

1-1-2001

AY 2000/2001 FS meetings minutes: 00 Oct 18

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FS Minutes

October 18, 2000

FACULTY SENATE MEETING

October 18, 2000

MINUTES

President Tyson called the meeting to order at 3:12 p.m. The Minutes from the September 13, 2000 meeting were approved as amended, to include President Genshaft's remarks about the possibility of St. Petersburg faculty transferring to the Tampa campus.

FACULTY SENATE PRESIDENT'S REPORT AND ANNOUNCEMENTS (Nancy Tyson)

President Tyson's report consisted of the following:

- The Senate Executive Committee (SEC) has been pursuing, with great interest, Senator Hall's suggestion about perhaps getting a site license for the university to one of the services on the internet that detects plagiarism. One site under review is called "Turnitin.com," which can be found at www.plagiarism.com. A full report from the SEC on this issue will be given at the November Faculty Senate meeting.
- On Thursday, October 19, President Tyson will be leaving to attend the Advisory Council of Faculty Senates (ACFS) meeting in Tallahassee. The ACFS is a group of Faculty Senate presidents and vice presidents that currently advises the Board of Regents (BOR). Chancellor Herbert is expected to attend the dinner session. In addition, the President of ACFS has attended two days of sessions of the Governor's Task Force on Education Reorganization, and she is expected to give a report at the ACFS meeting of what transpired during those two days. President Tyson will give a full report of the ACFS activities at the November Faculty Senate meeting.
- Mr. Gregory Sylvester, Director of Parking and Transportation Services, will be at today's meeting to make the report which he did not have time to do at the September meeting. In addition, President Tyson announced that she has received a letter of approval from President Genshaft for the formation of a parking and transportation advisory committee for Mr. Sylvester. The Faculty Senate will proceed with the formation of that committee.

PRESIDENT'S REPORT (Judy Genshaft)

President's Genshaft's report consisted of the following announcements:

- Dr. Laurey Stryker, Vice President for Budgets, Human Resources, and Information

Technology, has been appointed as acting executive officer of the University of South Florida (USF) Sarasota-Manatee Regional Campus. Since the last Faculty Senate meeting, President Genshaft has met with Senators Sullivan and McKay who both are very interested in the regional campuses. However, the primary interest for Senator McKay is the USF Sarasota-Manatee Campus; one to see it expanded and one to see which offerings people are interested in and then talk about a place to make those offerings. Currently, the university program is housed together with USF New College. It has become clear to President Genshaft that the expectations that the community, as well as the centers, have for the Sarasota-Manatee campus is that it is going to take a near full time person to work on the further development of that campus. In the past ten years, the enrollment has pretty much stayed the same. It is apparent to President Genshaft and to others that the enrollment profile could be different. In order to make the point of maintaining the regional campuses as they currently are, they have to be responsive and responsible to the county that they serve. President Genshaft stated that in her mind, the USF Sarasota-Manatee campus has great potential and in order to achieve it there needs to be a person devoted to making that happen. Dr. Stryker requested this opportunity, and she will be at the USF Sarasota-Manatee campus 75 percent of the time and 25 percent of the time on the Tampa campus. Ms. Paula Fussell, Associate Vice President for Budgets, Planning and Policy Analysis, will assume additional responsibilities for the transition period. Dr. Michael Bassis will continue as Dean and Warden of USF New College and both will have equivalent status. President Genshaft has met with both faculty groups, with a press release following the meeting. Sarasota Senator Larkin conveyed a special thank you to President Genshaft. Senator Mandell asked that Dr. Stryker be thanked, which President Genshaft said she will convey to her.

- The Provost Search Committee has been created which also includes a representative from the Faculty Senate.

INTERIM PROVOST'S REPORT (David Stamps)

Interim Provost Stamps reported on the following items:

- Five candidates for the College of Engineering Dean position have been interviewed and Provost Stamps will be meeting with the Search Committee at which time he will receive the Committee's reactions to each of the candidates. Some of the candidates will return for a second interview. A final decision is expected to be reached by the end of December. Provost Stamps acknowledged the excellent job done by the Search Committee.
- The search for a Dean of the newly created College of Marine Science has begun. The advertisement for the position will be out by November 7, with an application deadline of December 20, 2000.
- There are approximately four topics from the Council of Academic Vice President's meeting which Provost Stamps would like to discuss with the Faculty Senate. One of these is DROP (Deferred Retirement Option Program) which will have major implications for USF, as well as for the State University System (SUS). However, before discussion takes place, Provost Stamps would like to collect more information on how it will affect USF and will be prepared to present that information at the November Faculty Senate meeting.

