

Faculty Senate Meeting Agenda
Tuesday May 12, 2020, 3.30 – 5.30 pm CDT
Via ZOOM: click on link

<https://slu.zoom.us/j/98564506573?pwd=VHNFYzI2RWM4ZHZmTWtvZjkwZlZlZz09>

1. Call to Order 3.30 pm
2. Roll Call: names of participants are recorded in Zoom
3. Moment of Silent Reflection 3.32
4. Approval of April Minutes (sent separately). 3.34
5. Report from President Fred Pestello 3.35
6. Report from Mr Joseph Conran, Chairman of the Board of Trustees 4.00
7. FS President Report (Ruth Evans) and opening of Qualtrics ballot for Faculty Senate Executive Committee Election (Candidates Statements: see Appendix I) 4.10
8. Reports from Board of Trustees Committees that met 4/30 and 5/1 4.15
Please see Appendices.
 - i. BoT Academic Affairs Committee (Brian Downes)
 - ii. BoT Business and Administration Committee (Jim Fisher and Constance Wagner): see Appendix II
 - iii. BoT Development Committee (Kathleen Llewellyn): see Appendix III
 - iv. Board of Trustees Medical Education and Clinical Affairs Committee (Medhat Osman): see Appendix IV
 - v. BoT Student Development Committee (Karla Scott)
 - vi. BoT Investment Committee (Naresh Bansal): oral report.
 - vii. BoT Marketing and Branding Committee (Brad Carlson)
 - viii. BoT Mission and Identity Committee (Eleonore Stump): see Appendix V
9. Governance Committee Report and resolutions (Wynne Moskop and Kathy Kienstra):
see Appendix III 4.20
10. Reports from Senate Committees: 5.10
 - i. Budget and Finance Committee (Theodosios Alexander): see Appendix VI
 - ii. Compensation and Fringe Benefits Committee (Chris Sebeliski)
 - iii. Academic Affairs Committee (Stephen Casmier/Sally Beth Lyon)
 - iv. Workday Committee (Elaina Osterbur)
 - v. Policy Review Committee (Rob Hughes)
11. Reports from Faculty Assemblies/Councils 5.15

CAS, SOM, SOB, Doisy, SON, PHSJ, Parks, SPS, Libraries, SOL, SOE,
Unaffiliated units: CADE, SLUCOR, Phil & Letters

12. Old Business

13. New Business

14. Announcements

Results of FSEC election

5.20

15. Adjournment

5.30

RE 5/9/2020

Minutes of the Faculty Senate Meeting, May 12, 2020
Zoom Meeting
3:30 – 5:30 pm

Senators in Attendance:

CAS: Jason Eberl (proxy for Erica Salter), Rob Hughes, Kathryn Kuhn, Simone Bregni (proxy for Julia Lieberman), Pascale Perraudin, Scott Ragland, Wynne Moskop, Stephen Casmier, Jim Burwinkel, Wenyan Xiao.

TBV-SON: Jean Krampe, Renee Davis, Elaine Young, Karen Moore.

Doisy: Julie Howe, Mitzi Brammer, Sherry Bicklein, Randy Richter.

SPS: Joe Lyons.

CPHSJ: Stephen McMillin, Jesse Helton, Kristin Wilson, Elizabeth Baker.

Chaifetz School of Business: Frank Wang, Olgun Sahin, Fei Tan, Nitish Singh.

Parks: Ronaldo Luna, Theo Alexander.

SOE: Mark Pousson, John James, Sally Beth Lyon.

Law: Kelly Mullholland, Robert Gatter.

SOM: Andrew Butler, Dawn Davis, Miriam Rodin, Austin Dalrymple, Amy Ravin, Stephen Osmon, Mirjana Vustar, Marie Philipneri, Ángel Baldán, Bilal Khalid, T. Scott Isbell, Ramona Behshad.

Libraries: Lynn Hartke, Amy Pennington, Matthew Tuegel.

Unaffiliated Units: Paula Buchanan.

FSEC: Ruth Evans, Stacey Harris, Doug Rush, Medhat Osman, Terry Tomazic, Ted Vitali.

