

36/1A,7

WESTERN KENTUCKY UNIVERSITY
ARCHIVES



FACULTY SENATE
communications committee
NEWSLETTER

Faculty Senate XI Newsletter
Dec. 10, 1987

Report from the Chair

Chair Fred Murphy reported that the Executive Committee had met with Vice President Robert Haynes and had talked with him about evaluations of teaching. Dr. Haynes said he feels that each department should determine for itself how the evaluations will be carried out, with the participation of the full faculty. He also reminded the committee that only the faculty see the evaluations. Dr. Haynes said he feels the purpose of evaluations is to place faculty in general categories; evaluations are not the exclusive determinant for teaching effectiveness. He proposed considering a teaching resource center for improving teaching.

In meeting with President Kern Alexander, the Executive Committee members talked with the president about the proposed Glasgow campus. The Chair expressed two concerns of the faculty: 1) that there be ample safeguards for not decreasing the quality of instruction, and 2) that support for a Glasgow campus does not divert resources from the Bowling Green campus.

The Chair also noted the success of the open forum with area legislators, and hopes the event will be repeated throughout each year.

Tom Jones Symposium

Paul Campbell reported on plans for the Feb. 11 Tom Jones Symposium on Faculty Governance. John Taylor, chair of the Murray State Faculty Senate, as well as chair of COSFL, will be one of the guest speakers.

Sen. Campbell also reported on numerous points discussed at the Nov. 21 COSFL meeting, in which COSFL looked at the agenda for the Senate and House.

Faculty Regent Report

Faculty Regent Eugene Evans said there is support from the Board of Regents for encouraging international education at WKU. He also said that board members are interested in improving faculty development. Much of the recent board meeting concerned the proposed Glasgow campus and Western's plans for expansion. "We will flourish by offering academic programs of high quality," Evans said.

Faculty Salary Comparison

Barry Brunson, of the Faculty Status and Welfare Committee, submitted a study of 1987-88 WKU salaries comparable to other institutions in the U.S., as well as comparable to inflation. In the summary, the committee notes:

In comparison with inflation, there has been some marginal and unsteady improvement since the "through" of 80-82. Nevertheless, the hypothetical "average professor" at WKU earns, in purchasing power, from 16 to 21 percent less than his or her predecessor did in AY 70-71 (the earliest year for which we have data.)

In comparison with all comparable institutions in the U.S., the picture is, if anything, less favorable. The gap between the average salaries at WKU and those nationwide is widening. In AY 86-87 the average WKU salary was a lower percentage of the comparable nationwide figure, than in almost every year since AY 76-77 (the earliest year for which these data are available.)

Note from Barry Brunson regarding the table "Average Salaries by Rank at WKU: Actual and Adjusted for Inflation: The data are OK, but footnote 2 is erroneous. A corrected table will be available at the next meeting, and from the Senate office.

At long last--the final vote

After many months of study and discussion, the Senate voted and passed the endorsement of the Ad Hoc Committee Study of Departmental Governance, with two senators voting against endorsement. The report and endorsement now will go to Vice President Haynes and President Alexander.

Senate Passes Four Points on Faculty Recognition

The Senate approved all four points proposed by the Professional Responsibilities and Concerns Committee regarding faculty recognition, as reported in previous newsletters and minutes.

Retirement Program Proposal Passed

Sen. Brunson moved to rescind his previous motion on retirement programs, and proposed the following motion:

Resolved that the WKU Faculty Senate strongly encourages favorable consideration of adoption of optional retirement plans with TIAA/CREF and other organizations.

Sen. Campbell noted that this proposal is very similar to one from COSFL.

Sen. Gene Meyers strongly supported TIAA/CREF, and encouraged the Senate to offer it as the only option instead of "other organizations."

Sen. Brunson noted that the proposal could help in recruiting new faculty.

The motion was passed. The meeting adjourned at 4:30 p.m.

Legislative toll-free number

There is a toll-free telephone number in Frankfort for voters to call their state legislators. The number is 1-800-372-7181.

Mark your calendars

The next meeting will be Jan. 21 in the Garrett Ballroom.

The following articles are from the Chronicle of Higher Education, Jan. 13, 1988. An additional article studying the effects of winning teams on contributions appears on page 1 of that issue. It is titled: "Do Winning Teams Spur Contributions? Schools and Fund Raisers are Skeptical."

Gifts, Applications Rise at Wichita State After Its Losing Football Team Is Dropped

WICHITA, KAN.

Officials at Wichita State University heard a lot of dire predictions in 1986 when they considered dropping their debt-ridden football program.