At today's meeting, Provost Stamps talked about the governor's 25 percent reduction. At the meeting of the Council of Academic Vice Presidents, he found out that some of

the provosts had already started a process of budget cutting at their institutions, which is not what is supposed to be done. The budget cut will come at the BOR level for all ten state universities. The Provost stated there are two ways of cutting the budget: a 5 percent per year cut over a five year period, or the BOR could wait until the end of the five years and then institute a 25 percent budget cut. The Provost explained that the reason the budget cut is taking so long is because the BOR plans to submit the implications of a budget cut on operating expenses, as well as faculty and staff positions, for all ten universities. The main focus will be on accessibility in terms of whether or not students will be able to get into universities within the SUS. An example of this impact would be as follows: Currently, there are 239,943 students for fall semester in the SUS. If the BOR decided to do a 25 percent budget cut, this would mean a 15 percent reduction in accessibility. In other words, only 85 percent of the students who are currently enrolled could be accommodated. That would be a reduction of almost 36,000 students. Each year, based upon enrollment enhancement funds, there is an additional 5 percent that would result in approximately 12,000 additional students, making a reduction in accessibility for 48,000 students. This is a major impact that a 25 percent budget cut could have on the SUS. The point that the Provost was trying to make is that a 25 percent budget reduction is unrealistic in terms of accessibility for students in Florida.

The Provost was asked if the budget reduction would affect the hiring of new faculty. His response was that it would certainly affect the hiring of new faculty because any time there is a budget cut, there is a freeze put on the hiring of new faculty. When asked to give some idea of the seriousness of the situation, the Provost responded that the BOR is going through this process because they are taking it seriously by letting everyone know exactly what the impact will be, particularly on the education system of Florida. President Genshaft added that the goal of the BOR is to convey the message that higher education is not a state agency. While the governor has imposed a 25 percent cut to state agencies, it is not appropriate for higher education to be cut. This reduction was not imposed on K-12 nor on community colleges, only on higher education. It is hoped that this will be just a message, and not an action. President Genshaft answered the question pertaining to whether or not an effort is being made to communicate this to broader systems throughout the state by replying that if the SUS cuts back as a system on 48,000 students, it will affect One Florida and the middle-class people and above who are supporting the governor.

President Tyson asked for clarification on whether or not staff subject to cuts includes administration. The Provost responded that it includes everybody. President Tyson feels that if cuts do occur that administration should have to deal with it as well. The Provost added that the public must be made to realize the impact of the budget cuts and that the public acts as an advocate for the SUS. It is hoped that this point does not happen, but if it does everyone (administration, faculty and staff) will be involved.

UNITED FACULTY OF FLORIDA REPORT (Fredric Zerla)

Senator Fredric Zerla, Treasurer of the United Faculty of Florida (UFF), gave the following report on behalf of President Mitchell Silverman. The UFF will have a representative on the search committee for a new Provost. In addition, the UFF has already sponsored faculty tenure and promotion workshops, as well as a government change workshop on how the changes in the BOR and the various university governing structures will affect faculty. The UFF will continue to monitor the welfare of faculty and continue to keep faculty informed.

REPORTS FROM OFFICERS AND COUNCIL CHAIRS

1. Senate Vacancy (James Vastine)

Secretary Vastine dispensed with his report at today's meeting.

2. Committee on Committees (Sara Mandell)

On behalf of Senator Jenifer Schneider, Chair of the Committee on Committees (COC), Senator Sara Mandell presented the nominations for Faculty Senate Standing Committees and Councils. A call was made for nominations from the floor. Senator Fredric Zerla made a motion to nominate Paulette Walker, Student Advisor from the College of Education, for membership on the Faculty Committee on Student Admissions. The motion was seconded. The question was asked if Ms. Walker is a faculty member. Senator Zerla responded that he did not know, but it has been extremely difficult for him to find someone from the College of Education that even if she is not a faculty member, he recommended that an exception be made in her case. Lieutenant Colonel Joseph Kools, Professor of Military Science, self-nominated for membership on the Governmental Relations as a representative from the College of Arts and Sciences. Senator Sherman Dorn nominated Professor Jennifer Austin as the College of Education representative on the Research Council. Senator Sara Mandell self-nominated as the College of Arts and Sciences representative on the Academic Computing Committee.

