MEETING OF THE
SENATE OF THE COLLEGE OF LIBERAL ARTS
The November 2019 meeting of the Faculty Senate of the College of Liberal Arts was held at 3:30pm on Tuesday November 19, 2019 in STEW Room 310, Stacey Connaughton presiding.

MINUTES: Manushag Powell (Secretary); Reviewed by Stacey Connaughton (Chair), Shannon McMullin (Vice Chair)

1) Just the facts, Ma’am:

Meeting commenced with a colorful and vibrant display of research achievements and on-going projects from across the CLA. We heartily thank all the participants.

1. Approval of the minutes from the October 15, 2019 meeting

Minutes were approved without changes.

2. Announcements and Chair’s Remarks (5 minutes)

November is Native American Heritage Month, and a good time for us to remember our obligations to the first Americans. A statement of acknowledgment of the first stewards of the land we are on (authored by Dawn Marsh) is read into record.

If anyone would like to discuss on-going issues in the CLA, always feel free to let Shannon or anyone on the agenda committee know. This is your senate.

3. Presentation by Executive Vice President of Research and Partnerships, Dr. Theresa Mayer with discussion following (45 minutes)

Two universities are embracing the need for change: Purdue and Arizona State. Presidents Daniels and Michael Crow (of Arizona State) have been leading the national conversation around the transformation of land grants. We also have a deep network of partnerships. EVPRP works with each college, focusing on things specific to the college with attention to the partnership areas, looking for potentialities of cross-cutting. We engage in a holistic manner attentive to individual relationships across an entire portfolio.

4. Financial report presented by Director of Financial Affairs, Kirke Willing (20minutes)

FY 19 ending balance about $685,000, up from $105,000 the previous year; expect about $400,000 in FY 20. We’re doing well and living within our means — ending balance of about $200-$700 thousand is desirable.

Main drivers of growth: recurring allocation went up by $1.7 million; we’ve also seen an uptick in tuition and fees. Endowments, Gifts, and Transfers were also major drivers.
Expenses: in FY 19 were up 1.6%, about $80 million. Most of our expenses are people: salary. Travel and professional expenses continue to increase (which is expected), as well as consulting expenses.

FY 2020 Projected Budget: we’re doing well. External services revenue for Chegg will be a new funding source for the college.

5. **Committee Reports**

**Curriculum Committee:** Large slate of new and tweaked courses in film & video studies; new courses in Korean, and accelerated intermediate German (205) were unanimously approved.

6. **Report on Cornerstone Assessment** by Senior Associate Dean for Undergraduate Education and International Programs, Prof. Joel Ebarb (15 minutes + discussion; we will continue discussion into our December meeting if needed)

The full Report is available for all to view on the CLA Senate Website: https://www.cla.purdue.edu/facultyStaff/facsenate/cornerstone-annual-report-2019-final.pdf

2018-19: Cornerstone enrolled a bit fewer than 2000 students in SCLA 101/102, and we graduated our very first certificate student.

The UCC has suggested additional standardization, and requested evidence of assessment with respect to scaffolding, feedback, and revision. In Spring 2020, Cornerstone will coordinate with the Writing Lab to do this.

7. **Old Business**

None.

8. **New Business**

Laura Zanotti (ANTH): Statement in support of Purdue students in reference to Jose Guzman Payano, the student denied medical services at CVS, is read into record. Could be taken up for consideration in December.

9. **Adjourn**

Kris Bross (ENGL) moves to adjourn, so we do.
2) The full minutes:

Meeting commenced with a colorful and vibrant display of research achievements and on-going projects from across the CLA. We heartily thank all the participants.

1. Approval of the minutes from the October 15, 2019 meeting

Minutes were approved without changes.

2. Announcements and Chair’s Remarks (5 minutes)

November is Native American Heritage Month, and a good time for us to remember our obligations to the first Americans. A statement of acknowledgment of the first stewards of the land we are on (authored by Dawn Marsh) is read into record.

Before we begin, we would like to acknowledge the ancestral home of the first people who lived on the land Purdue University now occupies. There are no monuments, signs, or named building that acknowledge the first people. We should do better. We must do more. The least we can do today is acknowledge those ancestral and historic people, including the Potawatomi and Miami, and acknowledge them for being the first stewards of this land.

If anyone would like to discuss on-going issues in the CLA, always feel free to let Shannon or anyone on the agenda committee know. This is your senate.

3. Presentation by Executive Vice President of Research and Partnerships, Dr. Theresa Mayer with discussion following (45 minutes)

Introduction of Dr. Mayer

Congratulations upon a beautiful, informative poster session and very well done webpages, highlighting not only what you do but the faculty highlighting our work for Purdue and for society at large.

