

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

September 17, 2019
3:15 PM – 5:00 PM
Rm 2312G D.H. Hill Library

Minutes

Attendees: Maria Collins, Natalie Cooke (Co-Chair), Chad Jordan, Barbara Kirby (Co-Chair), Andrey Kuznetsov, Troy Pinkins, Dave Aspnes

Absent: Chris Ashwell, David Fitzpatrick

Discussion: Mission and vision, committee goals, review effective communication principles in other universities' Faculty Senate websites

Summary of Discussion:

- Reviewed the Mission of the Faculty Senate, as stated in Article I of the bylaws: *“The North Carolina State University Faculty Senate is the sole, all-campus, faculty-elected, representative, and deliberative policy-proposing body of the University. As such, the Faculty Senate assumes an active role in the University governance system through its responses to Issues of Concern and Faculty Senate committee reports; through its engagement in University policy formation and review; and through its policy resolutions, which are presented to the University administration for review and response.”*
 - Currently the mission is difficult to find within the Faculty Senate website. Adding the mission to the front page of the Faculty Senate website may be a good approach to communicate the goal of the Senate.
- Since the committee has been newly created, discussion surrounded potential goals for the 2019-2020 academic year. Tentative goals for the year, include:
 - Communications Goals:
 - Goal 1: Enhance the user experience of the Faculty Senate website to better communicate with the faculty as a whole.
 - Goal 2: Increase the visibility of Faculty Senate.
 - Goal 3: Identify current communication strategies and explore using new venues to communicate the Senate business and information.
 - Goal 4: Create an orientation for new faculty members (i.e. Faculty Senate 101).
 - Recruitment Goals:
 - Goal 1: Determine facilitators and barriers to serving on the Faculty Senate through sending out surveys to faculty.
 - Goal 2: Use survey data to determine how to better communicate the benefits, requirements, and responsibilities to serving on Faculty Senate.

- Goal 3: Determine current outreach methods and then develop sustainable recruitment strategies.
 - Goal 4: Clearly articulate the expectations of Senators
 - Governance Goals:
 - Goal 1: Engage in process improvement of governance of the Faculty Senate and the university.
 - Goal 2: Define the role of the Faculty Senate in governance.
- Specific strategies for implementing these goals will be discussed in future meetings. Ideas discussed include:
 - Edit the Faculty Senate website to make information easier to find.
 - Announce speakers in advance of meetings to encourage more faculty to attend Senate meetings. To ensure enough space, have guests register to attend meetings.
 - Investigate the use of Zoom to broadcast Senate meetings, allowing faculty to “attend” the meeting from their offices.
 - Create a Faculty Senate 101 orientation and explore the potential for having a mentor within Faculty Senate, to help new senators understand their role.
 - Post issues of concern on the Faculty Senate website to increase transparency of the work of the committees of the Senate.
 - Highlight successes of the Senate in order to highlight committee work.
 - Explore the opportunity of alternating meetings between Main and Centennial Campus to allow for faculty on both campuses to have better access to meetings.
- Committee members reviewed Faculty Senate websites from peer institutions. Members liked the following features:
 - Quick and clean navigation
 - A place to submit an issue of concern
 - Highlighting current issues of concerns on the main page
 - A clear definition of what governance is
 - Having some information wrapped (log-in required)
 - “Tiles” on the main page with a hovering capability to learn more about that topic
 - Resources page with filter/search functionality
 - Limited long drop-down menus
 - Faculty Senator highlight/features
 - List of FAQs related to the Senate
 - Linkable minutes to include handouts for easy navigation
- Next steps will include:
 - Determine what funds exist to support consulting work for revisions.
 - Speak with Joni about a history of website revisions, process for website revisions, and methods for communication
 - Work with communications team in the Provost’s Office to determine an approach to updating the website

Next Meeting:

October 1, 2019 3:15 PM, Rm 2312G D.H. Hill Library