



**Bradley University Senate  
Fourth Regular Meeting of the 2019-2020 Senate**

3:10 p.m. – 5:00 p.m., December 11, 2019  
Michel Student Center, Ballroom A/B

## Minutes



### **MISSION:**

Bradley University empowers students for immediate and sustained success in their personal and professional endeavors by combining professional preparation, liberal arts and sciences and co-curricular experiences. Alongside our dedication to students, we embrace the generation, application and interpretation of knowledge.

## Agenda

### I. Call to Order

### II. Announcements

### III. Approval of the Minutes (See Attachment 1)

**Motion:** Senate Tayyeri.

Discussion: These must be corrected to say “3<sup>rd</sup> regular meeting”.

**Approved**

### IV. Reports from Administrators

#### A. President Roberts

1. Follow-up on **Town Hall**. Administration wants to grow revenue rather than cut but growth takes time. There are plans to revive the Accelerated Nursing, grow Interactive Media, and expand DPT program. Administration is talking with Pearson about growth in areas where there’s a market. But how do we deal with the short term? There is a late December teleconference with board and another January 7 call with the board in which he will try to persuade them to patience. The BOT’s tolerance for deficits depends on confidence in plans for revenue growth and their believe that we’re being efficient on the cost side. If we don’t have that, they’ll insist on cost cutting. We’ll have a better picture after the holidays.
2. Almost completely moved into the **new building (BEC)**. Starting December 23, Jobst demolition project will begin with asbestos remediation which takes about 1 month, and full demolition beginning around February 1, so final wing will be ready for 2021. The existing new building will be fully online for the start of Spring semester.
3. **Presidential search:** 20 candidates have been identified for a 2<sup>nd</sup> look. Then a smaller group will receive airport interviews. On track to have someone identified by 1<sup>st</sup> of March.

#### Questions/Discussion

- Senator Muncy offered insights into the marketing perspective with a focus on market penetration which would increase revenue in the short term. While market development is important, market penetration seems to be missed.
- Senator Goitien commented on the need to leverage the strengths we have.

#### B. Senior Vice President of Academic Affairs and Provost Zakahi

1. **Thank you** for your work this semester.
2. Reminder about **Student Expo** for Spring.

3. **Program Prioritization:** USPC met today and is almost finished with the narrative analysis component of program prioritization. He is working with quantitative data. Meeting with Deans in January after we return, and Board in February. Information will be shared with campus.

4. **Online Program Growth:** Administration is looking at significant increases in Graduate Online programs that will help with financial bottom line. 4 new nursing programs and 2-3 in various EHS areas and CS plans with Pearson or Meteor are being developed. Business College is close to signing with Meteor for 2 programs. Based on conservative estimates, the Provost projects 2000 new students by 2024 from these efforts. Some selected undergraduate online programs will be examined in the future. Previously he had stated that online was not a longterm solution for Bradley, but a niche in the health and tech areas could be developed for long term.

5. **Technology in the new building:** Some problems have occurred with tech in the new building but should be on track for Spring semester start. What's working is great.

### **Questions/Discussion**

**Motion** to let Ed Lamoreaux speak – Senate President Fakheri. **Approved.**

Ed Lamoreaux raised questions about how Program Prioritization meetings will work in relation to the special meeting of the Senate on January 23 (approved in the Third Regular Senate meeting). This timing will not allow Senate to review Administration's proposals before the BOT meeting.

Provost Zakahi replied that he has promised that if a recommendation were to be made about eliminating a Unit, it has to go through a Senate process. He expects to present BOT with results of the Program Prioritization and to reveal what's in the lowest quintile "bucket"; the first stop for changes will be at Strategic Planning who will present to Senate.

During this discussion it was revealed that the President and Provost will present at the NCAA meeting, a meeting they agreed 6 months ago, and they are no longer able to promise to attend the Special meeting scheduled for January 23<sup>rd</sup>.

**Motion:** Senator Bosma -- **postpone the January meeting of the Senate to the 30<sup>th</sup> of January so president and provost can be in attendance.**

**Approved.**

Further concerns included a call to continue to emphasize getting things done right. In addition a question was raised regarding online programs: Who is teaching in these programs and what are the costs on technology development and how does this impact the budget? Also, are the online students full or parttime

Provost's answers were that Pearson will provide cost statement in Spring. Bradley will do analysis then. Online students are largely part-time, but they are enrolled in 3 terms rather than 2.

