Faculty Senate Minutes
November 5, 2010
Downtown Campus
1:00 – 3:30 p.m.

Present: Melinda Franz (At-large); Joe Labuda (At-large); Steven Croft (DC); Kimlisa Duchicela (DC); Dolores Duran-Cerda (DC); Josie Milliken (DC); Diann Porter (DC); Sterling Vinson (DC); Kaushel Pandey (DC); Susan Pritchett (DC); Tommy Salazar (DC); Jeannie Arborgast (DV); Andrea Henderson (DV); Susan San Jule (DV); Pollyanna Wikrent (DV); Terri Hamstra (DV); Olga Carranza (DV); Pat Townsend (DV); Rita Flattley (EC); Jan-Ruth Mills (EC); Rob Modica (EC); Barbara Armenta (EC); Kathy Feuling (EC); Cheryl Blake (NW); Donald Bock (NW); Greta Buck-Rodriguez (NW); Erin Eichelberger (NW); Randy Munsen (NW); Ellen Caldwell (WC); Carol Christofferson (WC); Joseph Dal Pra (WC); Lazaro Hong (WC); David Katz (WC); Debra Kaye (WC); Jack Mertes (WC); Karie Meyers (WC); Rosa Morales (WC); Sarah Marcus (WC); Erich Saphir (WC); Tom Speer (WC).

Guests: Provost and Vice Chancellor Suzanne Miles (DO); AVC Deborah Yoklic (DO); AVC Rachelle Howell (DO); Marketing & PR Coordinators Annie Denogean (DO); Jamila Stewart; Ana Jiménez (PCCEA Chief Spokesperson).

Absent: Lynta Thomas (CC); Mike Schuetze (CC); Earl Garrick (DC); Ron Hale (DC); Linda Marks (DC); Nadia Villalobos (DC); Patricia Figueroa (EC) (proxy – Dolores Duran-Cerda); Doug Holland (EC); Wright Randolph (EC); Donald Roberts (EC); Sandy Niederriter (NW); Ceanne Alvine (WC); Rebeca Bennett (WC); Jack Elkins (WC); Susan Heinrich (WC) (Proxy – Susan San Jule); Steve Mackie (WC) (Proxy – David Katz); MaryKris McIlwaine (WC) (Proxy – Joe Labuta); Catherine O’Brien (WC).

1.0 Introduction
President Diann Porter welcomed Faculty Senators and Guests. The meeting was called to order after Secretary Pat Townsend verified a quorum of senators.

2.0 Approval of Minutes
Diann Porter solicited corrections to the October Minutes. There being no further corrections, a motion to approve was made and seconded; the motion carried.

3.0 Announcements
None

4.0 Agenda Modifications and Open Forum Items
Provost Suzanne asked to be moved up on the agenda due to a conflicting appointment.
5.0 Business
5.1 Marketing Follow-up
Rachelle Howelle began by introducing the Marketing Coordinators in her office: Annie Denogean (Northwest and Downtown), D. Doolen (Desert Vista and East), and Jamila Stewart (West and Community).

Rochelle stated that her talk today is a follow-up to a discussion held in Faculty Senate at the September 10 meeting regarding marketing for classes, and specifically, the creation of class-specific flyers.

In response to that discussion, the existing Chancellor’s Cabinet approved guidelines that Marketing has been following were taken back to the Chancellor’s Cabinet on October 5 for review. After discussion, the Chancellor’s Cabinet reaffirmed the existing guidelines and directed Marketing to continue to abide by them. The guidelines state that class-specific fliers for new classes are the only approved class-specific fliers. A new class is defined as a class that has just been approved by the College Curriculum Council, has never been offered by your campus, or has not been offered by PCC in the last two academic years. (The full guidelines are available on the Intranet in the Marketing & Public Information section under Marketing and Timelines, General Guidelines and Cabinet Guidelines.)

For marketing of specialty and/or low-enrollment or other classes that don’t meet the Chancellor’s Cabinet Guidelines, faculty are encouraged to work with counselors and advisors to educate them about these classes so they can help you educate students about them.

Questions directed to Rochelle and her replies:

Carol Christofferson: Are there fliers for recruiting in high schools to promote the music program and the music classes within in program?

Rochelle: Program-specific fliers are allowed and could include the music classes offered at all campuses.

David Katz: Since we are moving away from paper to online catalogs, we need a way other than through counselors and advisors to let students know of existing interesting classes.

Rochelle: Point well taken. We will be looking at opportunities to capitalize on the web to address that issue.

Rob Modica: Suppose a new section of a course is added after the printing of the catalog, is the online catalog listing the only way that students learn of these added sections?

