

**GOVERNORS STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Minutes of the October 7, 2016 Meeting**

**Brian D. Mitchell, Chair**

**CALL TO ORDER AND ROLL CALL**

The Governors State University Board of Trustees meeting for Friday, October 7, 2016 was called to order by Chair Brian D. Mitchell at 8:40 am. Roll call was taken and Trustees Eileen Durkin, Bruce Friefeld, Patrick Ormsby, Anibal Taboas, Lorraine Tyson, and Yolanda Pitts were present. Chair Mitchell introduced Faculty Senate representatives in attendance: David Golland, Jelena Radovic-Fanta, Sayoni Bose, Susan Ji, and Xinghua Gao.

Also in attendance: Elaine P. Maimon, President; Deborah E. Bordelon, Provost and Vice President for Academic Affairs; Barbara Winicki, Faculty Senate President; Sheryl Jones-Harper, Civil Service Senate President; Justin Smith, Student Senate President; Sondra Estep, UPI 4100 Chapter President; Kimberly Lambert-Thomas, Interim Vice President for Administration and Finance; Will Davis, Vice President for Development; Alexis Kennedy, General Counsel; Aurelio Valente, Vice President for Student Affairs; Maureen Kelly, Director of Governmental and Community Relations; Keisha Dyson, Assistant Vice President for Marketing and Communications; Penny Perdue, Executive Assistant to the President; Andrae Marak, Interim Dean, College of Arts and Sciences; Andrea Evans, Dean, College of Education; Ellen Foster Curtis, Dean, College of Business; Beth Cada, Dean, College of Health and Human Services; Colleen Sexton, Associate Provost; Ann Vendrely, Associate Provost; Joyce Coleman, Associate Vice President for Human Resources and Diversity; James McGee, Director of Public Safety; Melinda Gieseke, Associate Vice President for Finance; Jennifer Morehead Farmer, Director of OSPR; Patrick Santoro, Professor; Mary Carrington, Professor; Paul Blobaum, Professor; Sasha Cervantes, Professor; Alli Cipra, Professor; Ju'Juan Day, Student; and Villalyn Baluga, Internal Auditor.

**EXECUTIVE SESSION**

Mitchell requested a motion to go into Executive Session. Pitts made a motion to go into Executive Session pursuant to section 2(c)1 and 2(c)11 of the Illinois Open Meetings Act. Tyson seconded. Roll call was taken and Trustees Mitchell, Durkin, Friefeld, Ormsby, Taboas, Tyson and Pitts were present. The Executive Session began at 8:42 am. Trustee Jack Beaupre arrived at 8:45 am. Open Session resumed at 9:06 am by a motion from Friefeld and a second from Ormsby.

## **Chair's Report**

### **Brian D. Mitchell**

Chair Mitchell made the following remarks: Good morning and thank you for attending today's Board meeting. We are well settled into the fall semester and our students are settled into their routine of classes, studying, and attending campus events. For many of them, they are also becoming experts in time management, managing their course work with jobs and family responsibilities. We, as Board members, administrators, faculty, and staff remember what it was like to be those students; and we remember that our work is necessary to their success. As I always say, we are here for the students.

However, I will admit to being frustrated today. Frustrated with the State budget situation that makes our work all that more difficult. As we will hear today, and as many of us are well aware, nothing has changed in Springfield since we last met. And, nothing will change until, or maybe after, the election or even the newly elected are sworn in in January. In light of that stark fact, our work gains additional urgency and importance. It is up to us to protect our students as much as possible. To that end, we will continue to cover MAP funding, which is the State's responsibility, to help our students stay in school.