Guests: Mr Joe Conran, Dr Fred Pestello

1. The meeting was called to order at 3:30.
2. Roll call was recorded by collecting meeting participants from Zoom.
3. President Evans reminded the attendees that it was International Nurses Day, which is celebrated around the world every May 12, the anniversary of Florence Nightingale's birth. There was a minute of silent reflection for the work and sacrifices of the nurses providing care for COVID-19 patients.
4. The minutes for the April meeting were sent to Senators by email prior to the meeting. The minutes were approved by show of hands. Attendees were asked to send corrections to the FS President or the FSEC Secretary.
5. Report from President Pestello:

President Pestello thanked the President for the opportunity to address the FS. President Pestello praised the efforts of the members of the various committees during the Covid-19 crisis.

President Pestello began with a discussion of the selection for the next Interim Provost. A rapid decision is needed, and there are strong candidates available to us. President Pestello has been meeting with various leadership committees to identify strong candidates and will make a decision on who to appoint in the next 2 weeks.

President Pestello then moved to the discussions with the Board of Trustees on how to respond to the budget deficits predicted from a decline in enrolment. The situation

has changed from a strong budget position project over the next 3 years allowing faculty raises and investments to severe deficits due to a decline in the student population due to the pandemic. President Pestello predicted that there will be fewer universities in 12 months. Others may survive but will be weaker. President Pestello doubts there will be a fall in demand for residential higher education experience in a faith-based institution in the long-term. However, the next 2-3 years will be financially challenging.

President Pestello stated we must act and use this moment as a pivot to rebuild and improve resiliency. The actions already approved to the budget may not be sufficient if the worst-case scenarios come to fruition. Structural changes are likely and necessary. These changes must include elimination and consolidation of graduate programs, reduction in the number of undergraduate major and minor program, reassignment of faculty with light teaching loads; some of the savings should be re-invested in new programs more aligned with the needs of society. We do not have the capacity to carry faculty and staff who are not contributing at an appropriate level for their position. President Pestello then discussed some of the measures being made to adjust to the new teaching environment and medical practice required to adapt to the pandemic. He also praised the efforts of SLU researchers in developing vaccines and treatments for COVID-19.

Joe Lyons: question – do you perceive changes in the number of schools of colleges at SLU, and what are the principles for the decisions and timeline if this is going to happen? President Pestello – no decisions have been made as yet. Dean Wilson is leading a team to discuss whether the College of Arts and Sciences should be restructured. Most likely the decisions on these changes will happen after the appointment of next Provost and involve discussions with Faculty.

6. Report from Mr Joseph Conran, Chairman of the Board of Trustees:

The BoT had their regular quarterly meetings which were well attended, with almost 100% attendance at committee meetings. The BoT is very involved and engaged in the process, and everyone is committed to the success of the University in the current crisis. The BoT appreciates the enormous efforts of the Faculty in transitioning to the new needs for online teaching.

Theo Alexander: question – if we need additional budget reductions, do we have a list of criteria for making decisions on cuts versus using liquidity? Pestello: there are only three mechanisms for further cuts: furlough, salary and/or benefits. The university has recently activated two new lines of credit, in addition to those it opened earlier this spring, but has not drawn on them yet. If the University can't open with face-to-face teaching, then the University will take a hit and then we will know what further steps are needed. Theo expressed the commitment of the Faculty.

7. FS President Report (Ruth Evans) and opening of Qualtrics ballot for Faculty Senate Executive Committee Election (Candidates Statements: see Appendix I)

President Evans introduced the ballot for the FSEC election. Candidates statements are provided in the appendix. The vote count was managed by Dr. Nitish Singh and Dr. Scott Isbell.

President Evans noted that there is now a Faculty Senate website on Blackboard under "Organizations". Documents will be posted and are accessible to members of the Senate.

8. Reports from Board of Trustees Committees that met 4/30 and 5/1. These reports were provided in the Appendices to the agenda. Representatives took questions.

i. BoT Academic Affairs Committee (Brian Downes).

Questions:

April Trees asked about academic program in light of Pres. Pestello's comments. Brian Downes mentioned the topic was mentioned, but no detailed discussion.

Austin Dalrymple asked a question on consultant hired (Matt Davis) by the Provost's office. No information is available, but Brian Downes will look into the new hire and the role. President Evans stated that Matt Davis was originally hired as a special assistant to the President but has been moved to the Provost's office.

ii. BoT Business and Administration Committee (Jim Fisher and Constance Wagner):
Neither could attend the meeting but provided a very full written report.

iii. BoT Development Committee (Kathleen Llewellyn).

iv. BoT Medical Education and Clinical Affairs Committee (Medhat Osman).

v. BoT Student Development Committee (Karla Scott).

vi. BoT Investment Committee (Naresh Bansal): oral report.