"There were warnings that enrollment would drop dramatically and that fund raising would fall off," says Robert F. Hartsook, Wichita State's vice-president for development and alumni affairs.

Despite threatening admonitions about the potential effects of dropping football, Wichita State officials, faced with huge debts in the program, reluctantly decided to suspend it in November 1986.

They were pleasantly surprised by the results.

"The shortfalls just haven't materialized," said Warren B. Armstrong, the university's president.

In fact, enrollment and annual giving—both of which had been rising in recent years—continued to climb in the wake of the program's suspension. Enrollment climbed by about 200 students to 17,052, and giving jumped to more than \$25.5-million from just under \$13.5-million. Wichita State announced a \$100-million capital campaign last fall.

Few Alumni Were Angry

Mr. Armstrong said he heard from very few alumni who were angry about the suspension. He said of those who did complain: "If a person's support is solely based on the athletic program, I think it's probably misplaced in the first place."

The lack of reaction to the university's decision indicates how soft the support was to begin with, officials say. Mr. Hartsook says he tried to raise enough money to keep the program alive, but could not. The team had had just two winning seasons since 1962,



PHOTOGRAPHS FOR THE CHRONICLE BY MICHAEL GEISSINGER

Wichita State's Warren Armstrong: "If a person's support is solely based on the athletic program, it's probably misplaced in the first place."

and had driven the athletics department deeply into debt.

"I think if we had dropped a program that had gained the respect of our community and of our alumni, then it potentially could have had that kind of negative impact," Mr. Hartsook says.

He says he yearns for the unequalled visibility that a winning program can offer.

"Right now, I miss not being able to have a chance at good visibility in the fall," he said. "I'd like to have had Sunday headlines that said 'Wichita State Wins' this fall. For now, the dropping of it probably helps us. I don't have to wake up Sunday morning and read bad headlines."
—D.L.

Syracuse U. Tries to Turn Its Sports Successes into Fund-Raising Advantage

SYRACUSE, N.Y.

No university had more sports success in 1987—or received more sports-related publicity—than Syracuse University.

The men's basketball team came within one second of winning last year's national championship, and the football team tied Auburn University in this month's Sugar Bowl to finish an undefeated season with 11 victories and a tie.

The teams' successes were chronicled on national television and in the sports pages, and Syracuse officials say the publicity has been invaluable.

"We find that the networks are bringing us everywhere, into living rooms all over the country," says Daniel S. Willett, a senior development officer at the university. "People pick up on the team. That kind of publicity you just can't put a value on."

The effect of that visibility on both fund raising and admissions has been "dramatic," says Mr. Willett.

The impact on admissions is easier to measure. Applications to Syracuse are up about 20 per cent over last year and visits to campus have nearly doubled, says David C. Smith, the dean of admissions.

"Certainly some of that is attributable to the athletic program," he says. "It brings the university to the minds of people on a national basis who might not have thought of it otherwise. It creates a level of curiosity about this place, and brings them to the point of asking more about it."

\$100-Million Campaign Begun

From a fund-raising perspective, "what we find is that everyone we go to see is happy," says Mr. Willett. "I can't give direct cases in which a gift came in or was increased because of the athletic success, but I do know that the door is open and our people are happy. That is priceless to a fund raiser."

The university has just started a \$100-

million campaign. While only a fraction of the drive is aimed at athletics facilities, Mr. Willett says it will try to capitalize on the enthusiasm generated by the sports teams.

"We'll use sports in an indirect way in the campaign publicity," he says. "The logo is 'Syracuse' in big block letters, with an exclamation point at the end. We'll never talk about sports, but it's reflected in the logo."

The key for the university, officials agree, will be to transform the increased visibility brought by the athletic teams' success into broader support for the institution.

"We're designing 30-second spots and other video and audio publications to simultaneously tell the public we're reaching through sports about our academic quality, which has always been there, but a little under-recognized," says Mr. Willett.

Meanwhile, he says, the university has set out to improve its academic

standing. It is spending \$60-million on the construction of a major science and technology center, and is building new facilities for the arts and for Syracuse's management school.

'The Perfect Wave to Ride'

"Syracuse has made progress in building academic facilities, and the student body and faculty have become stronger," says Mr. Smith. "The combination of all these things taken together, including sports, create an ethos that helps make it a more attractive place to go."

Mr. Willett agrees. "We're at the stage where we're moving up to another level as an academic institution, and we're finding that sports coincides perfectly with our new thrust," he says. "We're using the carrier wave of athletics to let our public be aware of our new academic emphasis. Athletics is the perfect wave to ride. In our case it's a marvelous vehicle." —D.L.