Rochelle: Yes, that is correct.

Rob Modica: How is that productive to increasing enrollment and retention?
Rochelle: If you are adding a section, you have good enrollment.

Rob: Can we hand out a piece of paper to the advisors?

Rochelle: Yes. She recommends sending them an email or a piece of paper with a paragraph describing the course.

Rob: So it’s okay to give the advisors and counselors a sheet of paper describing a course but not the students?

Rochelle: The guidelines that Marketing is charged with implementing have to do with communicating with students directly so that would be an accurate interpretation.

Kimlisa Duchicela: Do we have any statistics on students who enroll online versus students who enroll elsewhere?

Rochelle: Not sure but we would need to talk with the right department in the college.

Erich Saphir: It’s his belief that this is a reaffirmation of the solution that’s in search of a problem. The advertising of courses should have been left to the individual campuses. He is distressed by the fact that anyone but faculty can post flyers on public and classroom bulletin boards at the campuses.

Suzanne Miles: There are two other suggestions that Faculty Senate brought up that Marketing is not exploring but will be address by the VPIs. Those two suggestions had to do with spotlighting newly offered courses on MyPima and the proactive marketing of courses that haven’t been offered for a while outside the college prior to the semester being taught.

5.2 Report of the Senate Reading Committee
Josie Milliken gave a history of the formation of the Faculty Senate Reading Subcommittee and then proceeded to share some of the research and findings discovered by the committee members.

Subcommittee research from April 2010 through November 2010 included the following:

- Investigated Reading requirements at PCC peer institutions
- Investigated Reading requirements at all Arizona community colleges
- Collected information from PCC faculty members and CDACs
- Pursued data from PIR (pending).

The conclusions reached by the subcommittee:

- Reading skills are a critical component of academic success
- PCC faculty are concerned about students’ reading abilities and feel a strong link exists between reading comprehension and course success
- Reading comprehension is a community concern that is nor specific to Pima County or to Arizona
• Mandatory placement alone is not the answer
• Faculty recognize the complexity involved in addressing the issue
• A combined faculty/administration effort is necessary to address issues related to reading comprehension
• The most effective plan of action at this point is to continue and expand the discussion to work toward positive outcomes.

Reading Statement presented by the Reading Subcommittee:

_The Pima College Faculty Senate is deeply concerned about the level of reading comprehension of our students. Because college-level reading skills are vital to Student Success, good citizenship, and job success, the Faculty Senate recommends a college-wide effort to improve reading proficiency consistent with the College Plan’s emphasis on Student Success._

Joe Labuda made a motion to approve the above statement as written. Seconded by Barbara Armenta.

After much discussion by a number of senators and concerns and suggestions by Chancellor Flores and Suzanne Miles, the Faculty Senate passed a motion to support the Reading Statement and to forward it to the Academic Standards Committee.

5.3 _Immigration Law_

Olga Carranza led a discussion on the ongoing issues of the immigration law and a Draft Faculty Senate Resolution after a brief statement by Sterling Vinson. After a lengthy discussion and several motions and modifications to the original draft resolution, the following modification was proposed:

_Whereas the mission of Pima Community College is to develop the community through learning our mission values diversity, integrity and has as one of its goals to foster responsible civic engagement._

_As the Faculty Senate of Pima Community College we want the ability to fulfill the college’s mission and goals and to defend academic freedom and to establish a diverse learning environment._

_Be it resolved that we in the Faculty Senate support that Pima Community College be a free and safe place for all people who work and seek an education, regardless of race, ethnicity, or nationality where students, employees, and visitors should not have to fear racial discrimination or persecution at the college. We support refraining from racial discrimination or profiling and positively affirm the diversity and inclusivity of the college._

A motion was made and seconded to adopt the above resolution. The motion passed. Two stronger resolutions that mentioned HB1070 did not pass.
Reports

6.1 PCCEA Report
Ana Jiménez reported on the following items:

- PCCEA election results:
  - Scott Collins for President
  - Ana Jimenez for Vice President
  - Nan Schmidt for Secretary
  - Julia Fiello for Treasurer
  - Sue Jensen for Membership Coordinator
  - Rita Flattley for EC campus rep
  - Irene Lopez for EC campus rep
  - Matt Hinojosa for NW campus rep
  - Mickey Levendusky for DT campus rep
  - David Stephenson for DT campus rep
  - Barbara Jo McLaughlin for DV campus rep
  - Lloyd Sandmann for DV campus rep
  - Eric Morrison for WC campus rep
  - Mark Nelson for WC campus rep
  - Ann Haber for WC campus rep
  - Colleen Kelley for WC campus rep
  - Lynta Thomas for CC campus rep

- Faculty survey was sent out. Sixty-seven faculty members out of 400 have responded as of November 5. Ana will send out another reminder concerning the survey.

