University Senate Minutes for Thursday, December 13, 2007

**Biological Science**
*E. L. Beard*  
(Conrad Raabe, proxy)
*Maureen Shuh*  
(Maria Calzada, proxy)

**College of Business**
*Karen Arnold*  
*Walter Block*  
*Wing Fok*  
*Brett Mathern*  
*Mike Pearson*  
*Mike Sibley*

**Chemistry**
*Lynn Koplitz*

**City College**
*Barbara Ewell*

**Communications**
*Anita Day*

**Criminal Justice**
*Dee Harper*

**English**
*Kate Adams*  
*Ted Cotton*  
*Marcus Smith*

**History**
*Robert Gerlich, S. J.*  
*Maurice Brungardt*

**Languages and Cultures**
*Connie Rodriguez*  
*Bob Dewell*

**College of Law**
*Stephen Higginson*  
(Larry Moore, proxy)
*Patrick Hugg*  
*Jim Klebba*  
(Larry Moore, proxy)

**Law Library**
*Michele Pope*

**Library**
*Richard Snow*  
*Trish Nugent*

**Mathematics**
*Maria Calzada*  
*Xuefeng Li*

**Music**
*Alice Clark*  
*James MacKay*  
*Janna Saslaw*

**Philosophy**
*Joe Berendzen*  
*Mark Gossiaux*

**Physics**
*Mickey King*

**Political Science**
*Conrad Raabe*

**Psychology**
*Glenn Hymel*  
*Lawrence Lewis*

**Religious Studies**
*Robert Gnuse*  
*Boyd Blundell*  
(Robert Gnuse, proxy)

**Sociology**
*Marcus Kondkar*

**Theater Arts and Dance**
*Georgia Gresham*

**Visual Arts**
*Simeon Hunter*
The meeting was called to order at 3:30 PM.

1. Invocation by Fr. Robert Gerlich, S. J.

2. The minutes from the November 8 meeting were approved.

3. Remarks from the Chair.
   a) Master plan report – Brought up the issue with the President and they looked up dates. Our next meeting is Jan. 24, they thought this would be a good day for Mr. Muñoz to address the whole faculty and the Senate in particular. We are hoping on that day to have the general session, and then afterwards he will address particular issues and questions we may have at our regular meeting.
   b) Senate Awards – previously given at the end of the year. Now it is to be given at the Jan. convocation. Fr. Gerlich didn’t think we are far enough along in the process to give the awards this year.
   c) Reopening of the Senior Commons – The room will be back in operation. It was judged to be the only suitable place for faculty to meet, after considering other locations. It should reopen in the second week of January.
   d) In our last meeting, questions were raised about recruitment and retention. We will address those today.

4. Reports
   a) Lori Zawistowski (Interim Dean of Admissions and Enrollment) – challenges are:
      1) So many different choices. There are 2000+ institutions to choose from. Most students go in home state. There are 27 colleges in Louisiana. Number increased in last 2 years. Tuition and fees: average is $19,000, we are at $25,000 (before discount). Average per capita personal income (of the family) is $36,000, $31,000 for LA. 17% of students applied early decision, but many are applying to 7-10 schools at once, so we have to follow up carefully. What do students look for in a college? Academic reputation is the number one factor and has been for years. Also graduates getting good jobs. Schools we used to overlap with in applications: a variety of local schools, other Jesuit schools, but after Katrina it has changed a bit. If not choosing Loyola, where did they go? Our applicant pool has been more from LA than previously, so we are losing students to more public institutions in LA or FL.
      2) Recruitment cycle (18-24 months), targeting students earlier. Hurricane Katrina interrupted the process of contacting students. Her office is working on contacting students and parents through the web and in print. We are 30% higher in applications than last year.
      3) Continued fallout from the negative press the city had received.
      4) Market research – the admitted student questionnaires need to be administered (last done in 2005).

