

EXECUTIVE COMMITTEE MEETING MINUTES

Tuesday, March 5, 2019
2:00 – 4:00 pm
Academic Senate Conference Room (AS 125)

N. Schürer, J. Pandya, J. Jarvis, C. Brazier, E. Guzik, N. Hultgren, N. Meyer-Adams, E. Klink, E. Lopez, D. Domingo-Forasté, S. Olson, J. Hamilton, B. Jersky, A. Kinsey

1. Call to Order – called to order at 2:03pm
2. Approval of Agenda – approved by unanimous consent
3. Approval of Minutes: Meetings of February 26, 2019 – approved as amended by unanimous consent
4. Announcements and Information - ASI has asked NS to be on mascot search committee, Friday March 22 is meeting, EC needs a representative, DDF selected. Richard Markus accepted interim ACIP assignment. CEPC has taken an extension on deadline for GR policy. There was a discussion on whether GR can be delivered via a more traditional course-based model or via a not clearly articulated more flexible model of X (not articulated concretely) CEPC voted for second model. Then straw poll on whether CEPC wants GR at all. Voting 9 for 8 against, 1 abstained. CB suggested putting deadline first week in April. Conclude deliberations by March 27.
5. Reminder
 - 5.1. Academic Senate meeting Thursday, March 7, 2019, 2–4 pm, PSY 150
 - 5.2. Academic Senate lecture (Benjamin Bowser) and spring reception Thursday, March 14, 2019, 2-4 pm, Anatol Center
 - 5.3. Academic Senate lecture (Jerry Z. Muller) Thursday, March 28, 2019, 4-6 pm, Anatol Center
6. Special Orders
 - 6.1. Report: Provost Jersky - BJ reports that Asian Pacific Leadership summit was here and was a successful summit. He had a discussion with D. Thein about Honors program. We are now an official “College of Distinction”. Dhushy and Brian reported on Beach 2030 report. A summary/analysis report from Beach 2030, had over 3000 participants which provided valuable feedback. DS reported on memos received from the various divisions from campus. Flowchart created from Beach 2030 responses: *Draft Institutional Values were:*
 - Advancing the Public Good
 - Empowering Students for Success
 - Promoting Intellectual Achievement

- Upholding Social Justice and Equity
- Leading a culture of Innovation

After this came *Draft Strategic Priorities*:

- Embrace Diversity as an Asset
- Connect Learning to Impact
- Expand Access to Learning
- Amplify Research and Creative Activities
- Be a Leader for Learning, Working and Playing
- Design a Culture of campus collaboration
- Become Financially Resilient

DS discussed a timeline for the priorities and tasked various units on campus for moving forward. DS reported that action items need to be presented with the strategies.

7. New Business

7.1. Visit from Jeff Cook, Interim Associate Vice President for Strategic Communications: **TIME CERTAIN 2:00 pm**

7.1.1. Jeff C. outlined his background at CSUF and CSUEB and his impression of his first five weeks at CSULB. The marketing and media relations offices have been combined into one under Jeff C.'s purview and he is redesigning some of the procedures to make this aspect of the university more efficient. As an impacted campus, enrollment development is not atop the list of priorities. Advocacy and philanthropy are ongoing priorities, as well as monitoring and curating stories for the news media. The university website, part of our owned media, needs to be mobile first since 75% of access to the site is from mobile devices. It must be user-centric, versus administration's perception. SO asked about the lack of consultation with regard to the website, attempted name change of the university, etc. Jeff Cook responded he endeavors to be a resource. He understands the need for collaboration in his role of building a model of how we present the university to uncover the values that guide our decision-making and the continued establishment of our brand. Jeff C. feels we have to assess our variety of identifiers (name, location, goals and objectives, etc.) to determine how we can standardize them in hopes of satisfying the majority of the campus community. SO feels it is confusing to see several names (CSULB, Long Beach State, Long Beach State University, and so on) in print on the sides of buses, on merchandise, etc. JC says all the names of the University can live in harmony, with thoughtful articulation of their role. NS expressed the need for the EC and AS to be involved in the process.

7.2. Visit from CAPS counsellors: **TIME CERTAIN 3:00 pm**

7.2.1. Guests included Beth Sullivan, Pamela Ashe, Rosa Moreno-Alcarez – all CAPS psychologists. EC was informed by RMA about additions to the CAPS staff, but they are all temporary positions vs. tenure-track. They are advocating for TT positions. We also lose TT CAPS staff due to attrition; tenure-line psychologists who retire are replaced by temporary hires on one-year contracts. Dr. Ashe lobbied for three-year contracts, but none were granted.

7.2.2. Tenure density has decreased from 90% to 43% thus causing concern in the department. They report that the pay is too low to recruit any quality hires. One-year contracts are very unstable and do not allow for planning. The needs of students of CAPS are to have a stable place with which to thrive. The present course of action undermines the effectiveness of CAPS due to the revolving door of counselors being replaced by younger and less experienced counselors.

7.3. Dr. Ashe contacted VP Takemoto about her concerns and the answer was: Service to the University is the main concern of SA since the amount of time devoted to service does NOT help students. DDF asks about bill to have one for 1500 student/counselor numbers. Dr. Ashe reports that CSULB vs. CSUF, CSUN and CSUDH have TT hires but we do not. Dr. Ashe reports that Safe Zone, LBGT Ally Program was created by CAPS through a program development task force. Many other programs have been created based on Safe Zone, Vet Net Ally, etc. The three counsellors asked if the AS could help with advocacy for TT hires. NH asks about underrepresented students and perhaps CFA can be of assistance.

7.4. MS in Sustainability Management Policy

7.4.1. Inter-disciplinary model with courses in various colleges. The proposal as a whole has yet to go through the college curriculum committee. CEPC and URC seek our guidance. NH asked about underrepresented students and whether CFA can assist.

7.5. Discussion of University Honors Program review

8. Old Business

8.1. Technological change at CSULB

8.2. Future of Advisory Council on Enrollment Management

9. Adjournment - adjourned at 3:59pm