Reported that the endowment was down from approx. 1.3 to 1.1 billion, a decline of about 9-10%. We are experiencing extreme market volatility. The endowment is generally performing quite well given the economic situation. The total spend rate is 5% (4.5% approved plus an additional 0.5%). This spend rate is comparable to the peer group (4.4%). There have been discussions about the expenses covering the management of the endowment (for example, moving to passive index funds). The performance of the endowment is better than others (40-50 basis points).

Relative to other endowments, the average endowment is 100-105 million. SLU's endowment relative to other universities is currently ranked 93rd

Questions:

Theo Alexander asked about the relationship between rate of return and risk (our investments are doing better on average); higher return correlates with higher risk during downturns.

Stephen Casmier asked about the spend rate compared to peers; it is higher (4.8% vs. 4.4% average for our peer group with assets in the range of 0.5 million to 1 billion) Have we dropped endowment goals: the goals for management of the endowment have not changed.

vii. BoT Marketing and Branding Committee (Brad Carlson): see Appendix I below.
This was not included in the May agenda.

viii. BoT Mission and Identity Committee (Eleonore Stump).

9. Governance Committee Report and resolutions (Wynne Moskop and Kathy Kienstra).

Resolutions 1-4 were passed; Resolution 5 was returned to the committee for clarification. There was a long discussion on Resolution 5. Elizabeth Baker raised concerns about the FS impinging on faculty submitting Center grants. Ted Vitali stated that it is important that the 'cure is not worse than the symptom.' Stephen Casmier asked whether resolution 5 was really necessary. The vote was 33 to 10 to table Resolution 5 for further editing.

10. Reports from Senate Committees:

Theo Alexander reported his concern that the BFC was not involved in how to deal with the deficit. Discussions will be taking place over the summer. Requested feedback from the FS on how involvement could be maintained over the summer.

Questions: Wynne Moskop – what are the “other options” for reducing costs besides faculty? Theo stated that it is not clear what the other options will cover.

Bilal Khalid – question about SLUCare/SoM budget. Theo was not sure as the data is not easy to extract from the available information.

President Evans asked for clarification on the role of the Senate in supporting the BFC over the summer. It would help if there is a resolution to address the BFC. Theo stated that other questions will be addressed through Chat and email due to time constraints. Motion from Ronaldo Luna and seconded by Bilal Khalid to ask the administration to involve the BFC over the summer while they are not on contract. Chris Sebelski stated that the administration has always involved the Faculty Senate CFBC for 12 months out of the year. Pres. Evans stated that it was not clear that any motion was needed, and that a message would suffice. The BFC should continue to talk with the administration over the summer. Discussion on the resolution; amendment proposed; voted on; passed.

Chris Sebelski – brief report from Compensation and Fringe Benefits Committee. Continue to advocate for consideration of all options and that the implementation is clear and data based.

11. Reports from Faculty Assemblies/Councils

Reports from Assemblies and Councils are available.

WorkDay's 'Go live' is targeted for July 1st.

CAS Faculty Council Report (Scott Ragland).

- 1. CAS FC and FCEC has continued to meet via Zoom.*
- 2. The situation on the appointment of a new permanent Dean of CAS is still in suspension. Our understanding is that there is now only one candidate who is*

being invited back to SLU for further discussion in the Fall, depending on the health situation.

3. *The Interim Provost's task force on CAS restructuring has continued to meet. We believe that a report will be issued in October.*
4. *The FC has held elections for its 2020-2021 positions. Prof. Anneke Bart will take over as President of FC for 2020-21, and Prof. Robert Hughes has been elected vice-president (hence President in 2021-2022).*

12. Old business

None

13. New business

None

14. Announcements

a. Results of the FSEC election:

- i. *Terry Tomazic is elected as President-elect (2020-21), then President (21-23)*
- ii. *The members-at-large on the Faculty Senate Executive Committee are:*
 1. *Medhat Osman (20-23)*
 2. *Theo Alexander (20-23)*
 3. *Beth Baker (20-21 to replace Terry Tomazic; Professor Baker is up for re-election in May 2021).*

15. Adjournment.

Pres. Evans thanked everyone for their efforts over the year, stated her hope that everyone had a great summer despite the situation, and adjourned the meeting.

Respectfully submitted

Andrew Butler

Appendix I

BoT Marketing and Branding Committee (Brad Carlson, faculty representative) Marketing and Branding Committee Meeting Highlights

Message consistency and transparency has been a top priority during the COVID-19 pandemic. Most marketing and communications have something to do with COVID-19.

