Presiding Officer Robert Wilson called the 694th Regular Meeting of the Faculty Senate to order on May 6, 2010 at 3:30 p.m. in Herter Hall, Room 227.

A. PRESENTATION BY JOHN CUNNINGHAM, DEPUTY PROVOST AND DEAN OF UNDERGRADUATE EDUCATION “STUDENT ENROLLMENT” 
(QUESTIONS AND DISCUSSION TO FOLLOW)

Deputy Provost John Cunningham said he was representing units from across four Vice Chancelleries that came together to work in concert towards the University’s enrollment management objectives. Individuals involved included the Provost and Admissions Officers, the Financial Aid Office, the Registrar, the Office of Institutional Research, the Vice Chancellor for Student Affairs and Campus Life, the Executive Director of Housing and Residence Life, the Vice Chancellor of Administration and Finance, the Director of the Budget Office, the Bursar, the Executive Vice Chancellor for University Relations, the Associate Vice Chancellor, and The Office of Alumni Relations.

Deputy Provost Cunningham noted that Alumni Relations held a lot of receptions out of state in places like Manhattan to help us reach our enrollment management goals. Associate Deans Nikki Stoia, Carol Barr and Kathy Rubin ran a short-term Task Force and found themselves meeting every other Tuesday with the larger group. Next year, there will be an Associate Provost for Enrollment Management heading this group. Filling this position is a high priority for the Provost.

Our goal for 2010 was to bring in 4,450 incoming, first-year undergraduates including no fewer than 3,100 in-state students. This in-state goal was in the interest of keeping the Commonwealth’s best students in state. There will be approximately 300 additional incoming students over previous years. The Admissions Office was restricted to working with the applicant pool. There was an early-action pool for November 1st of record size and regular-decision pool for January 15th. In total, these pools represented 31,300 applicants, a 5% increase over the previous high watermark last year. This continues a good trajectory for the campus.

Some of this increase in applicants is simply the product of multiple applications and electronic common applications which makes it easy to apply to a lot of different places. This is also attributed to an increase in the earned elevation in status of the University of Massachusetts Amherst and something to be proud of. He explained that University Relations continues to overhaul their marketing strategy and communications with perspective students. There are new things like social media and other marketing tools being used. There are ‘electronic touches’ and events being held, all of which increase both the numbers of qualified high school student applicants and the yield of our accepted students.

It is only five days after the postmark deadline of May 1st and all of our projections are subject to variations. There is a flux from here on out in the order of hundreds of individuals that go on and off our lists. Some of this is called ‘the melt’ which is what happens when a student gets into another school via a waitlist or makes a final college selection from double-depositing at more than one institution, or has a change in financial circumstances. There are also late deposits from students who had their financial aid packages delayed due to social security number glitches or if they are appealing their financial aid package.

International students tend to come in after the deadline as well. The Financial Aid Office is operating extremely efficiently this year in packaging the accepted students earlier than ever before so families have plenty of time to deliberate about the cost and benefits of the University. Families get two weeks to evaluate their financial aid package which also explains the deposits rolling in after the deadline.

Registration for summer new student orientation programs are up 5% over last year. This is another indication that depositsing students are making UMass Amherst the actual destination for their academic career. Faculty have been one of the key factors in yield enhancement by contacting students and having activities at our spring open houses. Also contributing to our yield have been the students who participated in interdepartmental yield activities and campus tours via our phenomenal student tour guides. Our spring open houses have been overbooked.

We would predict, based on past years, that we will end up with about the same number of students in actual enrollment. This prediction is based on the May ’08 markup number versus the actual enrollment that year and the May ’09 markup enrollment number versus the final actual enrollment that year. If we have a similar year to these examples, we could have more than 4,600 incoming students. Our goal is 4,450, not 4,600. What the difference primarily will be is our management of
the waitlist. The management of the waitlist will be more stringent so that we can ensure we can handle the number of students we enroll.

Going into last Friday, we were not sure where we were going to be in terms of deposits. We received over 550 deposits last Friday and another 550 on Monday so, in that span of the postmark deadline, we realized we were going to be on the high side, not the low side of our targets.