We will hear several reports today related to our budget and we will approve the final FY17 operating budget, although this is very difficult when we don't know what our final appropriation will be. I want to thank President Maimon, Vice President Kim Thomas and the entire administration for their careful planning. In spite of the unprecedented challenges we face we must also attend to the routine duties of the University. Therefore, today we will hear reports on program accreditation, the Office of Sponsored Programs and Research, and enrollment. Although routine, these are all vital to GSU's continued financial health. We will also hear a report on GSU's social media strategy, a much more nuanced project than just putting pictures on Facebook and sending out Tweets. I look forward to hearing how our social media efforts support enrollment and important University initiatives. Today we also welcome a new Student Senate President to the table. Justin Smith is one of our inaugural freshmen. He is a musician studying business, is a student mentor, and has advocated for GSU in Springfield in front of our legislators as well as on PBS' *Chicago Tonight*. Justin, welcome to your new role at GSU. We look forward to your report later in the meeting.

## **President's Report**

### **Dr. Elaine P. Maimon**

President Maimon made the following remarks: I want to express my personal congratulations and welcome Justin Smith, one of our first freshman. Justin stands for the wonderful opportunities available at GSU and I applaud your wisdom for taking advantage of all that GSU has to offer.

Census Day, when enrollment is considered official for the semester for reporting purposes, occurred on September 13, 2016. I would say overall GSU is pretty even with last year. We have

225 full-time freshmen, including a few that were admitted in January, and given the circumstances and the deep declines at other state universities we are relieved.

For FY16, GSU received only 30% of its FY15 appropriations—a 70% cut. On June 30 of this year the General Assembly and the Governor passed a six-month stop-gap budget for FY17 representing a 50% cut from FY15 appropriations. We know for sure nothing more will happen until after the election; and even then we don't know if we'll receive any more funding. However, that doesn't mean we aren't active and working to set strict priorities, always putting students first. There is a kind of a hush, as the Student Senate described it, about what's going on with the budget. The presidents and chancellors continue to meet weekly, but there's nothing we can implement without appropriations. We can't wait. We have to plan given circumstances that I never expected in my entire academic career. We have always been able to plan. This is very, very different. Long range planning is necessary. We are well versed at GSU in doing a lot more with a lot less. We may have to look at doing less. Whatever we do, however, will be of the highest quality and will not compromise student services.

We've already had to make some heartbreaking decisions. On December 31, 2016 we will close the Small Business Development Center (SBDC) after years of awards and service to the community. The funds we have been using—tuition dollars—to match grand funds must be reallocated to student services. GSU is soldiering on, but we are not doing fine. I want to reiterate what Chair Mitchell said about MAP funding—Justin and Yolanda, you can count on that, and please get that message out to all students. We also need to get the word out to students to fill out their FAFSA, now available on October 1. Faculty, please take a minute to remind your students to fill out the FAFSA. We are asking for everyone's help and cooperation.

I want to thank Trustees Mitchell and Friefeld for hosting a productive meeting with local legislators to discuss the need for stable, reliable funding for GSU and the other public universities. We are working on a Compact with the State, committing to accountability and transparency in return for reliable state investment. Some additional good news is that senior researchers from the *New York Times* visited campus on September 19-20 because of their interest in featuring GSU on the *New York Times in Education* website. This was prompted by an article in *Inside Higher Ed* about GSU's full-time faculty members teaching freshmen. They spent the day with us and were very impressed with our practices.

The Administration is responding to the Board's request that we develop a long term plan for diversifying revenue sources, including the income fund, indirect cost recovery, foundation support, and other innovative approaches. We are committed to controlling the factors we can control. On Wednesday, we found out that we had been awarded our second large Kresge Foundation grant in the amount of \$450K. This grant will allow us to expand the Dual Degree Program (DDP), grow the Male Success Initiative, and expand the program to high schools as 2+2+2 and/or 2+4 initiatives. The grant also supports dissemination of our DDP model, through developing a manual for use by other universities, consultation, on-campus seminars, and a

national conference in 2019. Special thanks go to Provost Deb Bordelon, the principal investigator on this grant.