The question was asked as to why the Bachelor of Independent Studies Committee (BISC) is specifying a vacancy in a particular department, in this case Philosophy. Senator Zerla responded that when the committee was created the chair wanted faculty to work with students on that committee. Therefore, this vacancy in Philosophy possibly means that they are supposed to be working with students in a Philosophy course. The composition of the BISC was structured so that people were not just nominated to this committee without their realizing that they are supposed to be helping to instruct in the Bachelor of Independent Studies Program. Secretary Vastine clarified that the charge for the BISC specifies that there will be representation from the College of Arts and Sciences in Philosophy, Languages/Linguistics and English. Senator Mandell made a motion that at some point the charge for the BISC be revisited because the university has expanded in ways that were unthought of within the last ten years. There are departments that did not exist, not just at USF, but in other universities. The limitation to three departments harms the committee itself. President Tyson responded that currently there is a review of all committee and council charges being done in order to incorporate the College of Marine Science into all of the committee and council charges, and that the intent of Senator Mandell's motion can be addressed during that review.

Senator Mandell addressed another possible problem that should be looked at in dealing with the College of Marine Science. That is, the College of Marine Science is a guest on the St. Petersburg campus, whereas it has traditionally been part of the Tampa campus. She pointed out that the College of Marine Science should be kept separate from the St. Petersburg campus in terms of not overlapping committee/council vacancies from the two campuses. President Tyson asked that Senator Mandell bring it to the attention of the SEC for consideration.

At this time the call for nominations was closed. The motion was made and seconded to approve the slate of nominees received at today's meeting. The motion was unanimously passed. A motion was made and seconded to approve the Nominations for Faculty Senate Standing Committees and Councils which was presented by the Committee on Committees. The motion was unanimously passed.

ISSUES FROM THE FLOOR

There were no issues from the floor for today's meeting.

OLD BUSINESS

Mr. Gregory Sylvester, Director, Parking and Transportation Services

Before turning the floor over to Mr. Sylvester, President Tyson announced that she has received a letter from President Genshaft approving the formation of an advisory committee across the university to advise him on matters concerning parking and transportation. In addition, she thanked Mr. Sylvester for keeping the university informed on changes in Parking and Transportation Services and procedures on campus and for keeping the lines of communication open. At this time, Mr. Sylvester presented the following report.

Mr. Sylvester recently sent out via e-mail the first of his planned monthly briefings on changes in the parking/transportation service procedures on campus. On the transportation side the shuttle was expanded significantly with routes going off campus. There was a ridership increase of approximately 34,000 people from September of last year with the average for last year being a little over 1,000 people. That increased to almost 2,700 per day. Another thing that is happening, and some quantitative numbers will be available either later this month or next, is that the demand for parking has also increased. Currently, during peak times there are approximately 1,000 to 1,500 spaces open on campus. One of the plans is to review some of the historical data, try to correlate that with student semester hours and increases in the total number of students to see if there are trends particularly over the last three to four years so that Parking and Transportation Services can prepare better for what USF wants to be - Research I status, increases in student population, increases in medical students, increases in faculty and staff for teaching as well as research and support function. These are some of the initiatives that have been started.

Mr. Sylvester announced that there will be an open forum this evening concerning land use planning. He indicated that some of the things being planned that are on the master plan as far as land use is concerned will have significant impact on parking and transportation. Land use is becoming a critical issue on this campus. As they start building more buildings, they will very shortly run out of pure green space to build those buildings. The thought is they want to keep a green area through the campus pretty much from the corner of Fowler and Bruce B. Downs Boulevard to 50th Street and Fletcher. Transportation solutions are going to be looked at, as well as various land use issues. However, what this inevitably will probably mean is that at some point within the next two to five years, it will be necessary to look at building some level of structured parking. It is not known when or where that will be, but there are several scenarios that are being looked at now. One of the things coming either at the end of this month or the beginning of November is there will be a survey going out to gather data and feedback on attitudes and behaviors regarding parking and transportation on campus. It is planned to send it out to all faculty and staff with a sample going to approximately 10 to 15,000 students to get a good sampling of students.

In addition to these areas, Mr. Sylvester presented a sample of some of the internal processes being looked at by Parking and Transportation:

- finance issue - budget
- marketing - advertising
- communication
- personnel and organization - structure of the organization, effective use of staff

transportation - alternative funding sources

- reports
- projects - web based registration
- process review - looking at space allocation
- capitol building - replacement of vehicles/hardware
- CQI (Continuous Quality Improvement) proposals
- fee structure models
- technology models

This is a capsule of what Parking and Transportation Services is currently looking at as far as reviewing processes within the organization. Mr. Sylvester indicated that his people are being refocused in their areas of what and how they are doing things. He admitted that there is work to be done and that it will take a little while, especially a project like the web based registration which could have a dramatic impact on the way service is provided and to bring USF into the 21st Century. In addition, Mr. Sylvester is bench marking with other universities and organizations to pull together various pieces to decide what would be best for USF.

