The Boulder Faculty Assembly held a regular meeting on Thursday, December 5, 2013, in the University Club. BFA Chair, Paul Chinowsky, presided. The meeting was called to order at 4:05 pm and adjourned at 5:25 pm.

I. Chair’s Report – Paul Chinowsky

a. Athletics – In response to the recent report on the expansion plan for the Athletics department, Chinowsky presented the following. In order for athletics to do their fundraising, it must be approved by the Regents. Athletics presented their plan and one Regent asked why we were waiting for the funds to come in, and couldn’t the unbudgeted funds that we have be used. The answer to that is no, these funds cannot be used and that Athletics is an auxiliary which the university supports but they are responsible for raising their own money. No general funds money is to be used. Athletics is free to raise the $142 million but it is not coming from any money that would normally assist the academic side. Chinowsky is to send out the link on what was actually said to Athletics from the University.
Comments:
Q. Can we invite Rick George to a BFA meeting?
A. Paul will invite him.

Q: What is meant by unallocated?
A: This is an accounting term for a category for unissued funds. It’s how the money is entered into the books. They are committed but now booked.

Comment from Bill Kaempfer: This controversy arose when the expansion of the Euclid parking lot came up. The rainy day money which was found at that time was a surprise.

Comment from Chinowsky: We have very little reserve money. We couldn’t operate for a year on our reserve.

Q: In the past, we’ve subsidized money for athletic scholarships. Are we still going to do that?
A: Campus will still fund athletic scholarships.

Q: NPR stated that the expenses for athletes at this school jumped to 57% as opposed to 3% in other areas. Why?
A: The University’s numbers look a little funny right now because of the various coaches’ buyouts and the money that we had to spend leaving the Big 12 to go to the Pac 12 so there were a lot of one-time expenses that threw our numbers off. The numbers are being computed to determine where we stand notwithstanding the one-time payments.

Comment from Matt Jelacic: According to what’s been said, the reasoning seems to be to update the facility in order to compete in the Pac 12.

Comment from Chinowsky: He’s trying to jump start what he thinks is needed for the fundraising. We’ll have him here and have him answer that directly.

b. East Campus Expansion – Details on the move to east campus, along with the transportation issues, are still being developed. Chinowsky will ask Steve Thweatt and Russ Moore to come to a meeting to talk about east campus. We need a comprehensive look and have an understanding as there are a lot of complicated pieces to the move.

Q: Do you have any insights about transportation?
A: Everything is still being studied. A lot depends on how quickly east campus is going to be built out. They have an estimate on how many students will be going back and forth every 15 minutes. They need to take into consideration weather related issues. Right now they’re focusing on how to increase buses in the short term. Transportation is the top element on the discussion list. Phil Simpson should also come to talk to us. This is a long-term plan to 2050.

c. Faculty Recognition Awards – Thank you to everyone who has sent in nominations for the recognition awards. We are sending three awards out per week. We currently have enough nominations to get us through this semester but keep sending in nominations for next semester. People really seem to appreciate being recognized.
d. **BFA Newsletter** – We are going to start a monthly newsletter. The trial issue will be sent out next week. The idea is to send one out per month starting in the spring. It will be sent out electronically for now and then we’ll see how it goes.

*Comments:*
Make sure it’s formatted so people can print if they want.

Make sure the BFA website gets updated.

e. **Ambassador Program** – We are moving forward and will meet with Admissions, Communication, Alumni and Foundations. Look for a note after the break to get a group of 40 faculty to out into the community to get a little bit of training of how to present CU in general. We want to have a large number of faculty out there putting a face on CU. There will be a meeting right after we get back in January.

II. Special Reports

**Security Announcement – Peggy Jobe**

Recently a couple of faculty members were phished and they lost their November pay. They made incorrect judgments and the university has said that their losses are not the university’s responsibility. Each faculty member received an email that said they needed to do something which required them to login to their campus portal which they did, using their Identikey password. The perpetrators then used the faculty members’ password to go in and change the routing information for their direct deposit which was not noticed for four days. The university is trying to get the money back but they may not be successful. When anyone makes a change in their bank information, they will receive a message, which the faculty members ignored. The university is looking at adding a second layer of security, and they will be sending out a security notice.

**APS Changes With Respect to Pass/Fail Grades – Peggy Jobe**

In order to get changes to the pass/fail grading system, it has to be voted on by all the departments and 60% have to be in favor of the change. We need to get enough departments to vote on it in order for it to take effect.

III. Today’s Meeting Topic: Admissions and the BFA

Chinowsky is going to see if Kelly Fox, Senior Vice Chancellor and University CFO, and Kevin MacLennan, Director of Admissions, would support a faculty initiative to support admissions. Following are highlights from Kevin’s presentation at the BFA Executive Committee meeting on November 18, 2013.

- The Office of Admissions:
  - Visits 33 states and 672 high schools
  - Staff recruit in 9 countries and at 160 college fairs
  - Are throughout the country and internationally for 2 ½ months every summer
  - Start with a pool of potential prospects of 230,000
    - They received 22,600 applications last year
      - Out of those, 19,600 were sent admissions letters
      - From there, 6,615 paid the confirmation fee
Only 5,844 showed up in the freshman class

**Discussion:**
Q: Why do students pay the confirmation fee and not show up? Do we know what happens to them?
A: It costs about $200 to confirm, and they don’t get a refund if they do not attend. Originally, the idea behind confirming was to hold a spot for you at that school. Now most people consider it throw-away-money.
Bill Kaempfer: The housing deposit is larger so they usually decide where they’re going before that is due.