At Penn State, Dr. Mayer appreciated the opportunities there to work across college boundaries. All of the associate deans worked closely together, serving as connective tissue between different programs and institutes. Truly it was a partnership between humanities and sciences, a truly comprehensive land grant institution. Very few institutions have both the breadth and depth in so many disciplines. Our colleagues in industry don’t necessarily have access “just across the hall” to people in other areas of expertise. Here at Purdue, you can see that same land-grant public core, a return to an institution with breadth, strength, depth, and commitment to research and education.
We face a practical reality that the state investment in public education has declined, as has the partnership with the federal government in the form of grant investments. We hear a narrative that we should try to go back to our roots, but our society is no longer largely an agricultural society; what does urbanization mean for the land grant?

Two universities are embracing the need for change: Purdue and Arizona State. Presidents Daniels and Michael Crow (of Arizona State) have been leading the national conversation around the transformation of land grants. We also have a deep network of partnerships, which is very different from the norm; we are focused on looking at research-industry partnerships holistically is unusual. EVPRP works with each college, focusing on things specific to the college with attention to the partnership areas, looking for potentialities of cross-cutting. We engage in a holistic manner attentive to individual relationships across an entire portfolio.

Sponsored Programs does not actually report to the research office — they report to the treasurer’s office (some of you may not know that). But we work very closely with them, supporting scholarly integrity, ethics, and compliance. We provide core support because we must abide by very important federal regulations.

We wish to ensure that as our enterprise grows, we continue to evolve and staff and train our organization appropriately. IRB is a big challenge; our office has gone through a large transformation and now Purdue is fully accredited both for human and animal subjects.

We also support through Discovery Park a number of university-level centers & institutes, as well as many shared facilities in computational and experimental work. It was interesting to see how many of you here tap into those resources.

We have recently done a slight realignment of our corporate-partner and industry research teams. Foundation Relations has been spun off into its own unit, importantly for this group here. We have 5 individuals dedicated to the relationships with non-corporate foundations. News releases about this will be coming within the next week or so.

The floor is opened to questions.

Joel Ebarb: You talked about some changes you’ve made or are making, but what are some changes we might expect to see relevant to everyday faculty doing their work? What might we expect to notice?

TM: I think it’s really important to listen before changing for the sake of change. First and foremost, what are the investments we’re making that work really well? We want to continue to support those. We need to listen to the community for where you may be experiencing challenges and opportunities for enhancement. I value the research at the
level of individual faculty, which is important to the CLA. Interdisciplinary research doesn’t align to all faculty. We’ve received positive feedback, and would love to hear more. We want to listen and learn and ensure we are providing appropriate support to the CLA. We are one place at the university level that looks across the colleges. The Big Idea Challenge has been quite successful. I’m very impressed by the funded programs, some very prestigious, highlighted on the posters here today. It does appear that we need enhanced support for our sponsor program services, which may be impacting CLA.

Cherie Maestas (POL): One of the things I didn’t hear mentioned is funding through DOD sources. There’s quite a bit of DOD money to support basic science and social science, e.g. in conflict prevention. Is there a way to connect there?

TM: I am so glad you asked that question. Given the broad base of sponsors that we have at Purdue, which includes good representation from the DOD, one of the areas where there is tremendous opportunity is exactly in what you just highlighted, including the intelligence community as well. We are enhancing our engagement with the DOD, and if there are particular CLA groups that have a strong interest that would be great to bubble up.

Last note: The level of energy in Purdue’s faculty and students is just amazing.

4. **Financial report presented by Director of Financial Affairs, Kirke Willing**
   *(20minutes)*

KW makes his third report on the previous fiscal year — how 2019 compared to 2018, and what we’re thinking for FY 2020. See attached slides.

FY 19 ending balance about $685,000, up from $105,000 the previous year; expect about $400,000 in FY 20. We’re doing well and living within our means — ending balance of about $200-$700 thousand is desirable.

Main drivers of growth: recurring allocation went up by $1.7 million; we’ve also seen an uptick in tuition and fees. Endowments, Gifts, and Transfers were also major drivers.

Tuition & fee revenue is increasing, in part because of COMM’s online MS degree. But the largest driver is the new international fee in PLaCE, which we had not had a steady funding source for before. Generates $1.3 million in revenue.

Transfers are about $5.5-$6.5 million; has come down a bit (1.2 million) because of a funding change in how we receive dollars. This is because of a switch in how online master’s programs are funded—we get both the revenue and the bills directly now. Going forward this will probably stabilize.
Expenses: in FY 19 were up 1.6%, about $80 million. Most of our expenses are people: salary. Travel and professional expenses continue to increase (which is expected), as well as consulting expenses.