   Recruitment – how faculty can help: by writing letters and html email, department phone calls (starting in January): students can’t believe that faculty members call them and are very appreciative, meet with students on campus visits, Open House (April 5) – students like to meet faculty, keeping our web sites updated for students.
doing web shopping, Each One Reach One (letting Admissions know about prospective students we know).

Wing Fok mentioned that the College of Business Visiting Committee offered to call parents of prospective students. Ms. Zawistowski replied that we have parents of current students call applicants, and we do contact alumni chapters, but welcome additional contacts. Mike Pearson mentioned that rumors about New Orleans are flying about, and it might take checking back with students about every two weeks to make sure they aren’t hearing some story about the city. Ms. Zawistoski said that they do make more than one call, but always with a reason. Fr. Gerlich stated that, from his experience with his family, we have to sell New Orleans more than the university. Is that being addressed? Absolutely. We never thought we’d have to sell New Orleans, but we do now. There’s a new section on the web site highlighting life in New Orleans. We use references to Brad Pitt and Ellen Degeneres – if they’re interested, aren’t you? Maurice Brungardt said he spoke to Tulane recruiters who felt that their success had to do with contacting the parents, because parents have the decision making power. Ms. Zawistowski replied that’s why we use parents of current students and current students to talk to parents during Open House, etc.

Walter Block said he’d heard that Tulane had bounced back quicker after Katrina because they gave more scholarships and lowered SAT score requirements. Ms. Zawistowski did not know if this was true, but could speak to what we’re going to do – we are focused on quantity and quality. We pay special attention to our mission – social justice. Those students do well and are interested in being here right now. Dr. Brungardt stated that every board member at Tulane made five phone calls, and the president made hundreds. Ms. Zawistowski said she hadn’t heard that. Janna Saslaw stated that if academic reputation is so important to students, we have to be very careful about lowering standards. Dr. Raabe asked where the honors program fits into recruitment. Ms. Zawistowski stated that it’s part of the recruitment staff’s initial presentation, and students want to know about it. After students are admitted, chairs of the honors program make contact and make sure interested students apply.

b) Roger White (Vice Provost for Academic Programs) – Retention. A successful first-year experience will help with retention of those students.

1) From the QEP, ten first-year seminars will be set up for 20 students each. The RFPs are out now.

2) Strength-based development advising. Students will be tested for their strengths using reliable methods to connect with academics and extracurricular activity. We will have data from all students to aid us in working with students one-on-one.

3) Living and learning communities (4) established by Student Affairs. These will tie in to the first year seminars.

4) Leadership Program to identify incoming students who have the potential for becoming leaders.

5) Orientation for the summer. Three sessions (June, July, August [mandatory]). Dr. White will meet with as many departments as possible, and asked for volunteers to work with them on any of the three days to increase one-on-one advising with faculty and make fall courses as individually designed as possible.
Ted Cotton asked for a description of the Living and Learning Communities. Dr. White replied that they’re theme-based. One is based on international students, one on social justice. Already established by Student Affairs. Based on common connections. Marcus Kondkar asked if these were tied to a particular curriculum. Dr. White replied not yet. They want to do so. Fr. Gerlich stated that our best and poorest students have the most attrition. Could you address that? Dr. White said he couldn’t give an exact answer as to why, but Dr. Capowich is setting up a database to get more accurate feedback. The data Dr. White has seen is subject to multiple interpretations. There may be some dissatisfaction by students around academic programs, and they will be working on this. Dr. Cotton asked how the summer orientations will differ from previous ones. Dr. White wants to expand the advising and academic components. Dr. Cotton said we already advise students, and Dr. White replied that now we advise students based on course availability, and then tweak the schedule with faculty. The new program will involve more mentoring based on finding out who the students are. Dr. White is interested in face to face mentoring, which he feels is one of our main competitive advantages. Dr. Raabe stated that historically students were discouraged from selecting majors. About 7-10 years ago they were advised to select a major but treat it as not cast in stone. What is our process now? Ms. Zawistowski stated that now they have to select a major coming in. Dr. Raabe asked how much switching of majors goes on. He was told, a lot. Connie Rodriguez said they established the schedules at hand due to issues related to T122 classes. She felt the students should pick the whole schedule when they’re here, if we want one-on-one contact. Dr. White stated that these schedules should be treated as pending, contingent on a meeting with the faculty advisor. Further discussion of the logistics of setting student schedules in advance vs. during advising ensued. Barbara Ewell noted that a lot of stress was being put on the first year, and asked about programs to retain students after the first year. Dr. White replied that the greatest rate of attrition is during the freshman year, and the second greatest is during the sophomore year. By the end of the sophomore year, something like 1 in 3 of the entering cohort is gone. Alice Clark asked what was being done to prevent the sophomore to junior attrition. Dr. White said that he didn’t want to ignore sophomores, but if we have students at the end of the first year who are having a successful experience, we have a better chance to work with them during the second year.