There is more good news. In the next few months, the Association of Governing Boards (AGB) Journal *Trusteeship* will publish an article entitled, “Helping Students Finish What They Start.” The Lumina Foundation, one of the two largest foundations devoted to higher education, invited me to write this article because GSU is one of five “Completion Colleges,” supported by Lumina to assist returning adults in completing their undergraduate degrees. This College Completion Consortium has been in the planning stages for two years and will now, with Lumina support, begin marketing courses, including ours, on the national level. Lumina has funded the planning and has now given GSU \$10K to cover incidental expenditures, and there will be more support to come. Through an organization called HCM, Lumina will fund marketing and other costs associated with this Consortium. I am pleased to report GSU’s participation in this project because returning adult students have been central to GSU’s mission since its founding in 1969. The Lumina project on Completion Colleges helps us to reemphasize the important role of the returning adult population within our comprehensive university.

In August I reported to you on the receipt of \$4.6M in federal grants to fund graduate education for aspiring health professionals. We recently received word of additional support from the Health Resources and Services Administration (HRSA) for \$220K for stipends to support internships in counseling. Some of the funds will go to GSU’s partnership linking education and health professionals—the Partnership for Resilience. GSU is becoming a leader in the campaign for healthy schools. I’d like to give special recognition to Dean Andrea Evans, Dean Beth Cada, Division Chair Shannon Dermer, and the faculty who helped with this grant.

There is some potentially big news regarding recognition by the Association to Advance College Schools of Business (AACSB) during a recent favorable visit. We will not get final word until January 2017; however, it appears the College of Business will earn this gold standard status. When the approval is official we will formally thank Dean Foster Curtis and the faculty and staff in the College of Business for their seven years of tireless work. I want to pay special recognition to Dean Foster Curtis, who is retiring, to make sure everyone has a chance to congratulate her.

Difficult times pose challenges on and off campus. Teamwork has never been more important. GSU takes seriously its mission-drive role as a social justice university. But terms like “social justice” mean different things to different people. It’s never been more important for us to share definitions and to make sure that our campus is inclusive. To that end, I have appointed the Campus Inclusion Team (CIT) to be proactive in creating an inclusive campus. Many thanks to Professor Rupert Evans, who serves as Chair, and Professor Maristella Zell, who serves as Vice Chair. On September 23 the CIT’s activities were launched with a campus-wide symposium facilitated by national expert Dr. Alma Clayton Pedersen. The work of the CIT and the active commitment to our mission give me hope that we will move forward with accomplishments essential to our community, state, and nation.

## **BUDGET AND FINANCE**

Budget and Finance Committee Chair, Patrick Ormsby, commented on the closing of the Small Business Development Center, stating it was very dear to his heart and he had directed many people to them over the years. He added that the Center has been very helpful to many, many clients and it is a shame they are closing.

### **Information Items:**

#### **Report on Purchases \$50,000-\$99,999 for the period of February 15, 2016 through September 12, 2016**

Thomas indicated there was one item, laptops for incoming freshmen. There were no questions.

#### **Budget to Actual Report as of September 30, 2016**

Thomas provided a Power Point of the report. Ormsby, referring to Column C, asked if the University was doing well so far for FY17. Thomas responded that the University is managing within its budget; however, there may be a change in fringe benefit costs although thus far there has been no word from the State. She assured the Board that the budget will continue to be monitored and analyzed closely.

### **Action Items:**

#### ***Resolution 17—05: Approval of FY17 Final Operating Budget***

Ormsby requested a motion to approve Resolution 17-05. Beaupre made a motion. Mitchell seconded. Thomas provided a Power Point. She explained the budget is based on a projected State appropriation of \$19.2M proposed by the Governor earlier in the year. Thus far the University has received stop gap funding of \$12.7M. She indicated the budget presented today is minimally changed from that proposed in May 2016. Ormsby stated that clearly the most important assumption is the State appropriation. The motion was approved by unanimous voice vote.