FY 2020 Projected Budget: we’re doing well. External services revenue for Chegg will be a new funding source for the college. This is exciting; we’re always looking for new revenue sources.

5. Committee Reports

Curriculum Committee: Taylor Davis.

We had one big “whack” of changes from film & video studies; all of their changes were approved without major concerns. Another big “whack” of courses concerns new courses in Korean. These were also all approved. Finally, German 205 (accelerated intermediate German) was also approved.

Moves to accept the slate of courses and changes.

Seconded: Nick Rauh (SLC)

Motion passes unanimously.

6. Report on Cornerstone Assessment by Senior Associate Dean for Undergraduate Education and International Programs, Joel Ebarb (15 minutes + discussion; we will continue discussion into our December meeting if needed)

It is my pleasure to present a summary of the Cornerstone Report. The full Report is available for all to view on the CLA Senate Website:

See also the attached slides for Dean Ebarb’s presentation.

—> Annual reports will be delivered each year.

What is Cornerstone? It is two things: first, a 15-credit hour certificate based on a first-year sequence and five different themes. But we also colloquially refer to that first-year sequence (SCLA10100 & 10200) as “Cornerstone.”

351 students are registered for the certificate. The point of the program is to draw students into our classes in a way we hoped would be relevant to their course of study.
2018-19: Cornerstone enrolled a bit under 2000 students in 101/102, and we graduated our very first certificate student.

Grade distribution is similar to the rest of the university offerings in oral & written communication. Fewer As, more Bs, similar numbers of lower grades.

UCC Review for SCLA 101 — this was our first time being reviewed by the UCC. Through a glitch, 101’s materials were submitted for information literacy but not reviewed, although they will be.

SCLA 101 received a grade of 3 for written communication, having met all of the minimum criteria for core inclusion. One thing that we didn’t do compared to other units was include forms of assessment that mapped our outcomes to university core outcomes. We have since corrected the oversight and mapped our outcomes to university standards.

The UCC has suggested additional standardization, and requested evidence of assessment with respect to scaffolding, feedback, and revision. In Spring 2020, Cornerstone will coordinate with the Writing Lab to do this.

Assessment: It was naive to promise in January that we would be able to deliver meaningful assessment data in a few short months; other units use up to 15 months. I am grateful to Bradley Dilger in ICaP and Jen Hall from COMM 114 who shared their excellent assessment materials to help us prepare do this essential work. We have created an assessment timeline starting in Spring 2020 and concluding in Fall 2021 when we will share the completed report. Assessment for SCLA 102 is due in January of 2021; this is also reflected in the plans.

There was a question submitted to the senate about who is teaching in Cornerstone: We do have Cornerstone Visiting Assistant Professors (VAPs); all are formerly tenured professors from St. Joseph’s College. We also have a continuing lecturer.

Eric Waltenberg (POL): Do you have any sense as to which of the 5 tracks are being pursued by certificate enrollees?

Melinda Zook (HIST): We are tracking this, but I don’t know the answer to that. Students seem to move among the tracks; they are not required to stick to one.

Eric Waltenberg: Can you give more information to departments so we can figure out how to sequence?

Melinda Zook: The problem with students is that they often don’t tell us their minors or tracks until they are close to graduation.
Rosie Clawson (POL): I am curious about the 351 students as well. What colleges are they from?

Melinda Zook: Most are from PPI and 1st-year engineering. Most who will complete the certificate are PPI. It’s harder for engineers to do a certificate.

Rosie Clawson: What’s the gender breakdown?

Melinda Zook: There are more men than women. I don’t know the ratio, but there are almost always more men than women.

Joel Ebarb: We have that data and can share that out.

Dan Morris (ENGL): Do we think there will be concern from faculty in terms of the standardization of the writing element? Isn’t there some problem with having a graduate student setting those models for faculty?

Joel Ebarb: Yes. There will be faculty concern. If we’re going to assess, though, we must compare apples to apples; we have to get to something apple-shaped; we can do both things well.

Melinda Zook: We are looking at including similar outcomes and assessment of what the student achieved.

Stacey Connaughton: Joel is willing to come back in December to answer further questions.

7. Old Business

None.

8. New Business

Laura Zanotti (ANTH): Reads statement in support of Purdue students and, specifically, Jose Guzman Payano, the student denied medical services at CVS. This could be taken up for consideration in December.

9. Adjourn

Kris Bross (ENGL) moves to adjourn, so we do.