There should be approximately 3,300 in-state students enrolling once the dust settles. We are expecting to be at or near the all-time high for out-of-state and international students. Right now, we are projecting towards 1,238 out-of-state students plus international students. Our previous all-time high for out-of-state and international students was 1,227 students.

Deputy Provost Cunningham pointed out that the incoming class continues to have a strong profile. The SAT scores are staying at about 1,170 and the GPA is an average of 3.6. The class is also diverse with 20% ALANA students. Federal guidelines for reporting ALANA numbers have changed so it is hard to do an exact comparison to previous years, but we are in the ballpark to have the same number of ALANA students as previous years.

The students we accepted are a needier group of students, but we expected that. Financial-aid eligible students comprise a larger fraction of the accepted students and this means that we will be dedicating more institutional funds towards award packages for these students. In short, we expect a great and large incoming freshman class.

B. PRESENTATION BY JOYCE HATCH, VICE CHANCELLOR FOR ADMINISTRATION AND FINANCE

“FACILITY PLANS: AN UPDATE”
(QUESTIONS AND DISCUSSION TO FOLLOW)
www.umass.edu/senate/fs/minutes/2009-2010/Hatch_Powerpoint_5-6-10.pdf

Vice Chancellor Joyce Hatch noted that a few weeks ago Marilyn Billings asked her to provide an update on upcoming facilities projects to the Faculty Senate. Vice Chancellor Hatch explained that she will begin by providing an update on the many projects which are currently underway. At any time, there are close to 200 projects underway on campus. Our project managers divide them up, each managing about 20 at a time. In the interest of time, Vice Chancellor Hatch explained that she would focus on the projects she feels are of interest to faculty. She will also discuss longer-term plans including the Academic Classroom Building and the need to vacate Hills North and South.

The first project Vice Chancellor Hatch outlined is a project underway at the Library. It has been underway for at least three years. The project is currently in Phase II. The project is funded through $11 million in state funds. She explained that we are winding down to the last few things with the project which will be finished in July. This chart shows the completion date, source of funds and the timing of construction.

Another project is on the fourth floor of the Integrated Sciences Building (ISB). The ISB is open and classes are taking place there. The fourth floor will house the Veterinary and Animal Science program. The program was previously housed in Paige Laboratory which is almost completely vacant now. This provides us a resource that can be used in future planning.

Now that we have Paige Laboratory available, we committed $6 million a couple of years ago to renovate the Laboratory. The target group to move into Paige Laboratory is the Department of Plant, Soil, and Insect Sciences. The departments are coming from Hatch Laboratory, the basement of Stockbridge Laboratory and possibly (if there is space) from Fernald, Clark and French. It is still unclear how many people will fit into Paige. That project is being programmed right now. The net result is that there will be scattered old laboratory space around campus. These spaces will no longer be able to be used for laboratory space because they are no longer adequate. They are not sure if some of the space is even adequate for anyone. The Hatch Laboratory would then be targeted for demolition, but, at a minimum, would just be closed. The campus is putting in money for both of these efforts. The completion date for the renovation of Paige Laboratory is the end of fiscal year 2012.

Another project you have heard about is the Police Station. If you have driven by East Pleasant Street up near Olympia Drive recently, you will see a building underway. That will vacate the Police Department from Dickinson Hall. There are a few other units that will remain in that building and part of our planning involves freeing up the whole building. We are now looking at Dickinson as a resource for other programming on campus. The Police Station is funded by the campus.

Across from Dickinson, you will see the UMass Marching Band Building. It is attached to Grinnell Arena. When it is complete, it will be one whole building. The Marching Band was vacated from the University Apartments (which no longer exist) and they are now housed in swing space in Arnold. The band will use that swing space until the new building is complete. The completion of the building will free up the Arnold swing space. We always need swing space since we have a lot
of planning underway for future projects. The campus committed $4.5 million for the project and George Parks has raised $1 million in funding to match that.