#### ***Resolution 17—06: Approval of Request to the Illinois Board of Higher Education for FY18 Operating Appropriations***

Ormsby requested a motion to approve Resolution 17-06. Friefeld made a motion. Tyson seconded. Thomas explained each October the Illinois public universities present a state fund operating request to IBHE for the forthcoming fiscal year. GSU is seeking a total operating fund increase of \$4.5M which consists of increases in personal services and utility costs. The FY18 operating request is \$56.9M. There were no questions. The motion was approved by unanimous voice vote.

#### ***Resolution 17—07: Approval of Request to the Illinois Board of Higher Education for FY18 Capital Appropriations***

Ormsby requested a motion to approve Resolution 17-07. Friefeld made a motion. Durkin seconded. Thomas reported each fall the Illinois public universities present their requests to IBHE for the subsequent fiscal year. The request consists of two principle categories, instructional and non-instructional projects. GSU is again asking for capital appropriations for a

new innovation center, formally called a multipurpose center, and a new library facility. Also included are smaller projects that affect health and safety issues and could possibly shut down campus for a period of time. Thomas reiterated that the lack of deferred maintenance funds has put the University in a vulnerable position. The total request is for \$101M. Beaupre asked if the deferred maintenance projects had been prioritized. Thomas responded that they had, the first on the list being repair of the water supply/fire suppression infrastructure. Maimon emphasized the need for funding for the deferred maintenance projects, which involve health and safety concerns. When the Administration meets with IBHE later this month it will emphasize the need for deferred maintenance funding. The motion was approved by unanimous voice vote.

***Resolution 17—08: Approval of Internal Audit Two-Year Plan***

Ormsby requested a motion to approve Resolution 17-08. Durkin made a motion. Tyson seconded. Thomas explained the State Fiscal Control Internal Audit Act requires a two-year audit plan that is approved by the President and the Board of Trustees. It is a risk based plan and is provided in the Board Book. Ormsby commented that it is a very comprehensive plan and that he appreciates the thoroughness of it. The motion was approved by unanimous voice vote.

**ACADEMIC AFFAIRS**

Academic Affairs Chair, Anibal Taboas, presented the following items:

**Information Items:**

**Program Accreditation Status Summary**

Bordelon again congratulated the College of Business for a successful AACSB accreditation visit, citing it was a work of love and dedication. She referred to the report in the Board Book, which indicates there are not many accreditation visits coming up this year. However, there are several scheduled for the 2017-2018 academic year and preparations are in progress. Taboas questioned the AACSB one-year deferral. Bordelon explained that the accreditation team was on-campus in October 2015, issued a one-year deferral, and then returned in September 2016. The final accreditation report is expected in January 2017.

**Report on Enrollment Census and Student Housing Census – Fall 2016**

Valente presented. He began by explaining that after budget, enrollment is one of the most tenuous topics across the state. Noted in the Power Point was a slight decrease in total Student Credit Hours (SCH) of less than 1.0%. Undergraduate student Full Time Equivalent (FTE) is up 0.5% while graduate FTE is down 3.1%. Valente explained these numbers are flat to modestly decreased due to a number of factors including an increase in early registration; a move to drop for non-payment closer to the beginning of the semester; and the loss of 20-30 students who paid their deposits but didn't enroll (referred to as summer melt). This explains why in August there was a modest increase, and why on census date there was a modest decrease. He stated the biggest dip can be seen in graduate education. Overall, Enrollment Management is working vigorously towards spring enrollment to mitigate any revenue loss in the fall. Online and sophomore enrollment are two areas of focus. Valente pointed out that undergraduate enrollment

at sister institutions is significantly down, some in the double digits, and one approaching 30%. Tyson agreed that GSU's decreases are modest compared to its sister institutions, which is a positive sign. Valente explained that GSU's positive enrollment trends since 2014 can all be attributed to specific initiatives undertaken by the University.

Valente gave a brief overview of the *Prairie Place* census, which is in the Board Book. Demographics indicate more graduate and transfer students are seeking on-campus housing.

