (N. Hopkins moved, T. Hawkins second, vote 9-0): The committee requests clarification of the following questions regarding the position of Vice President for Enrollment Management and Marketing:

A. To what extent is the position to include support of graduate, as well as undergraduate, recruitment and enrollment? Also to what extent is the position to include support for international student recruitment and enrollment?

B. 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?

4. The committee agreed that this advice regarding the position of Vice President for Enrollment Management and Marketing will be reviewed by the committee and forwarded to the Provost next week.

5. The Administrative Affairs Committee Charges for 2006-2007 were briefly discussed.

G. Minty contacted D. McKee to see if she could meet with the committee to discuss charges #1 & 2. She agreed to attend a future meeting.

There was a discussion of charge #9 and the committee agreed to accept this charge.

(N. Hopkins moved, F. Bell second, vote 9-0): All votes related to charge #9 be will be taken by paper ballot.

6. The committee agreed to discuss charge #8 at the next meeting.

The meeting adjourned at 4:35

Respectfully submitted,

J. Sanders, Secretary

Last modified:  i»¿

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