Another project, Bowditch Greenhouse is also underway. The design for the project has been completed and the bids are about to go out. The occupants are coming from French Greenhouse which will be demolished. The new greenhouses will be attached to Bowditch Greenhouse via a corridor bridge. It is going to be quite nice. This project will be completed in July 2011 using $10 million in campus funding.

There is also a project in Morrill 1 to create a Vivarium which will be finished this time next year. The campus was looking at having to put a certain amount of money into Thayer and it just was not worth the investment nor was it going to be an adequate space, so the money was reprogrammed and the Vivarium project will be complete in one year.

There is a lot of discussion about the new Laboratory Science Building. It is going to be one complete building. It is located near the new Integrated Sciences Building and Skinner Hall. The first building on the left (referring to slides) will be complete and the second building (on the right) will be built as a shell. This is the result of $100 million of state capital money. The campus is putting in $47 million to create the shell. We also have an earmark of $2 million in Federal money, which we have not seen yet. When the project is complete, we will have one complete building and a shell all targeted for research. The resource result from this project will be to open laboratories scattered across campus. Many people are aware of the process for targeting research clusters going into the building. When units are moved into the new building, their existing space will revert back to the campus for reallocation. If it is appropriate, the spaces will be renovated and remodeled to continue being used for research.

If you look at the timeline for this state project (again referring to slides), it has been going on for 9 months in terms of planning. This is the first time we have seen the State Department of Capital Asset Management moving. This is a new state agency from the last time we worked with them, which was a while ago. They are moving very quickly. We are keeping up with them making program decisions. It is a great relationship. This is real positive activity that we have not seen before working with the state. The completion date for the new Laboratory Science Project is June 2012.

There has been good news in Lederle. There is an NIH grant for $7 million and the campus has matched it with $4.7 million to renovate three floors in Lederle. The equivalent of one floor was available because people have moved into the ISB and there is other vacant space because of space rearrangements.

The Southwest Concourse which was built in the 1970’s has had a lot of issues. There are ADA issues; it is hard to get around in a wheelchair, among other problems. We are working with the Building Authority, thought it was a $6 million project and committed to that figure. As we got into the project, a few years ago, we realized that under the Concourse are utilities - electrical, streamlines, and water mains. We decided that while the space was being dug up, since it would eventually have to be upgraded, to commit to another $6 million. The project is being completed in two phases one last summer and one this summer. We have some schematics which show added greenery to soften the area and added sustainable features. There are water gardens which will reduce the storm water runoff from the site, for example. This project will be completed early this fall but we are unable to complete the project before students get back so there will be some provisions when students are around.

Many people here might know about the Academic Classroom Building which was funded by the state in addition to the Science Building. The state appropriated $85 million for the project. At the moment, it is still in the state’s spending plan, but it has been moved out a few years. The programming has been put on hold. We will continue to provide updates on this project.

Everyone knows of the need for classrooms. There are large classrooms that are used around the clock and a void in the number of classrooms which seat 60-120 students. There are also needs to modernize classrooms, capture space that will be lost due to other projects going on, respond to enrollment increases and just take some spaces off line. We have many studies around this issue. This was the case we made for the $85 million building. We chose a site after looking at a number of sites in conjunction with architects and designers. The site selected was at the north end of the campus pond. It is not too far from the Student Union and Campus Center and will add to the life of the area. People have worked with the town regarding the water setback from the pond and environmental issues have been addressed.

A few alternatives are being worked on since we do not have funding in hand for the Academic Classroom Building. The Chancellor will be advocating that we use $20 million the campus does have in a proposal to the state suggesting that we leverage this money and encourage the state to come up with the rest of the $65 million needed for that project so we can put that project back on track. It is not too late to do that, actually. If that fails, we can use our $20 million to build some classrooms in the short term. Next spring, two new classrooms that we are going to use on a pilot basis with a problem based learning configuration will come on line. The classrooms will be in Goodell and the Library.
The last project Vice Chancellor Hatch discussed was the need to decommission Hills North and South. Vice Chancellor Hatch said she could go into a long list of why it is not financially feasible to even think about renovating the buildings. Tenants of the buildings include the School of Education, International Programs, and Mental Health Services. The largest tenant is the Landscape Architecture and Regional Planning Department. In order to decommission the building, we need to find other spaces for these tenants. Vice Chancellor Hatch said she would not go into the proposals, but explained that there are proposals that are being worked on. Here (referring to slides) you can see some of the resources available. There is space in New Africa House; there could be space in Goodell; Arnold has some swing space; Middlesex has a small amount of swing space; and we will have the whole Dickinson building after the Police move out. There is also Marks Meadow School which is being turned over to us by the Amherst School District. This is another resource attached to Furcolo. If we move units around, we might also potentially have some space available in the Fine Arts Center on the fourth floor. All of these are resources in play. The square footage as lined up here is not enough to totally vacate Hills. The resources available come close to providing the needed square footage so this is a project that is underway now.