Bordelon introduced the discussion on retention, which has been requested by the Board of Trustees as a standing item. At each meeting a report will focus on a different aspect of retention. A handout was provided. Valente explained the Smart Start program is an innovative approach to "remedial education," providing the personal attention of faculty and peer mentors in an intensive and nurturing environment. It begins two weeks ahead of the fall semester. Smart Start students are enrolled in an English program and/or a mathematics program which are designed to provide essential academic preparation in support of coursework that will begin in the first year at GSU. Smart Start students are assigned an academic advisor who serves as their permanent guide during their first year at GSU, providing direction on course selection, academic success, and progress toward college goals.

Valente invited Dr. Patrick Santoro, a professor teaching *Mastering College*, and Mr. Ju'Juan Day, a third year student who took part in Smart Start (SS) and is now a peer leader. Santoro explained that he is currently a faculty in residence at *Prairie Place* and also taught two weeks of Smart Start classes. He stated it was a great way to get freshmen on campus, have them assimilate, and bridge what they were doing in high school with what is expected of them in college. Discussions were undertaken about what may be frightening to freshmen, personal responsibility, and what it takes to succeed. Santoro stated these were often vulnerable conversations, but it allowed them to express how they feel and how they can take those fears and turn them into successes. To have these extended conversations has been wonderful; it has given these students an edge. Day explained he was leery of SS in the beginning. In high school he had been in an honors program so he thought he was prepared for college. However, participating in SS taught him that he needs to ask for help—early, see tutors, and build relationships. Santoro went on to say that Day is enrolled in one of his 4000 level courses that is taught all day on Saturday. It is a big commitment; however Smart Start prepared him to succeed in this upper division seminar.

Valente opened the floor for questions. Durkin asked if two weeks is enough. Valente replied that typical bridge programs last five weeks; however, five weeks is not reflective of GSU's students who often work and have family responsibilities. Therefore, GSU's Smart Start program is reflective of its student population. Taboas asked what it cost to run the SS program and whether it could be made available to students attending other institutions, perhaps to use as a recruiting tool. Valente replied the cost to run the SS program is minimal and there is no charge to students. It is geared toward the GSU student population and therefore may not transfer well to students at other institutions. It is unique to GSU. Maimon added that institutional research

has shown this is the best model for GSU's incoming freshmen. Taboas stated he always likes to have an elevator speech about what great things are being done here and therefore he is looking for a cheat sheet. Valente responded that this is a program that is not being done anywhere else. These students learn early where they can get help and who they can ask. Tyson asked Valente to extrapolate what tutoring services are offered on campus. Valente responded that there are tutors embedded in English classes, and students can go to the Academic Resource Center for individual tutoring as well as group tutoring.

### **Report on Office of Sponsored Programs (OSPR)**

Bordelon presented a Power Point and introduced the staff which includes Jennifer Morehead Farmer, Director; Ebony Jones, Specialist; and Fatmah Tommaliah, Coordinator. The OSPR office handles pre-award, post-award, and everything in between. The staff works with those wanting to apply for a grant, and helps them through the whole process. She reported that 46 new proposals were filed in FY16, with four continuing proposals. The success rate on proposals was 28%, while the success rate on new proposals was 24%. The success rate on continuing proposals is 75%; there are 42 active awards; for a total of \$19.9M in grant funding. GSU is classified as an emerging research institution and is part of the Federal Demonstration Project. That places the University at the table with federal agencies, making policies. Bordelon reported more and more faculty are applying for grants. Morehead Farmer monitors numerous listservs and contacts faculty members when an opportunity arises. An opportunity currently being pursued is a grant called "GSU Buys," a collaboration with the University of Notre Dame that provides students with opportunities to do research in the health sciences. The OSPR office is waiting to hear of the status; however, Notre Dame has committed to taking on two GSU students for research opportunities. This can grow into a partnership for life. OSPR also provides workshops and training for faculty to aid them with their grant writing. Bordelon stated these are just a few of the many projects OSPR is involved in, as demonstrated by the Power Point which can also be found in the Board Book.

