

**Minutes of the Faculty Senate Meeting
May 6, 1996**

Senators present: Beardsley, Bristow, Farmer, Goleeke, Kay, Kirchner, Mace, Matthews, Potts, Rocchi, Smith, Stirling.

Newly elected Senators: Haltom, Lind, Robertson.

Visitors: Hanson,, Kingston, Moore, Nunn, Owen, Preiss.

Kirchner called the meeting to order shortly after 4 p. m. The minutes of April 29, 1996 were approved as distributed.

Announcements: Mace announced the recent senate election results:

William Haltom	Kathie Hummel-Berry
Bruce Lind	Marta Robertson
Sarah Sloane	Ily Nagy, one-year replacement

Mace also informed us that a tie for third place had occurred, and was decided, with the agreement of all parties, on a coin flip. He suggested a by-laws change for such an occurrence.

Next year's officers were elected: Beardsley, vice-chair
Smith as secretary.

Year-end report by President Pierce: This report is attached to these minutes.

Year-end reports by committee chairs: (all reports are available on the Gopher)

Curriculum Committee, submitted by Carol Merz

Student Life Committee, submitted by Lisa Nunn

Enrichment Committee, submitted by Susan Owen

Diversity Committee, submitted by Martyn Kingston

Institutional Review Board, submitted by Ray Preiss

Academic Standards Committee, submitted by Sarah Moore

Professional Standards Committee, submitted by William Beardsley

Library, Media, and Academic Computing, submitted by John Hanson, who called attention to his concluding sentence: "Unless the LMAC committee is given decision-making authority in some important area(s), and/or charges of ongoing interest to the faculty are identified, the need for an LMAC committee should be reconsidered."

It was agreed that a discussion of the LMAC's role should be undertaken next year.

m/s/p to thank those colleagues who are leaving the Senate, particularly Kate Stirling (outgoing vice-chair) and Terry Mace (outgoing secretary).

Meeting adjourned at 5:10 p.m.

Respectfully submitted,

Tom Goleeke

Presidential Report to Faculty Senate
May 6, 1996

I am pleased to meet with you to give you a brief end-of-the-year report. As in past years, I have written my remarks so that they can be attached to today's Senate minutes and thereby serve as a report to the entire faculty.

Let me begin with some good news. We are experiencing an extraordinary admissions year. As of this morning, we had received 805 deposits with a May 1 postmark for a freshmen class of 650. A record 72% are from outside Washington State. The re-centered SAT scores for the new class are at 1208, slightly up from last year's re-centered 1205. (1205 is the equivalent of 1132 on the old scale. In 1994, we were at 1093, in 1993 at 1100 and in 1992 at 1069). The group includes a record high 25 national merit semi-finalists, 52 national merit commended scholars, 12 Native Americans, 14 African Americans, 19 Hispanics, 80 Asian Americans, five international students and eight identifying themselves as "other."

We believe that a number of factors have benefited us in terms of admissions. Combining admissions and financial aid has allowed us more deliberately to use financial aid as a tool for admissions. In a year when many institutions were unable to process their financial aid awards on schedule because of the failure of the federal government to get them the necessary financial aid information in a timely fashion, we were advantaged by our use of a second financial aid which allowed us to make our awards even earlier than we usually did. We instituted an 800 number for admissions and financial aid and generally strengthened how we functioned. And finally, on the advice of our admissions consultant, David Strauss, we instituted a new merit scholarship, the Dean's Scholarship. Because in the interest of academic quality we were trying to bring in a smaller class, for the first time in a long time we did not accept students on our waiting list.

While we anticipate the usual summer melt, we are aware that there may be even more of that this year because, we anticipate, those institutions behind in their awarding will aggressively use financial aid this summer to make up for that earlier disadvantage. We simply can't predict the size of the freshmen class but expect it will be somewhere between 700 and 725. We are looking at ways to accommodate those students.

This admissions year further reaffirms the wisdom of our decision to position ourselves as a national liberal arts college. In contrast to our successes, most private colleges in the state are experiencing a decline in deposits for both freshmen and transfer students as a result of the State's recent requirement that the public colleges and universities increase their enrollments by 3,365 students. (The main campus at the University of Washington must take 695 additional students; the main campus at Washington State an additional 984 and Western Washington another 432.) There is

an irony here in that the State has increased the enrollments in the public institutions in order to serve more in-state students but instead has merely enticed students away from those private colleges and universities who have focused on Washington State students.