C. ANNOUNCEMENTS

1. Principal Administrative Officers

   Robert C. Holub, Chancellor, thanked the staff for working so hard on these two issues. He said they have done a fine job with enrollment management and putting together a plan for renewing the campus in such difficult times. He said that the Physical Plant needs attention and feels part of the answer lies in enrollment management. He feels we have done a good job in that area.

   James Staros, Provost, met with the Academic Priorities Council about the report that was recently released by the joint HFA and SBS Faculty Committee regarding the mergers. He was hoping the merger discussions could conclude before the summer, but does not feel we can do that in a productive way at this point. The report was different than he was expecting. He was expecting it to outline the best structure to meet the goals outlined in the Framework for Excellence document which would bring us to the next tier as a public research university. The document really does not address this issue and he feels we need further discussion beginning this summer to address that issue specifically. He requested the Faculty Senate not go into overdrive to deal with this and to take the topic up in the fall. He noted that he will make the appropriate appointments to keep the interim arrangements (as two separate schools) that we have now.

2. The Secretary of the Faculty Senate

   Marilyn Billings, Acting Secretary, noted that there is one remaining Faculty Senate meeting, but wanted to extend her thanks to the Faculty Senate Office personnel, and Anne Benz specifically, for all the help she has given to Marilyn while she has been serving as Acting Secretary. She also extended her thanks to John McCarthy, Chair of the Rules Committee.

D. BYLAW CHANGES

   Robert Wilson, Presiding Officer, clarified that this will be the second reading of the Bylaw Changes. The third and final reading and vote on the changes will take place at the next meeting.

   Special Report of the Rules Committee concerning Bylaw Changes, as presented in Sen. Doc. No. 10-028 with Motion No. 30-10. (Report previously distributed)

   MOVED: That the Faculty Senate approve the Bylaw Changes, as presented in Sen. Doc. No. 10-028.

   30-10 (Inasmuch as these are changes to the Senate’s Bylaws, this is the second of three readings of this motion. It will be read again at the 695th regular meeting of the Faculty Senate. The motion may be debated and amended at all three meetings.)

   An amendment was made to add the Executive Director of the UMA Alumni Association or a designee, serving ex officio to the University Service, Public Service and Outreach Council.

   A second amendment was made to terminate the Campus Physical Planning Committee and the Service Departments Committee and create a Campus Physical Planning Council.

   Presiding Officer Wilson explained that the purpose of this amendment is to delete two existing Faculty Senate Committees, combine them and turn them into a Council.
E. **SPECIAL REPORT OF THE RULES COMMITTEE**


*John McCarthy, Chair of the Rules Committee,* explained that this Special Report of the Rules Committee is intended to inform all the faculty that Rosh Hashanah arises during the first week of next Semester. Rosh Hashanah starts on Wednesday evening and this has impact on student’s ability to attend classes during the first week.

The motion was seconded and adopted.

F. **NEW COURSES**

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<td>CLASSICS 370</td>
<td>“Greek and Roman Comedy”</td>
<td>3</td>
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<tr>
<td>EDUC 218</td>
<td>“Hip Hop Nation Language and Literacy Practices”</td>
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MOVED: That the Faculty Senate approve the courses CLASSICS 370 and EDUC 218, as recommended by the Academic Matters Council.

The motion was seconded and adopted.