c) Lynn Koplitz – Our student profile. Dr. Koplitz presented a hand-out containing data for enrollment of full-time undergraduates headcount by major between fall 2004 and fall 2007. Departments were grouped to show the College of Humanities and Natural Sciences (top group BIOL-SPAN) as well as the former College of Arts and Sciences (add on the bottom group CMMN-VSGR) (04f-07s.xls, attached) over time. On the other side of the sheet, current enrollments, also full-time headcounts, by college by class from STAT screens on 9/16/07 and 12/11/07 were given (FT HC by college by class.xls, attached). Assuming that 12/11/07 enrollments represent between 85% and 95% of the enrollment that will actually exist in February 2008 projects a loss of full-time undergraduates of between 5% and 15% from fall to spring for the 07-08 academic year.
Dr. Kondkar asked whether we have numbers on students who are blocked for spring. Dr. Koplitz didn’t know, but Dr. Rodriguez stated that only health blocks prevented pre-registration. Dr. Kondkar asked how the Social Sciences College had been calculated, and Dr. Koplitz replied that the stats were taken directly from the system, and had not been calculated by her. Dr. Kondkar asked what the general rate of non-enrollment was, and Dr. Koplitz didn’t know.

Fr. Gerlich thanked all three speakers.

5. Old business – There was no old business.

6. New Business – Dr. Block wished to discuss a statement made by Dr. Raabe at our last meeting in which he “said that Loyola exploits part-time workers.” Dr. Raabe made a point of order to say that he never used the word “exploit.” Dr. Block had problems with Dr. Raabe’s statement on two grounds: we face retention and recruitment challenges and it ill behooves us to bad-mouth the university, and it’s also true that every university also has part-timers who are paid far less than full-timers. Dr. Block’s point was that it’s not really abusive or exploitative or problematic because it was improving the lot of those people who take those jobs. The proof is that they took those jobs, and in their view they’re made better off by taking them. He said that Dr. Raabe had claimed he was making an error, since, according to this logic, child labor would be non-exploitative or non-abusive. His point would be that child labor too would be an example of a positive benefit. The child’s alternative would have been outright starvation. He also mentioned sweat shops. From the workers’ perspective, it’s a good thing, because it’s the best available option. Dr. Block summarized that it ill behooves us to bad-mouth our university at a time when we’re in trouble, for doing something every other university does, and it’s also false to think that we are abusing them. It’s too bad that they’re in a position where they have to take such lower wages compared to the wages we get, but that’s not our fault. We are improving their lot.

Dr. Raabe stated that he was quoting a journal when he referred to the plight of part-timers. It was not his personal opinion. He said he has no interest in poor mouthing the university when it is down. His interest is to make sure that that does not happen. Our reputation is important for retention and recruitment. If we are known as a university, we should be known as a university for social justice, because of our Jesuit connection. We should never be accused by anyone of exploiting or being abusive, however often that phrase is used in the Chronicle of Higher Education, as well as many education schools.

The meeting was adjourned at 4:51 PM.