**End of Discussion**

- Residents versus Out-of-State
  - Residents: must admit 2 to get 1 to attend
  - 3,188 resident freshmen were admitted in Fall 2013
  - Out-of-state: must admit 4 or 5 students to get 1 to attend
  - 2,656 out-of-state freshmen were admitted in Fall 2013

- Tuition Comparison
  - Historically rising
  - Resident tuition
    - 2012/2013 tuition was $9,482
    - We rank 23rd
    - Good deal for students
  - Out-of-state tuition
    - 2012/2013 tuition was $31,378
    - AAU mean is $28,924
    - We rank 12th out of 34
    - Necessary to stress the value of CU compared to other universities

**Discussion:**
Q: Tuition is only one piece we also have to factor in aid.
A: Yes. There’s a lot of different aid at different places which changes cost.

**End of discussion**

- Esteemed Student Scholarship
  - In Fall 2013, 791 received scholarship, which is about 25% of the incoming class. Aiming for 30%.

**Discussion:**
Comment: I’ve really noticed a difference in the freshman class

Q: What is the distribution across campus of this scholarship?
A: The largest amount went to engineering which is heavy laden with math and science. We need to find out how we can improve this so we can include other students.

Q: Who shoulders the financial burden for the long term?
A: The scholarship is built into the budget as $2.5 million. Currently it’s part of the temporary budget but will be built in on a continuing basis. It’s one of
the six endowment pieces. There’s no indication that it’s going to go away right now. It’ll remain part of the endowment.

Q: How much will the College of Arts & Sciences be responsible for?
A: It’s not charged back to the departments.

End of discussion

- Presidential Scholarship
  - We had 85 awarded to out-of-state students

End of highlights from MacLennan’s presentation on November 18, 2013

Ways Faculty Are Already Involved:
  - National Council
    - Faculty go out with Admissions to help recruit students
  - Student-For-A-Day Campus Visits
    - Sample lectures on campus for prospective students to attend

Chinowsky asked Kevin why there are so few faculty who are involved. Kevin stated that they don’t have any who volunteer. Meanwhile, faculty are asking how to get involved.

We need to ask Kelly Fox:
  - How can the BFA get involved in the process to help Admissions
    - Do we put together an advisory council?

Chinowsky requested that the members talk with each other at their respective tables and come up with some ideas on what they think our role should be. He gave the group ten minutes to come up with some ideas.

Resulting ideas:
When faculty attend conferences, they should find out from Admissions if there are any prospective applicants in the area that the faculty could meet with while they’re in that location.

Contact faculty to see if there’s a class prospective students could visit in their area of interest. CU faculty should be willing to meet with students and their parents and open up their classroom.

Do a better job updating the website and make it interesting to parents. Parents want to know about the school their children are interested in attending.

Bright students don’t seem to want to come here; they want to go to big schools. We could create a competition to show off the campus. Or, say, an AP Physics class can nominate one student to go and talk to a high school physics class. We need to build excitement in CU.

Recruiting is not the only place faculty should be involved. We should also be involved in admissions and policies. We need to quit the bait-and-switch because we’re not setting students up to be happy; we’re setting them up to fail. Faculty should have some voice in who we’re accepting.

A problem is that Admissions looks at the budget and finance side, not at the academic side. Chinowsky responded that Admissions does report to the non-academic side of campus.
Be sure to reach out to the high school faculty in our individual fields. Bring them here or go visit their school. They need to understand what we’re doing and so do the counselors.

Alumni should be used as a resource.

Where are we needed the most? Is our main problem recruiting out-of-state students? If so, faculty probably can’t participate in recruiting out of state if we have to visit those states. Our best bet would be to bring the students here to meet with faculty.

Can we tie into an alumni or recruiting event?

**End of group ideas**

The retention life of Admissions staff is two years. One quarter of incoming students are seen by an admissions officer who has just been hired. Could we create a Faculty to Admissions Officer Mentor program? It’s quite possible that Admissions staff doesn’t know anything about certain areas of campus. A mentor program would establish a tie to each department across campus. Right now they have very little contact with the campus at large.

Comment: In terms of recruitment, how are we finding recruitment activities? Perception seems to be that faculty doesn’t do any recruitment, but the faculty at this meeting have talked about their individual efforts. There seems to be a lot that isn’t on the radar.

Comment: How many faculty on this campus have high school age children? What do our kids say about CU at their schools? It goes back to what your high school teacher or counselor or the admissions officers here, tells a student about CU – especially if they’re unfamiliar with departments across campus.

Comment: Can we get to students before they get to high school?

Q: Do the recruiters represent a diverse part of the campus?
A: I would not say that they’re significantly more diverse. They have a standard pitch that they give and they have a lot of materials to use. There are not a lot of them who have an awareness of what goes on across campus.

Comment: Students want to see people they can identify with.

Comment: How do they find the faculty that they use to go on recruiting trips? They need to put out a call to find people who want to fill that role.

Resolution: Chinowsky will go to Kevin and have a discussion about the things that the BFA can do to assist.

There being no further business, the meeting adjourned at 5:25 pm.

Submitted by Carrie Olson, BFA Assistant