We also have apparent (and I stress the word "apparent" for reasons you will discover in a moment) good news in terms of our proposal that the State co-locate its area offices in the Norton Clapp Law Center. We have now officially been selected as the "apparent successful proposal." In the final competition, our proposal received 371 out of a possible 500 points with the only other remaining competitor, Key Bank, receiving 67 points. I caution, however, there are a variety of steps remaining in the process and so an agreement is in no way a certainty. We will now begin a process of serious negotiations with the State for a purchase or a lease-purchase agreement which are expected to extend through the summer. In addition to its substantial benefits to the taxpayers and to the University, the project will be of great benefit to Tacoma because it is likely to house up to 400 state employees in the facility as well as a number of non-state employees.

I also wanted to report on several recent grants and gifts that will directly benefit campus programs and financial aid. Key Bank has just given us \$25,000 for a financial aid endowment for minority students. We are hopeful that Key will contribute to this fund on an annual basis. The William Randolph Hearst Foundation has given us \$50,000 for an endowment for financial aid. The foundation hopes to make additional gifts in the near future to bring the scholarship fund to \$100,000. We have just received a \$200,000 bequest to establish the Raymond and Margaret Powell Scholarship Fund for juniors, seniors and graduate students intending careers as public school teachers. The Community Scholarship Fund, developed and generously supported by members of the faculty to provide financial aid for African American students from Tacoma, has now also attracted support of friends from the community and has pledges exceeding \$23,000. At the last faculty meeting I mentioned the \$96,000 grant from the Murdock Trust for equipment for members of the science faculty and the trust established by Will and Susanna Thomas, friends of the University, from the proceeds of more than \$250,000 on the sale of their home in the San Juan Islands. The trust will eventually be used for financial aid. Finally, we have just received the second installment, \$818,000, from the Kuehl estate. The first installment of \$727,000 arrived last year.

The year has in many ways been a year of consolidation and planning. Several newly integrated administrative areas (e.g., the office of information systems; the health, counseling and wellness center; the now combined areas of admissions, financial aid and retention; and the new dining services and summer conferences office) have enabled us more effectively to serve our students, our faculty and our academic

mission. The redefinition of George Mills' position has also allowed us to focus in new ways on our retention efforts with special emphasis on retention for our students of color. In this regard, I want to note that we have built into the budget 90% of the funding for the Director of the Access to College Initiative and have negotiated a continuation of the partnership with the Tacoma Public Schools.

Several planning initiatives will continue into the coming year. The two committees working on the housing initiative are well into their work and intend to make recommendations to me in time for me in turn to make recommendations to the Board of Trustees next February about possible renovations of both independent and Greek housing and the nature of the University's relationship to the fraternities and sororities. In addition, the residential life task force will be issuing reports next year on its survey which will give us insights into how we can improve residential life and campus climate. We will also begin to explore ways to enhance dining services.

These efforts to improve residential life are especially important because we, like many campuses, have been experiencing a decrease in the numbers of students living on campus. To counter this trend, we will build on the success of the Adventure-Education theme hall by expanding this theme hall into the space vacated by the Tri-Delta sorority in Schiff hall and by adding "Healthy Habits" theme floors in Anderson/Langdon hall.

The planning committee for the new academic building has now begun its work. Certainly the committee will involve broad discussions with both faculty and students. I have begun conversations with a few people involved in the high tech industry about their ideas about how to use and to try to anticipate the future uses of technology for teaching and learning.

We have also been working with a national financial aid consultant who has reviewed and made recommendations about how to improve our operations and how better to focus our financial aid dollars. He will conduct a workshop later this week for the Board of Trustees to discuss national trends in tuition discounting and his assessment of our approach to financial aid and tuition. He had made some recommendations to us in February which we believe contributed to this year's successes. Once we have had a chance to review this year's admissions picture and the consultant's recommendation, I will discuss all of this with the faculty in the fall.

In the coming year we will also look closely at ways to enhance how we prepare our students for their lives after Puget Sound with particular attention to how we can better integrate and better communicate to our students our various efforts in this regard. The new faculty committee on graduate fellowships chaired by Kris Bartanen has already instituted a number of initiatives. We will also review our work study

program, focus on how more productively to use the campus to generate revenues in the summer, continue to consider how better to integrate advising and registration given new computing technology, and look more generally at the issue of on-going staff training. We also will need to begin to gear up for our next accreditation visit by looking particularly at the question of how we assess our successes.