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<th>COURSE</th>
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<tr>
<td>EDUC 707</td>
<td>“Generalizability Theory: Principles and Applications”</td>
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MOVED: That the Faculty Senate approve the course EDUC 707, as recommended by the Graduate Council.

The motion was seconded and adopted.

G. **NEW BUSINESS**


MOVED: That the Faculty Senate approve 1) the Revisions to the Course Repeat Substitutions Policy, as presented in Sen. Doc. No. 10-031, 2) the Extra Credit Policy to be used by all Faculty/Course Instructors, as presented in Sen. Doc. No. 10-032 and 3) the Changes to Section VIII (Attendance) of the Academic Regulations, as presented in Sen. Doc. No. 10-033.

The motion was seconded and adopted.


7. Special Report of the Academic Matters and Program and Budget Councils concerning Revisions to the BFA Design Program in the Department of Art, Architecture, and Art History, as presented in Sen. Doc. No. 10-037 with Motion No. 39-10.

MOVED: That the Faculty Senate approve 1) the Certificate in American English Linguistics, as presented in Sen. Doc. No. 10-034, 2) the Minor in Architectural Studies, as presented in Sen. Doc. No. 10-035, 3) the Minor in Natural Resources Conservation, as presented in Sen. Doc. No. 10-036 and 4) the Revisions to the BFA Design Program in the Department of Art, Architecture, and Art History, as presented in Sen. Doc. No. 10-037.

The motion was seconded and adopted.

8. Special Report of the Academic Priorities, Graduate and Program and Budget Councils concerning the Establishment of a Coastal and Ocean Administration, Science and Technology Professional Science Master’s Track (COAST) in the University of Massachusetts School of Marine Science (SMS) Non-Thesis MS Degree, as presented in Sen. Doc. No. 10-038 with Motion No. 40-10.

9. Special Report of the Academic Matters, Graduate and Program and Budget Councils concerning Revision of the Graduate Degree Programs in the Department of Natural Resources Conservation and the Departmental Name Change, as presented in Sen. Doc. No. 10-039 with Motion No. 40-10.


11. Special Report of the Graduate Council concerning Change in Credit Requirements for Non-Thesis M.S. from 36 to 30 in the Department of Food Science, as presented in Sen. Doc. No. 10-041 with Motion No. 40-10.

MOVED: That the Faculty Senate approve 1) the Establishment of a Coastal and Ocean Administration, Science and Technology Professional Science Master’s Track (COAST) in the University of Massachusetts School of Marine Science (SMS) Non-Thesis MS Degree, as presented in Sen. Doc. No. 10-038, 2) the Revision of the Graduate Degree Programs in the Department of Natural Resources Conservation and the Departmental Name Change, as presented in Sen. Doc. No. 10-039, 3) the Dual Degree Program – Master of Public Policy and Administration (MPPA)/Master of Public Health (MPH), as presented in Sen. Doc. No. 10-040, and 4) the Change in Credit Requirements for Non-Thesis M.S. from 36 to 30 in the Department of Food Science, as presented in Sen. Doc. No. 10-041.

Senator Robert Levin noted that the University’s School of Marine Science is primarily located at the Dartmouth campus. What is it that we are voting on here and to what extent will this campus participate in the establishment of such a new graduate program?

Senator Arthur Kinney explained that this is a multi-campus program. It is headed by the Dartmouth campus, but there are a number of courses on our campus that will participate in the COAST program. The courses have all been approved by those departments and surveyed on the part of Dartmouth.

The motion was seconded and adopted.
12. Special Report of the Committee on Committees concerning Nominations to Faculty Senate Councils and Committees, as presented in Sen. Doc. No. 10-042A with Motion No. 41-10.

MOVED: That the Faculty Senate approve the Nominations to Faculty Senate Councils and Committees, as presented in Sen. Doc. No. 10-042A.

The motion was seconded and adopted as amended.

The 694th Regular Meeting of the Faculty Senate stood adjourned at 4:30 p.m. on May 6, 2010.

Respectfully submitted,
Marilyn Billings
Acting Secretary of the Faculty Senate