- Meet and Confer is in its initial stages.

- All Faculty Day will be held on January 12, 2011 at Downtown Campus. The event is currently in the planning stage.

6.2 Chancellor’s Report
Chancellor Roy Flores made the following points in his report:

Legislature passed: Grand Canyon Diploma Bill
The law would administer a test to sophomores to determine whether they are ready to attend community college. They can then attend community college. Community colleges would be required to accept students with a Grand Canyon Diploma without first enrolling them in remedial courses. School districts will still get the per-pupil funding so the students could still participate in extracurricular activities, including sports, at their high schools. The community colleges would not receive state aid for these high school students. Community colleges and universities were not asked their opinions of this law. The law will be implemented in 2013.

Election results: Propositions involving money all failed. The state of Arizona will have to cut an additional $1 billion from its current budget. The cuts will mostly affect higher education.
Grants: Pima Community College has recently generated over $26 million in grants.

Differential tuition: The College needs to examine differential tuition very carefully. We need to insure that occupational programs continue to thrive and be able to modify the occupational programs as industry demands. We will examine the cost differentials between courses that will require looking at variable costs. We will be setting up a focus group of students to talk about enticements about taking classes in the afternoon and Fridays.

Developmental Education in the Planning Committee: Reviewing literature. Developmental education is not working at Pima Community College. The committee is also examining national studies that state that Developmental Ed students are likely to be more successful if they go into regular classrooms and stay out of developmental education courses.

6.3 Board of Governors Report
Kimlisa Duchicela reported that Chairperson Marshall called the October 13 meeting to order. The PCC Veterans Organization expressed a desire to help veterans in their educational endeavors and to help in transition. A former PCC temporary employee asked the Board and Chancellor Flores to look into policies regarding retirement benefits for temporary employees.

Dr. Roy Flores provided the Chancellor’s report. He began with comments regarding the student veterans. Chancellor Flores stated that it is important for PCC to really listen to the veterans, since most of us are unfamiliar with their experience. He charged Dr. David Bea with the task of finding space for the group at Downtown Campus, and asked Ted Roush to serve as their liaison. The Chancellor then went on to explain that state law requires colleges and universities to have a common course numbering system. A mandated cost estimate will be undertaken. Chancellor Flores will be attending a White House event on October 18 where participants will start to put together an action plan for education while Ted Roush, VPI at DV, will represent the Chancellor at an ETS symposium to discuss the impact of family on education. The Chancellor congratulated Mary Ann Martinez Sanchez for putting together the College Administrators Conference and David Be for being named Community College Business Officer of the Year for the region. Chancellor Flores then reported that PCC passed all five accreditation criteria during the recent HLC visit. Finally, he commented on the poor position of the state economy and noted that is some of the budget propositions fail in the November election, the state may be making nearly a billion dollars in cuts, out of an approximately $8 billion budget. Dr. David Bea reported that the college financial picture continues as expected. The next scheduled meeting of the Board of Governors is November 10, 2010 at District Offices. Meeting was then adjourned.

6.4 Provost and Executive Vice Chancellor’s Report
Debbie Yoklic presented the report. Due to the unexpected length of the meeting, Dr. Miles had to leave for another commitment. Debbie Yoklic presented the following three points:

- Congratulations to the Downtown Campus for the outstanding work that they have done on the creation and implementation of the Center for Integrated Learning.
- Please take a few minutes to read the Provost’s newsletter that was emailed recently.
- Movie recommendation: “Waiting for Superman”
6.5 Faculty Senate President’s Report
Diann announced that Gail Gonzalez would be the next speaker in the Speaker Series on Tuesday, November 30 at 6 pm. The title of her lecture is “Memory: How It Works and Why It Often Doesn’t”. Diann also shared that Michele Anderson, Math Faculty at DV Campus, has agreed to come and talk to the Senate from the Developmental Education Group. The VPIs will be coming to talk to us in February about online course policy so please edit the Idea Documents on Google Docs.

Vice-President Erin Eichelberger spoke on the elections of 34 senators from West, Northwest, and Community Campuses. She sent the ballot out to all Department Chairs at these campuses. She will be giving an updated list of the senators to the Nominating Committee.

The next Faculty Senate meeting will be on Friday, December 3, 2010 at Community Campus at 12:45 pm.

A motion to adjourn was made and seconded; the motion carried.