For its part, the Board of Trustees has been reviewing our investment policies and practices. To aid us in this effort, we have hired the Frank Russell Company to serve as a consultant to the Investment Subcommittee of the Finance and Facilities Committee. Last week the Investment Subcommittee also interviewed several firms as possible managers to manage the fixed income component of our portfolio.

The basic planning for our fundraising campaign has been completed, and we have begun conversations with some of our closest friends and most promising donors. Our initial cultivation efforts with this group--by way of the presidential dialogue dinners we are having around the country--have been successful in that they have been well-attended and have educated the participants about our goals and our needs. These will continue throughout the coming year. Although much of our effort this year has gone toward planning and building the campaign, I am happy to note that our fundraising for the year is on-track as well. I want to stress that this up-coming campaign will be crucial for us, not only because of the funds we intend to raise but also because it will create for us a new cadre of volunteers and help us reconnect more of our alumni to the University.

We also have been developing programs to foster communication both within the campus and with our various external constituencies. For example, I have constituted the new President's Administrative Group (PAG) of senior managers for monthly meetings and instituted QMAIL, the new e-mail address for those with questions. The Division of Student Affairs has combined the academic and student handbooks in an effort more effectively to communicate our policies to our students. Sharon Babcock is developing some new ideas for our alumni relations program. In particular she hopes to reconnect us to our history and reconnect more of our alumni to us by planning programs that have an educational and cultural as well as a social component to them. As part of this effort to reconnect us to our history, we will move to having one set of University colors, our original maroon and white, rather than our current three sets: maroon and white, the athletic green and gold developed in the 1960's out of the hope that some of the Green Bay Packer luster would rub off on our football team, and our so-called corporate colors of blue and white.

Two weeks ago, along with five other national liberal arts college presidents, I participated in a media roundtable with reporters from such papers and magazines as Time, U.S. News & World Report, USA Today, The Chronicle Of Higher Education,

and the Hearst Papers. C-Span also covered the event. The thrust of my remarks and that of my presidential colleagues was that the on-going media attack on higher education does not sufficiently differentiate liberal arts colleges from other institutions (e.g. our faculty continue to make teaching a priority; classes are small; students benefit from a close and on-going relationship with faculty; our students typically graduate in four years). I argued that a liberal arts education is more important today than ever before (e.g. the information explosion requires citizens capable of discriminating among kinds of information; the fast pace of social change requires intellectual nimbleness; and the problems facing our society require educated citizens who can appreciate and come to terms with complexity). My colleagues and I also made the point that academic excellence does require substantial resources and I briefly discussed issues relating to the financing of both public and private higher education. Each of us affirmed the importance of diversifying our campuses as both an ethical imperative and as part of our liberal arts mission.

In this regard, I am also pleased to tell you that I recently was approached by the Corporation for Public Broadcasting about the possibility of our developing, in conjunction with KCTS, Seattle's Channel 9, a weekly television series for middle and high school students, their parents and their teachers which would forward the skills and knowledge of the liberal arts as the best approach to learning in general and as the best preparation for high school and middle school students who intend to take SAT and ACT exams. While we are still very much in the exploratory stages, the key people at Channel 9 and I have agreed that we will work together to see what is possible. CPB would fund the project which would also lead viewers to communicate with us by e-mail and to otherwise use the internet. I have asked a small group of our colleagues to work with George Mills, Mike Feinstein and me to brainstorm about the project. As with the State co-location project, I want to stress that this is far from a reality and in this case, even if we do go forward, many years in the making. On the other hand, if the project should reach fruition, it would do a great deal to forward our national reputation.

Despite our very successful admissions year, admissions and financial aid will continue to be a challenge to private institutions. For that reason, we must be vigilant in our efforts to allocate our resources carefully, constrain our costs, and--most importantly--offer our students the highest quality education possible. In that regard, I look forward to next Fall's discussion of the Core as a way for us to talk about what is distinctive and effective about a Puget Sound education. I also share the Senate's interest in our revising the Code so that it better meets our current circumstances. I also want to thank those of you who have contributed to this year's admissions efforts. Your contributions to admissions, alumni relations and development are essential forms of service.

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I'll be glad to answer any questions you might have.

Susan R. Pierce