Durkin asked if the OSPR is finding any clues/comments as to why some of the grant applications are not successful. Bordelon affirmed that they are, and that note is made of them in order to strengthen future proposals. She pointed out that one of the big challenges is aligning a grant proposal with the guidelines of the funding agency. Morehead Farmer added that some faculty have found it hard to get proposals through the federal government because GSU is considered more of a teaching university than a research university. Therefore, OSPR is looking at different options and collaborating with other institutions in order to be a sub-awardee, not the lead.



## **HUMAN RESOURCES items**

Human Resources Chair, Lorraine Tyson, presented the following items:

### **Information items:**

Tyson reported the presidential assessment process has been completed. She thanked President Maimon for her hard work and dedication to the GSU students, adding that she personally appreciates the hard work of her and her Administration during these trying times.

### **Action Items:**

#### ***Resolution 17—09: Approval of Personal Day for Non-Negotiated Employees***

Tyson requested a motion to approve Resolution 17-09. Durkin made a motion. Mitchell seconded. Thomas commented this action is in alignment with those employees who have this benefit written into their collective bargaining agreements. The motion was approved by unanimous voice vote.

## **FULL BOARD**

### **Senate Reports:**

#### **Barbara Winicki, Faculty Senate President**

Dr. Winicki made the following remarks: Thank you for this opportunity to speak. Governors State University faculty members are, of course, happy that a new UPI-GSU Agreement was efficiently negotiated during the past academic year. We are, however, very concerned about the ongoing budget stalemate in Springfield and its impact on our institution and higher education in Illinois. Our concerns, and those of students and civil service employees are expressed in a joint resolution of the Senates signed by all three Senate presidents. The closing of the resolution states, “Be it resolved, that the Governors State University Faculty Senate, Student Senate, and Civil Service Senate jointly call on the Governor and the Illinois General Assembly to rapidly act to approve an appropriation for higher education.” If we said it more bluntly we would tell them to grow up.

I have brief reports on two Faculty Senate policies and two Faculty Senate concerns. First, proposals for policy changes. Members of the Faculty Senate and other faculty members are working on Student Evaluation of Instruction (SEI) processes and content. As you know, a vendor was selected to provide SEIs, and only online/electronic SEIs will be available going forward despite the ability to provide both paper and online/electronic formats being a primary criterion in the RFP. A transition team led by Director of Institutional Research, Marco Kratovich, has worked on providing information about the new process, and training sessions have been scheduled throughout the fall semester. Perhaps more importantly, the items included on the SEI instrument are being discussed. A joint task force of the Faculty Senate and UPI on SEI Item Content has been established; its co-chairs are Pam Mohanty and Stephen Wagner. In addition, Policy 39 on SEIs is being reviewed by the Educational Policy Committee. Second, there is a proposal to revise Policy 35 on Emeritus Status. In consultation with Provost Bordelon,

the Educational Policy Committee will bring a revised proposal to the Faculty Senate on October 20. The major change being proposed is that Emeritus designation be open to faculty members who retire as Associate Professors. Currently, it is restricted to Full Professors.

The Faculty Senate is deeply concerned about the program eliminations announced in August. In particular, we are concerned about the elimination of three degree programs central to the mission of the University. In addition, we are concerned about the required teach-out planning and implementation. Adequate support must be provided to faculty members, academic advisors, and program coordinators to ensure students complete their degree programs by fall 2018. Finally, as I have stated before, the tenure-track faculty evaluation system seems to be making it increasingly difficult to earn tenure. This is due, in part, to the fact that new tenure-track faculty members are being asked to take on administrative and program coordination duties prematurely. Another factor is that the Administration has begun to maintain a restricted definition of “university service,” which is a criterion within later years of tenure-track evaluations. Our concern is that there might not be sufficient university service opportunities to meet the needs of tenure-track faculty members and for tenured faculty members who wish to continue serving on the Faculty Senate and its standing committees. Thank you.

