Boulder Faculty Assembly  
Executive Committee Meeting  
March 16, 2015

Attending:
Paul Chinowsky, Chair  
Bob Ferry, Vice Chair  
Greg Carey, Psychology  
Jerry Peterson, Physics  
Joe Jupille, Political Science  
Horst Mewes, Political Science  
Monika Fleshner, Integrative Physiology  
David Kassoy, Retired Faculty  
Paul Voakes, Journalism  
Melinda Piket-May, Electrical Engineering  
Carrie Olson, BFA Assistant  
Tad Pfeffer, INSTAAR  
Philip Chang, Music  
Adam Norris, Applied Mathematics  
Peggy Jobe, Libraries  
Rolf Norgaard, Writing & Rhetoric  
Jeff Weiss, Atmospheric & Oceanic Sciences  
Laura Michaelson, UGGS Executive VP  
John Lurquin, UGGS President  
Steve Vanderheiden, Political Science  
Marty Walter, Mathematics  
Haley Goddard, BFA Student Assistant

The meeting was called to order at 4:04 pm by Paul Chinowsky.

Chair’s Report – Paul Chinowsky

- P&T Committee
  - Retired faculty cannot serve
  - Some nominations have been received
  - Nominations will close soon

- Space Utilization Study
  - Inventory of campus space findings:
    - Utilization factors for classrooms (i.e. time scheduled for classes, MTWR 9 am-5 pm Friday 9 am-2 pm)
      - 75-100 rooms centrally controlled by Registrar: 70% utilization
      - 150 rooms with department priority: 55% utilization
      - 400 rooms controlled by department: 35% utilization
      - Equates to 125,000 cubic feet not claimed: equivalent of UMC
    - Another report will come out in a month
    - Recommendations are being made

- Teaching Titles
  - Initially brought up via a motion from Dean of Engineering
    - Instructors could be called “teaching professors” simply as a working title, initially approved at Dean’s Council
    - BFA will examine further after Deans Council has a policy developed
• Salary Equity
  o Look at handout from Academic Affairs in preparation for discussion at next meeting on March 30th

Colorado Statewide CU Boulder OmniPoll – Malinda Miller-Huey, Jen Constable, Chris Panetta

• Took place in January 2015
• Statewide survey of 512 random voters – 37% via cell phones
• View that Colorado is on track with education as a state: yes 54%, no 34%
  o National trend: yes 26%, no 56%
• Examined affinity towards CU Boulder and peer universities
  o 6 out of 10 have a good feeling about CU-Boulder
    ▪ Stat is better the closer voter lived to Denver
    ▪ 18-34 year olds responded the most favorably: yes 68%, no 16%
    ▪ Women more favorable than men
    ▪ More education, more positive the response
  o No idea if this was due to them being a CU graduate or someone they knew went to CU-Boulder
  o Stark partisan divide of positive view: 41% Republicans, 78% Democrats
  o Reputation lags behind Colorado School of Mines and CSU
  o Negative ratings are three times higher than other schools in peer set (Colorado School of Mines, CSU, University of Denver, CU-Denver, CU-Colorado Springs, Arizona State University)
    ▪ Favorable shifting attitudes since 2014
    ▪ 6 point increase in Very Positive, 5 point decrease in Very Negative
  o Awareness shifts since 2014
    ▪ Same number of people report hearing of CU-Boulder
    ▪ Majority also heard from CSU but are less likely to recall hearing from peer universities
    ▪ Hearing about CU: 53% news story, 25% advertisement, 14% both
  o Increase in hearing good news, decrease in hearing bad news
  o Research news story spikes
• Be Boulder messaging platform
  o High visibility on campus and in-state with the 2014/2015 student class the first class introduced to platform
  o Not a brand but a messaging platform
  o 28% increase in admissions (although not all these students accepted)
  o Targeted specific zip codes in Colorado, Northern and Southern California, and Chicago
  o High adoption across campus by over 140 units
  o If a voter saw an ad, there was a 72% overall favorable opinion of CU-Boulder
Communications update
  o Q1: July 1 – September 30
    ▪ 2012: 20,547 media stories
    ▪ 2013: 21,985 media stories
    ▪ 2014: 9,166 media stories
  o Q2: October 1 – December 31, 2014
    ▪ 2012: 18,178 media stories
    ▪ 2013: 18,613 media stories
    ▪ 2014: 8,961 media stories
  o 2015 Q1 and Q2
    ▪ 18,196 external stories about CU-Boulder
    ▪ 119 releases and expert tip sheets
    ▪ 8 news availabilities and media tours

Discussion:
  o Desire to involve faculty in future surveys
  o Desire to increase communication with faculty about campaigns
  o Desire to generally encourage and pursue internal efforts with Communications

Retired Faculty Focus – David Kassoy
  • CU needs to establish retired faculty association (RFA) for Boulder campus
  • Interest in establishing a corresponding Emeriti Association similar to that at University of California-San Diego
  • Draft plan for RFA lists current benefits and planned strategic initiatives that will provide benefits to people who retire
  • CURFA Executive Board is interested in moving this new organization forward
  • Desire for BFA to make a recommendation for the program to Steve Leigh

Committee Updates
  • Faculty Affairs - Peggy Jobe
    o Desire for Provost to come discuss the new online degree programs in Psychology and English

New Business
  • Think about discussion topics for next general meeting with President Benson

The meeting was adjourned at 5:31 pm by Paul Chinowsky.

Submitted by Haley Goddard, BFA Student Assistant.