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2003-07-24 Minutes of the Executive Committee of the Academic Senate

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UNIVERSITY OF DAYTON
DAYTON, OHIO

MINUTES OF THE EXECUTIVE COMMITTEE OF THE ACADEMIC SENATE

July 24, 2003 – 1:30 p.m. – 2:30 p.m. in St. Mary's 113A

PRESIDING: Joe Saliba

SENATORS PRESENT: Dandaneau, Eloë, Gauder, Gerla, Morman, Partlow, Saliba, Yungblut

1. Approval of ECAS Minutes for May 27, 2003: The May 27, 2003 minutes were approved as written.
2. Announcements: The fall meetings for the ECAS will be held on Wednesdays at 3:00 – 4:00 p.m.
3. Branding Process: J. Saliba received a letter from President Curran concerning the “branding process” of the strategic plan for the University. J. Saliba proposed to invite President Curran and VP Evans to the first Academic Senate meeting in September to make a presentation regarding the “branding process” and how it relates to the present “Strategic Planning” currently underway.

Several concerns were discussed regarding the ongoing “positioning process”. The first concern deals with the language used to describe this process (the word branding). The word “branding” could be demeaning to some faculties who would most likely prefer using “positioning” to describe this process. Second, the academic strategic plan has not been formulated or finalized, and ECAS is concerned with the potential of having the positioning process leading the strategic plan. Strategic planning could go in parallel with the positioning (branding process), but the academic strategic planning should be the driver. Concerns were also raised regarding the development of a positioning plan relying only on “opinion leaders”. ECAS truly believes that the senate could be the vehicle to engage the faculty and the students in this process.

A discussion followed on ways to become more interactive rather than reactive. In an effort to become more interactive, the faculty leadership must become less complacent and more involved in the decision making from perception to implementation on academic issues now and in the future.

J. Saliba volunteered to formally invite President Curran, VP Evans along with J. Baker of the Richards Group to a senate meeting to discuss the language and the procedure planned for the “branding” process. Another possible option is for Dr. Curran to summarize or present his plan to the faculty at the Fall Faculty meeting followed by a

discussion at the September Senate meeting. A formal invitation to President Curran, Vice President Evans, along with J. Baker will be forwarded.

The meeting was adjourned at 2:40 p.m.

Respectfully submitted by: J. Saliba, J. Rogatto