#### **Sheryl Jones-Harper, Civil Service Senate President**

Ms. Jones-Harper made the following remarks: Good afternoon. The Civil Service Senate is still going strong. However, there are a few vacancies due to layoffs, promotions to Administrative Professional positions, as well as people leaving the University. Civil Service Day is coming up on December 7. Due to budget cuts last year the Senate, without state allocations, used up a lot of its reserves. This year it will be a challenge to provide food, and with the new food vendor costs are nearly double. Therefore, we are trying to sponsor more fundraisers to raise money including a Taffee Apple Sale, Carson’s Coupon Days, the fall vendor fair, and a pie auction and cake walk.

The Civil Service Senate has also been collaborating across campus, participating in the Pep Rally on October 6, where we provided hot chocolate and apple cider. The Senate is also working with the Nathan Manilow Sculpture Park on a series of walks in the park taking place every other Wednesday from 12:00-12:45 pm. Other collaborations are taking place with Career Services to enhance employee professional portfolios; technology enhancement activities; career development; and use of social media. The Civil Service Senate again provided academic assistance awards of \$500. Civil Service employees, spouses and dependents are eligible. The awards can be used for whatever purpose the awardee needs to continue their education. As always, the Senate is constantly working to improve morale and enhance professional development. Thank you.

#### **Justin Smith, Student Senate President**

Mr. Smith made the following remarks: Good morning. The Student Senate has been working with Student Life on plans for the Friends and Family Weekend, October 7-8. There are going to be many, many activities and we would like to extend an invitation for everyone to come out.

The Senate's Budget and Finance Committee held budget hearings for student clubs, and within the next week funds will be allocated. The Jaguar Connection has a new finance module where student clubs can easily access their club balance. The Program Committee has identified three initiatives for the academic year. These include an All-in-One Campaign that will kick-off October 13 at the volleyball game. All-in-One comes from the idea of inclusivity and diversity, and a goal is to emphasize the diverseness of the GSU community and promote school spirit to break down barriers. We want to provide an atmosphere where everyone feels comfortable getting together. Throughout the year we will have events to promote diversity and inclusion including music and dance performances. This also correlates with another initiative, visibility. We want students to know who their senators are, who is representing them. One thing that has been helping is our signature event, Rock the Vote. Student Senate committee members are all deputy registrars and we are holding a series of Rock the Vote events to register voters. The next one will take place at *Prairie Place*. So far, we've registered approximately 200 voters. We're very excited with that number and we hope to continue registering people, motivating people, and getting them active.

I would like to move onto our third initiative: the Know Your Policy Campaign. The Senate wants to educate students and get their minds conscious of the various policies that apply to them. The Senate's monthly newsletter will highlight a different policy each month. In September Policy 6 – Withdraw Policy, was highlighted; and in October Policy 5 – Student Grievance will be examined. The Student Senate has also become involved with the *Young Invincibles*, an organization that former Student Senate President, Mychael Vanarsdale, is now employed by. They have helped us in creating a platform to voice student concerns as they relate to financial aid, tuition and fee costs, and budget concerns. Several members of the Senate recently took part in a forum where Congresswoman Robin Kelly spoke, as well as Darren Martin, Student Government President at Chicago State University. Kelly discussed student loan debt, financial aid, and childcare for students just to name a few items. President Maimon also spoke at the forum on the state of GSU, and how it has been strategic with student support given the current budget crisis. The Student Senate is cognizant of the budget crisis and working on solutions of our own. Thank you.

#### **Actions Items:**

##### **Approval of Minutes – Annual Board Retreat – August 19, 2016**

Mitchell requested a motion to approve the Minutes. Tyson made a motion. Friefeld seconded. Faculty Senate President Barbara Winicki asked to make an amendment to her public comment at that meeting, as stated in the Minutes, from “Governors State University really cannot be considered a comprehensive university without *an English MA* program in place” to “Governors State University really cannot be considered a comprehensive university without a *literary or curriculum and instruction degree* program in place.” The amendment and the Minutes were approved by unanimous voice vote.