Mr. Sylvester indicated that parking options are going to be heavily marketed to students. He realizes that some of the options are not appropriate for those who are part-time people, but he feels that a better job of marketing can be done to students as well as faculty and staff.

Senator Mandell visited the problem of students parking out-of-zone, particularly in the gold lots, before 5 p.m. Mr. Sylvester responded that there has been an increase in parking patrols in those areas as well as an increase in the writing of citations. In addition, Parking and Transportation Services is doing a citation analysis to determine target areas where there are certain types of violations and responding to those. Senator Mandell responded that for many students getting a citation is merely the cost of parking. She added that it does not help the faculty who need a space in order to get to their classes, it does not help those faculty who have a reserve space to find that there is a student parked in that place, and go to another lot thereby taking a chance on receiving a ticket for being in the wrong lot. Although Parking and Transportation Services receives the revenue, it does not help faculty. Mr. Sylvester clarified that what he was hearing is that Parking and Transportation Services should take a look at having a gated facility or armature control. Senator Mandell recommended in the interim instead of merely ticketing those students who park in faculty lots, to clamp their vehicles. However, Mr. Sylvester stated, the current rules and regulations need to be followed that have been developed within the administrative code.

Senator Jones commented that there seems to be an extensive number of empty reserve parking spaces on campus which seems to be an inefficient use of parking space. Mr. Sylvester agreed that reserve space is not always the best utilization of those spaces.

Senator Fredric Zerla raised the issue of visitor parking and the fact that there is no sign at the entrance to USF that says visitors have to pay \$2.00 to park, nor is there a sign at any of the entrances as to where visitors should park. He asked what can be done to inform people about visitor parking and where they should park? Mr. Sylvester responded that he did not have a really good answer right now. However, maybe Parking and Transportation Services needs to review signage on campus such as the use of variable message signage at the entrance of campus; however, there are architectural issues in dealing with the front entrance off of Fowler Avenue although the Sundome has a variable message sign with lights, etc. He added that it may be just a case of better marketing. One action just done is that with the underutilization of Lot 1 (Administration), twenty meters have been installed for visitors to use when going to that part of campus.

The question was asked whether or not Parking and Transportation shows a profit at the end of the year. Mr. Sylvester responded that it depends on the year. Any surpluses that are showing at the end of the fiscal year stay within the department. Some of the surpluses are rolled into a fund that can be used at a future date. The department operates as an auxiliary fund so everything stays within the department.

Mr. Sylvester answered the question regarding the overselling of spaces by stating that although USF has an oversell ratio, the campus has never run out of spaces since he has been here. The current ratio is 25,000 permits to approximately 17,000 spaces. He added that space allocation is one of the processes that needs to be looked at.

At this time, President Tyson indicated that for those who did not get a chance to ask a question and would like to, Mr. Sylvester is very accessible via e-mail.

NEW BUSINESS

Ms. Grace McQueen, Director, University Bookstores

Although Ms. McQueen was scheduled to give a presentation at today's meeting, she was called out of town on a family emergency. Instead, Ms. Jamie Duncan, Textbook Coordinator, and Ms. Nancy Kim, Graduate Assistant, presented on her behalf. Ms. Duncan reviewed a new service that the Bookstore is offering to all faculty called Faculty Center Network. It gives faculty some searchable ways to select textbooks for different courses by discipline and then by sub-discipline. Information can also be pulled up by the type of institution, chat lines are available to talk with colleagues around the country about different issues and not just textbooks, and desk copies can be ordered on-line. Table of contents can also be previewed. It is password protected, so the first time it is used the default password will need to be used, then customize the password. The user name is 70857; the password is pmu089.

In addition to presenting the new textbook service, Ms. Duncan indicated that they are visiting various faculty groups in order to be able to address issues pertaining to the Bookstore. Although the Bookstore is under Auxiliary Services, it is positioning itself to be able to give a substantial check to President Genshaft at the end of the fiscal year to be used at her discretion. The only way to do this is by selling textbooks to students and having a surplus through its operating expenses. Ms. Duncan stated that several issues have arisen where the Bookstore has not been responsive to the needs of the faculty by not doing what needs to be done to get course materials to students. It is realized that there is a problem, and they are working hard to change that. With that open invitation, the following items were discussed:

1. Have staff members and textbooks available at least three to four weeks before the semester begins.
2. The Bookstore will lose business by charging 25 percent for shelf space to dispense copy packs.

