

Governance, Communications, and Recruitment (GoCore) Committee Meeting of Faculty Senate

Tuesday, September 3, 2019
Rm 2312G D.H. Hill Library

Minutes

Attendees: Chris Ashwell, Maria Collins, Natalie Cooke (Co-Chair), David Fitzpatrick, Chad Jordan, Barbara Kirby (Co-Chair), Andrey Kuznetsov, Troy Pinkins,

Discussion: Introductions and new committee charge

Summary of Discussion:

Committee Charge:

- To encourage a more positive connotation to the committee charge, we recommend changing the wording to read: “The Governance, Communications, and Recruitment Committee deals with **issues matters** internal to the Faculty Senate and the General Faculty. It oversees the outreach strategies for the Senate and evaluates their effectiveness in disseminating information and recruiting new members.”

Communications:

- Current communication questions and potential barriers include:
 - How is the Faculty Senate agenda advertised to the general faculty?
 - How transparent is the process for submitting issues of concerns?
 - How is the mission of the Faculty Senate being publicized to the general faculty?
 - How do we help facilitate senators sharing the mission and vision of the Faculty Senate?
 - How do we share what information is shared at Faculty Assembly with senators and general faculty?
 - Is there currently an oversaturation of communication in general (i.e. will faculty read another e-mail?)
 - How does (or doesn't) the Faculty Senate website currently serve as a source of communication? Are faculty able to locate the website? If so, are they reading the website?
 - To what extent is information about the Faculty Senate shared with new faculty as a part of onboarding and New Faculty Orientation?
 - The Faculty Senate website (<https://facultysenate.ncsu.edu/>) is buried in the NCSU website, not accessible from the main Faculty/Staff tab. It is “low profile” and one has to be looking for it in order to find it.
 - Is there currently an orientation process for new senators, with clear expectations about what communication to the colleges should look like?
 - Is there currently a budget for communications? If a website redesign is needed, how will that be funded?

- Potential solutions include:
 - Reach out to University Communications to coordinate messaging across colleges via college communications teams.
 - Have senators speak to their college to communicate the mission, vision, and current projects/committee work.
 - Speak with University Communications about having an intentional presence on social media (via potentially LinkedIn).
 - Establish an orientation for new senators, which would include expectations for new faculty senators regarding communication to faculty within the senator's college.
 - Invite University Communications to discuss both communication and marketing plan.
 - Establish a set of “newsworthy” article topics, like – profiles of new faculty senators, profile of the Chair of the Faculty Senate, awards of senators, what is a professional track employee (new terminology), history of the Faculty Senate.
 - Look at other Senate websites to determine best practices both within and outside of the UNC System colleges and universities.
 - Link the Faculty Senate website to internal college websites.
 - Add a suggestion box on the Faculty Senate website in order to make submitting issues of concern easier.
 - Chair could attend Council of Deans meeting to share noteworthy accomplishments by the Faculty Senate.

Recruitment:

- It is difficult to recruit candidates to run for both Senate seats as well as the Chair of the Faculty Senate. Currently, most senators are either “told” to run or are encouraged to run by a current or former senator, as a personal invitation.
- Current recruitment questions and potential barriers include:
 - What rank of faculty typically serves? Do we need a certain percentage of junior faculty?
 - What is the demographic of the senators (i.e. representation of different faculty tracks?)
 - How can we better outline the process for running for Faculty Senate so that interested faculty will know the process? Would having a nomination process be helpful to encourage faculty to run?
 - Are faculty aware of the 4-year time commitment of being a Chair of the Faculty Senate?
 - Is the time commitment for Faculty Senate a barrier to recruitment?
 - Faculty may be serving on many other committees and have competing interests.
- Potential solutions include:
 - Communicating the incentives to serve on Faculty Senate, including networking and becoming informed about greater campus initiatives.
 - Conduct focus groups with faculty members to determine incentives and barriers to serving on Faculty Senate.

Governance:

- In order to solve previous problems with voting, need to work with HR to determine who is eligible to vote.
- Continue to invite deans to attend Faculty Senate to share their mission and vision. Explore the possibility of inviting all deans, not just the new deans.
- Explore the opportunity to nurture partnership with both staff and student senates, especially related to common goals.

Next Steps:

- Before next meeting, committee members will research 2-3 good organizational senate websites from peer institutions and bring examples to discuss at the next meeting. We will also compare our current website to these peer institution websites and discuss at the next meeting.
- During the next meeting, the committee will discuss the goals for the committee to have a clear mission/vision to discuss with University Communications. Committee members will brainstorm goals in advance of the meeting.
- Will invite University Communications to attend a future meeting to discuss communications and marketing.

Next Meeting: **September 17, 2019 – 3:15pm, Rm 2312G D.H. Hill Library**