Madrid campus was hit with COVID before our STL campus (Madrid SLU webpage has been the most visited of any SLU webpages)

Response to communication transparency about COVID-19 and online transition has been very positive (600+ email responses to Pestello's emails)

104 media mentions related to COVID-19

SLUCare transitioned to virtual visits – Zoom Med

Enrollment

Prior to the pandemic, admission counselor code of ethics already changed this year, causing the first big issue with enrollment.

The COVID pandemic has influenced enrollment in the following ways:

- Ability to predict has been compromised
- All conversion events have been moved online (campus visits, etc.)
- 15/20% behind on deposits – most schools we know of are similar
- Families are very much in the driver's seat for decisions – waiting to find out if classes will be face-to-face
- Additional aid is being provided to those with greatest need
- Still considering test optional (ACT or SAT) for next year's admittance
- Built a stay around St. Louis campaign for students looking to stay closer to home
- A heavy emphasis on Facebook, Instagram, and Tiktok for enrollment communication messages
- Current students – significant effort on trying to understand and mitigate student challenges with our move to online learning
- Refund room and board, remove holds for balances less than 2500

Applications and admits are up from 2019 (11190 app, 9295 admit, 1287 deposits– 2020; 10982, 8808, 1561 – 2019)

Prior to the pandemic, we were projected to have a good year. Now we are expecting this to impact enrollments in a way that will be somewhat similar to the housing crash of 07-08.

Marketing

Implemented new campaign - "We're here for you" social media ads and landing page for the website
Emphasizing virtual visits and programs

Started Prospecting HS sophomores and juniors sooner than normal because we know they are at home, increased prospecting for incomplete apps and inquiries without applications

Really ramped up transfer student marketing and information online

Launched an official TikTok account

KMOV-TV "the class of 2020" sponsorship – SLU is one of two sponsors

Marketing and Communications Q3 COVID Dashboard	FY20 (Q1-Q3)	FY19 (Q1-Q3)	Notes
Enrollment and Medical			
# of freshman applications	11,182	10,743	
# of clinical encounters – SLUCare (non-pediatric)	325,517	316,159	
Media and Communications			
# of COVID-related communication projects	13	N/A	
# of media mentions related to COVID	104	N/A	
# of all mentions in all media	31,372	38,862	
# of mentions in local outlets	2,182	5,590	
% of positive/neutral news coverage	98.40%	97.00%	
Newslink open rate for St. Louis faculty/staff	10.70%	9.30%	
Design			
# of COVID-related design projects	6 (54.5 design hours)	N/A	
# of admission-related design projects	12 (46 design hours, comprising 10.7% total project time for the quarter)	(50 design hours, comprising 15.2% total project time for the quarter)	
Social Media			
# of social media posts with engagement above 1%	94%	87%	
% growth in social media engagement	0.04%	N/A	
# of COVID-related social media posts	83	N/A	
# of social media referrals to website	139,537	101,582	
# of social media referral to COVID-related pages	33,541	N/A	
Website - SLU and SLUCare			
# of slu.edu sessions (external only)	4,135,871	3,307,574	
# of slu.edu pageviews (external only)	10,179,060	9,003,378	
# of web goal completions	30,671	N/A	
# of COVID advisory pageviews (external only)	121,806	N/A	
# of Madrid COVID update pageviews	236,137	N/A	
# of virtual visit pageviews	2,740	N/A	
# of slucare.edu sessions (external only)	368,700	392,246	
# of slucare.edu pageviews (external only)	575,308	648,614	
# of slucare.edu virtual visit pageviews	1,138	N/A	
Marcom Staff			
% of Marcom staff working from home	100.00%	N/A	



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Marketing and Branding Report May 2020

(July 1, 2019 - March 31, 2020)

Freshman applications
up 4.1%

SLUCare patient
encounters
up 2.9%

31,372 media mentions
down 19%

13
of COVID-19 related
communication projects

10.1 million external
pageviews of sltu.edu
Up 13%

121,800 external
pageviews of sltu.edu
COVID-19 health advisory
pages

139,500
social media referrals to
sltu.edu
up 37.4%

33,500
social media referrals to
sltu.edu COVID-19 pages

30,671 web goal
completions – new
(9/27-3/31)