### **V. Report from Student Body President Megan Brezka**

No report.

**VI. Modification of C&R committee membership (see Attachment 3)**

**Motion:** Senator Benedovic -- to modify C and R membership

**Discussion:** none

**Motion approved:** Ayes have it; several nays voiced.

**VII. Modification of SPC membership (see attachment 4)**

**Motion was made in last meeting.**

**Discussion:** none

**Motion approved:** Ayes have it; with nays voiced.

**VIII. February Forum?**

There has been discussion about having another forum about the University's financial future, but this time without administrators, for a freer flow of ideas and with a moderator. The points from previous forums were shared with president and provost and deans. Is there value in having this forum for faculty and staff?

**Discussion** included a question about how results would be disseminated, the assurance that the notes from last meeting were anonymized, and a question about whether this would be more discussion-based rather than one turn at a time.

**IX. New Business**

Report of Admission and Retentions committee: Senator Goitien speaking as Chair.

1. **Academic Exploration Program** – this is one of our historical strengths for retention. But it could be that for first generation families, the fact that students change majors may not be clear. Looking at energizing marketing toward that issue.

2. **Test Optional** discussion with VP of Enrollment Management, and will seek input on a college-by-college basis.

**Discussion:** a suggestion was made that the committee spend time on the retention issue regarding WI tags.

**X. Adjourned at 3:55**

Submitted by Danielle Glassmeyer, Senate Secretary

2019-2020 Bradley University Senate  
 December 11, 2019 Fourth Meeting of the 2019-2020 Senate

*Senators please initial*

Akers	Lex	Dean, CCET		Goitein	Bernie	FCB, Senate EC		Morris	Marty	CCET	
Arquette	Cecile	CEHS		Gorman	Zach	AP IRT		Munny	Jim	FCB	AM
Bacon	Amy	CLAS		Greene	Michael	CLAS		Nayes	Ollie	CLAS	CI
Bailey	Bill	FCB		Grugan	Amy	CEHS		Nielsen	John	CLAS	TV
Bakken	Jeffrey	Dean, Grd.		Hofffield	Patry	FCB		O'Brien	Kevin	FCB	
Ball	Justin	VP Emro. Mgt		Hertich	Alex	CLAS		O'Brien	Mathew	Dean, FCB	MOB
Banning	Stephen	SCCFA, Senate VP		Heuser	Jake	VP Adv.		Palakeel	Thomas	CLAS	MP
Bedenkovic	Tony	CLAS		Huberman	Jeffery	Dean, SCCFA		Remmel	Megan	CLAS	MR
Bertram	Stacie	CEHS		Jones	Chris	Dean, CLAS		Roberts	Gary	President	X
Blair	Eden	FCB		Kelley	Andrew	CLAS		Roos	Kelly	CCET	
Borton	Rachael	CEHS		Kelly	Joe	CEHS		Silvest-G	Sarah	CEHS	SKA
Bosma	Wayne	CLAS		Kimberlin	Kevin	CLAS		Stern	Travis	SCCFA	WCS
Brezka	Megan	Student Body President		Kindler	Andy	Registrar		Stover	Naomi	CLAS	Red
Brown	Mark	FCB		Krishnamoorthi	K.	CCET		Tayari	Fred	CCET	CO
Bukowski	Jeanie	CLAS		Kuester	Deitra	CEHS		Thomas	Nathan	VP Stu. Affairs	
Capie	Kevin	SCCFA		Liu	Jianbo	CLAS		Timm	Mathew	PPUS	ln J
Cluskey	Maureen	Dean, CEHS		Lu	Yufeng	CCET		Trippes	Jenny	CEHS	ISI
Drake	Teresa	CEHS, Senate EC		Lukowiak	Twila	CEHS		Wiley	Brent	SCCFA	
Dzapo	Kyle	SCCFA		Malinowski	Olek	Editor, Handbook		Williams	Chris	CLAS	
Fakhri	Ahmad	CCET, Senate President		Matias	Daniel	SCCFA		Zakahi	Walter	SVP AA & Provost	WZ
Frazier	Meg	Lib		McAsey	Mike	Parliamentarian					
Funkhouser	Bill	FCB		McQuade	Kristi	CLAS					
Galik	Barbara	Dir. Lib		Miriam	Suniz	CCET					
George	Burl	CCET		Miller	Johanna	SCCFA					
Glassmeyer	Danielle	CLAS, Senate Secretary		Mitchell	Kimberly	SCCFA					