### **Approval of the Consent Agenda**

Recording Secretary Johns Maloney read the following:

**Resolution 17—05:** Approval of the FY17 Final Operating Budget

**Resolution 17—06:** Approval of Request to the Illinois Board of Higher Education for FY18  
Operating Appropriations

**Resolution 17—07:** Approval of Request to the Illinois Board of Higher Education for FY18  
Capital Appropriations

**Resolution 17—08:** Approval of Internal Audit Two-Year Plan

**Resolution 17—09:** Approval of Personal Day for Non-Negotiated Employees

No requests were made to remove a resolution from the Consent Agenda. Mitchell requested a motion to approve the Consent Agenda. Beaupre made a motion. Tyson seconded. The motion was approved by unanimous voice vote.

### ***Resolution 17—10: Appointment of a Treasurer to the Board***

Mitchell requested a motion to approve Resolution 17-10. Tyson made a motion. Durkin seconded. The motion was approved by unanimous voice vote.

### **Information Items:**

#### **Report on Social Media @ GSU**

Keisha Dyson, Assistant Vice President for Marketing and Communications, provided a Power Point. She explained GSU's digital content marketing strategy centers on creating, publishing, and distributing content for GSU audiences with a goal of attracting a wide and diverse audience. Approximately 18 months ago an initiative was undertaken to relaunch the website with more visually engaging content. In the ensuing months the GSU Newsroom was introduced. Dyson reported that GSU is on Facebook, Twitter, and Instagram, with a 200% increase in visibility in the last two years. By creating content in many different ways the University is able to engage with a large audience. Facebook, for example, is used for advertising, event promotion, recruitment, to tell GSU's stories, and engagement. Dr. Randi Schneider is the "voice" of GSU's Facebook, answering any questions with a quick turnaround and 100% response rate. Dyson explained that compared with peer institutions, GSU has the highest engagement rate at 10.76%. She concluded by saying that with good content creation the Marketing and Communications Department is able to push out GSU's stories to various social media sites, and sometimes get lucky enough that things go viral.

### **Approval of Meeting Dates for 2017**

The following meeting dates were approved for 2017:

Friday, March 3, 2017

Friday, May 12, 2017

Friday, August 18, 2017

Friday, October 13, 2017

Friday, December 8, 2017

## **PUBLIC COMMENT**

### **Sondra Estep, UPI 4100 Chapter President**

Dr. Estep made the following remarks: Today I sadly come to you with a serious statement. Four years ago Marsha Katz (past UPI 4100 Chapter President) stood before you. She reported GSU had become a hostile work environment, blaming it on the executive administration. 270 members responded back then, and approximately one-third said they had been a victim of administrative bullying or had witnessed it. I'm here today to tell you that number has gone from one-third to 40%. In fact, last week two professors made it a point to state they had been bullied by the administration. Things have gotten worse, not better, therefore Marsha Katz's statement from four years ago about a hostile environment still stands. Many are afraid to speak up, fearing brutal retaliation against them. There are several other things I would like to address, including the programs that were eliminated at the last Board meeting. I would like to contact Board members, but their contact information is not available, the only university I am familiar with that hides Trustee contact information. So as the Illinois General Assembly convenes after the election, the University Professionals of Illinois (UPI) will be front and center to fight to get higher education fully funded. We urge the administration, civil service, and students to join us. I would like to thank the Civil Service Senate and Student Senate, who joined us in lobbying efforts in the past year. We will fight hard to get funding at the appropriate levels.

### **Trustee Comments**

Mitchell thanked everyone for their contributions toward GSU's continued success, stating everyone plays a role in the success of GSU's students.

### **Adjourn**

Mitchell requested a motion to adjourn. Durkin made a motion. Tyson seconded. The motion was approved by unanimous voice vote at 12:04 pm.

Respectfully submitted,

Joan Johns Maloney