97,902
Social media referrals to
sltu.edu
Up 67%

PRIORITIES

As a result of the dramatic changes in St. Louis and University operations brought on by COVID-19, corresponding changes were needed in the marketing and communication priorities for the rest of the spring semester and possibly beyond. They are:

- Assist Enrollment and Retention Management in yielding admitted students. (no change).
- Adjust marketing strategies due to COVID-19.
- Communicate with stakeholders about University and SLUCare responses to COVID-19

The most immediate need was to have a central web location for all information about the University responses and actions in response to the virus:

The image shows two screenshots of the Saint Louis University website. The top screenshot is the main homepage, featuring a blue navigation bar with links for 'About', 'Academics', 'Athletics', 'Research', 'Life at SLU', and 'Admission'. A prominent yellow banner across the top of the main content area contains the text 'Latest COVID-19 information', which is circled in red. Below this banner is a large image of a library with the text 'SLU prepares students to be well-rounded leaders and critical thinkers who make a positive impact on the world.' and three buttons: 'Start Your Application', 'Request Information', and 'Schedule a Virtual Visit'. The bottom screenshot shows a dedicated page titled 'Health Advisory: Coronavirus', also circled in red. This page has a blue header with the university logo and navigation links. The main content area is titled 'COVID-19: Coronavirus Updates' and includes a date 'Updated April 14, 2020', a sub-section 'St. Louis Campus' with text about monitoring the pandemic and following CDC guidelines, and another sub-section 'Remote Learning and Working' with text about remote learning and employee safety. A left sidebar contains a list of links: 'Application & Admission FAQ', 'Academic Decisions', 'Contributions & Service Center', 'Compassion Information', 'General FAQs', 'Housing Information', 'Financial Resources Information', 'Reserve & Support for Students', and 'Faculty & Student Work Relief'.


122,000 external views of slucare.edu COVID-19 web pages

Knowing the stresses and concerns that high school seniors and juniors are experiencing being out of school, having activities cancelled and, possibly, job impacts with their families, we pivoted some of our marketing messages. In collaboration with ERM, we decided on the theme: “We’re here for you.”



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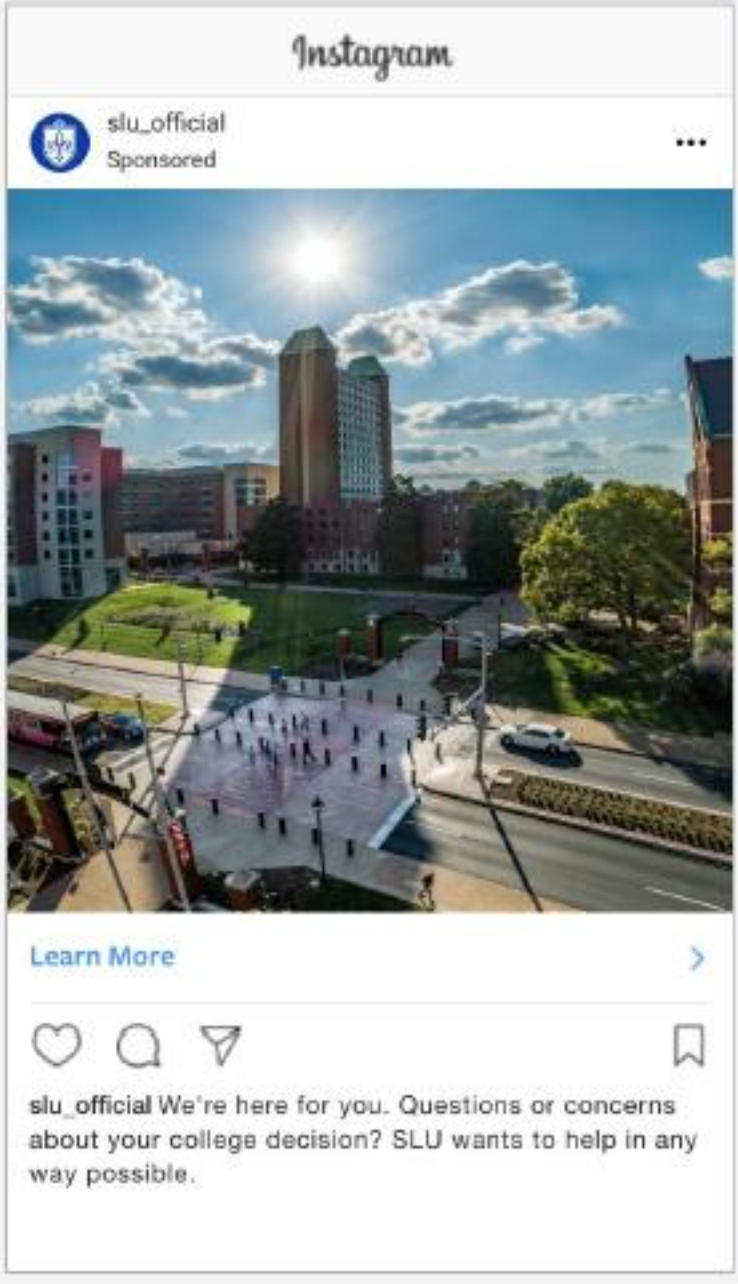
We're here for you. Questions or concerns about your college decision? SLU wants to help in any way possible.