Ms. Duncan responded that negotiations have begun with ProCopy and Kinko's to try to lower some of the production costs, as well as reducing some of the margins on course packs.

3. The Bookstore needs to be web competitive. There are web-based textbook sales companies that give students a good price, so the Bookstore margin will have to be cut in order to keep the students.

Ms. Kim responded that as a research project she has gone out to all the web-based companies and all of the local companies. Somehow there is a misconception that the pricing at the Bookstore is higher, but it is not. Ms. Kim has looked at the one hundred most ordered books, and prices at the Bookstore are typically not any higher, if not lower, on some. This is part of what is being addressed in terms of perception of people looking at the Bookstore. The Bookstore understands there is a problem with the higher course packs and that is being addressed. As far as the actual textbooks, Ms. Kim has personally researched that issue which will be addressed in a very public light and will look at pricing guarantee programs. Ms. Duncan added that there currently exists a guaranteed price program to students that if the book is available off campus and if they have it in stock, the Bookstore doubles the difference of the price to the student.

4. Students should not be sold instructor's copies of books. Students should be sold full copies of books.
5. The Bookstore needs to start looking at the smaller and specialized courses in the various smaller disciplines where the books are not guaranteed and that is where the difference will be seen as far as a larger margin. That is where the prices at the Bookstore are not so good, and the competitors manage to get the best prices for the students.

Ms. Kim responded that the Bookstore is looking at the graduate programs and trying to accommodate them because typically the sales in those programs are very small. The Bookstore is looking at ways to become much more competitive and service that particular portion of the market. Ms. Duncan added that the on-line college textbook retailers have just settled a law suit that was brought against them for all colleges across the country for deceptive marketing practices when they were advertising a 40 percent discount to students and then not honoring that discount.

6. When books are sold back to the publishers too early, students lose. The Bookstore is a service organization for the university intended to serve the faculty and students, and should not be run as a business in order to make a profit. Money making is not the function of the Bookstore, but to get the books to the students.

Ms. Duncan responded that the books are paid for when they are ordered in August, not realizing what kind of sales will occur until late August/early September. Since the Bookstore does not receive any E&G funds, when books are returned the Bookstore receives a credit memo saying that the next time they order deduct this amount from the order. In order to turn that merchandise over and make a good return on investment the Bookstore has to be able to return that book to the publisher and try and get that credit memo back to use against the next purchase. Ms. Duncan stated that the Bookstore does not operate solely for profit, but needs to be able to serve faculty and staff and take care of its overhead, i.e., staff, building, etc. If this overhead is met, any surplus goes back to the university. She reiterated that the Bookstore is not-for-profit.

7. It was recommended that the Bookstore take their substantial surplus and apply it back into reducing the cost of textbooks to students.

Ms. Duncan responded that although the Bookstore has not realized a surplus, it is budgeting to have a surplus in the amount of \$225,000 this year. Up until this point, since the Bookstore has moved from its previous facility where there were no debt for

a new building, it has not realized an operating surplus. Ms. Kim added that Ms. McQueen has an idea that there would be scholarship money available from any revenue generated from the Bookstore that could be distributed among the different colleges so that they could actually scholarship students in terms of their need for textbooks. She offered to discuss issues with any faculty member one-on-one. However, the Senators felt that these issues should be discussed with the Senators as a whole and not with an individual.

8. The Bookstore charges more for their textbooks than a retailer. If the Bookstore wants students to deal with it, then the Bookstore cannot charge more than they are paying retail.

Ms. Kim responded that these are issues the Bookstore wants to address, because the Bookstore does not realize how much trouble students have getting textbooks for smaller courses. They are looking at trying to make sure the Bookstore can offer the best value. Ms. Kim added that this is a job that Ms. McQueen has taken on and is making changes, but slowly while trying to figure out what is wrong with the system and then try to make it work. She indicated that in defense of the Bookstore, a year would be ample time to give Ms. McQueen and Ms. Duncan a chance to make these changes. Ms. Kim stated that Ms. McQueen welcomes any comments, because changes cannot be made unless it is known exactly what is going on.

There being no further business, the meeting was adjourned at 5 p.m.

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