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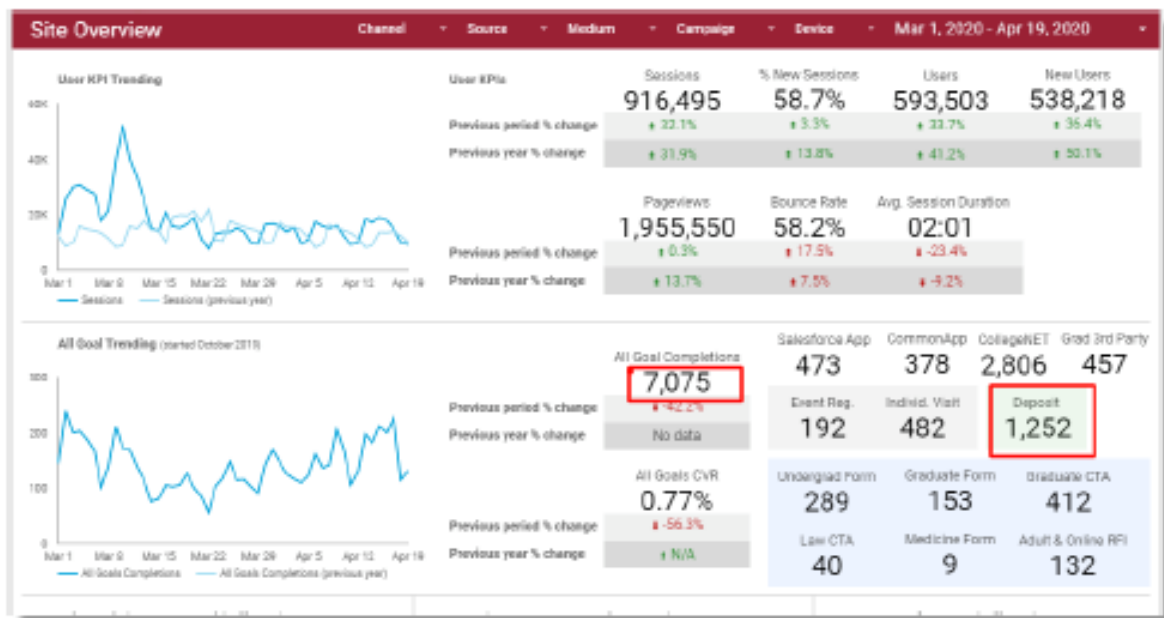
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sl_u_official We're here for you. Questions or concerns about your college decision? SLU wants to help in any way possible.

At the same time, we continue other yield initiatives to encourage admitted students to make their enrollment deposits. We also are marketing to high school juniors, who are facing stress because of their inability to take SAT and ACT standardized testing this spring.

As SLU has moved to distance learning and virtual student visits, traffic and conversions on our website continue to be strong, and traffic is running ahead of last year (March 1 – April 19)



SLUCare Marketing assisted in the set-up of virtual visits for patients to consult with their physicians. With the cancellation or postponement of most non-critical in-person appointments, the virtual visits now compose approximately 50% of all patient encounters. There have been 2,250 web visits to the virtual visit pages since March 23.

SLUCare Virtual Visits

Telemedicine Consent

Setting Up MyChart

SLUCare Virtual Visits



Connect with a SLUCare Provider via Phone, Tablet or Computer, Instead of an Office Visit

Social Media has been vitally important in sharing information and keeping touchpoints with all stakeholders. The number of social media referrals to slu.edu is up 67% vs. the same period last year. Much of the traffic increase is COVID-related, but social media engagement overall is up substantially among all channels.

Respectfully Submitted by Jeff Fowler, Vice President for Marketing and Communications

DRAFT