Boulder Faculty Assembly
UNIVERSITY OF COLORADO **BOULDER**

BFA General Assembly

Meeting Minutes

Thursday, February 5th, 2025

The Boulder Faculty Assembly held a regular meeting on Thursday February 5th, 2026, in person at the CU Law School, Classroom 207, with a Zoom option. BFA Chair Alastair Norcross presided over the meeting. The meeting convened at 4:01 p.m. and was adjourned at 5:40 p.m. Please see the CU-Boulder Today news story on the meeting.

I. Welcome – Alastair Norcross, BFA Chair

a. Quorum, Call to Order, Announce Guests & Approval of Meeting Minutes 12.04.25

Quorum was met and meeting minutes were informally approved without objections.

II. Presentation: Integrated Marketing and Communications – Jon Leslie, VC for Strategic Communications

Leslie presented on CU Boulder's new integrated marketing and communications model which combines different marketing and communication elements to support CU Boulder's mission, vision and values. He discussed the 2020-24 priorities [Student-Center Campus Community, Research & Innovation, DEI/Shared Equity Leadership, Sustaining, Supporting & Inspiring our Community, and finally Campus Success], and explained the revised 2025 Strategic Priorities: Success of All Students, Faculty & Staff, Research and Creative Work Excellence, Global leader in Sustainability Impact, & Aligning Our Resources and Infrastructure to Our Mission. He shared how a marketing funnel framework places value over volume whereas previous communication strategies had units producing high volumes of content. Leslie discussed the communications advisory board and the current makeup, before asking if the BFA would like to be worked with directly to find faculty to serve on the board. There was some suggestions on faculty colleagues in different disciplines with expertise that could prove helpful to the board.

He also discussed some highlights including restructuring of the strategic relations & communications department, the Value of Research paid media campaign, Conference of World Affairs keynote speakers, and communicators training series and their next steps as a department. Questions from faculty revolved around the meaning of the "Be Boulder" brand, discussion of audience branding and opportunities for further outreach.

III. Old Business

a. Announcements: April Assembly Dates & Upcoming Elections – Bobby Benim, BFA Parliamentarian

Benim announced the vote by Executive Committee to approve a second April Assembly date, to be held on April 23rd. He also discussed key details of the spring At-Large and Chair-Elect elections. At Large Elections have 7 openings of 14 seats with nominations open through March 2nd and elections March 6-13th.

He also discussed Chair-Elect elections, noting that nominees must have been a BFA member for four of the past five years, with nominations opening March 23-April 6. Chair-Elect elections will be open for 24 hours, concluding at the April 23rd Assembly meeting.

b. Campus Budget Conversation – Andy Cowell, BFA Faculty Shared Governance Advisor

Cowell introduced the conversation on the campus budget, discussing the document prepared and distributed by Budget & Planning Committee (BPC) [can be found in the OneDrive]. It covered background, faculty concerns with the budget model and suggested changes, as well as some of the obstacles to proposed changes. He then noted the Executive Brief, which was a response from the Administration to the BPC document, and added that this was a good example of shared governance conversation.

Rosario-Ortiz then discussed the process for the official evaluation of the budget model. He said that the brief represents the budget and conversation as it is right now. He focused on the issue of measuring research within the model. There is general agreement that a quantitative measure of research across all units on campus is not feasible. He also noted repeatedly that the executive brief and discussion around the budget is not set in stone and clarified the delineation between budget allocation at the level, versus at a schools and colleges level. The model distributes only to the schools and colleges, and then the deans determine how funds flow internally to those units. Rosario-Ortiz noted that the model is not intended to designate expenditures: it just allocates revenue to where it was generated plus the supplement. Both parties emphasized faculty governance, and the discussion at assembly is one part of a larger conversation around the budget.

Discussion among reps revolved around metrics, including frustration that increased student credit hours often does not translate into expanded department budgets, as well as concern that the budget principles driving the model and not being "managed" downward to lower levels. There were also concerns around the lack of transparency in supplemental funding. Conversation continued around research being possibly disincentivized, and a suggestion to incentivize research based on faculty research appointments. Cowell noted that many of the concerns here are related to unit-internal administration, not the budget model itself, although the two obviously interact. He suggested more discussion is needed at the unit levels.

c. VOTE: BFA Statement on Minneapolis – Carmen Pacheco, DEI Chair & Deb Palmer & Amanda Stewart, DEI Committee Members

Norcross discussed how the *BFA Statement on ICE Activity in Minnesota* was proposed in response to the actions by Immigration & Law Enforcement (ICE) agents in Minnesota, and that the statement was jointly written by the Diversity, Equity, and Inclusion (DEI) Committee before being submitted to ExCom who approved it to be presented to assembly. Norcross discussed how the statement was distributed to reps on the Monday before assembly in order to gather feedback, even though the time was fast owing to the statement's urgency. Norcross also noted that the BFA has a history of making statements on urgent causes, and that if individuals disapprove of either suspending the bylaws or the statement they are able to vote no, and reminded that the BFA does not pretend to speak for all faculty members, and its many diverse views, but that the BFA is a representative body and the votes of said body represent the views of the representatives within.

In order to vote on the statement, the suspension of the bylaws must pass by a 2/3rd majority. *The motion to suspend the bylaws was proposed by Cogswell and seconded by Kunce. The vote passed by 44 affirmative votes and 1 negative vote*. DEI committee chair Pacheco discussed the DEI committee's intentionality around language, such as the deliberate choice to use words like outraged, and the importance of not staying silent and described the fear one of her students has around concerns ICE would target their family.

Discussion on the statement including affirming the right to protect students, and discussion around what faculty could legally do if ICE was spotted on campus with a resource shared around how to handle ICE requests and discussion of student and faculty safety while also remaining legally compliant. *Discussion looked like it would run over time, so a motion to increase assembly time by 15 minutes was proposed by Norcross, moved by Furgeson and seconded by Kunce. Motion passed unanimously.*

Friendly amendment suggestions to add in the how to handle ICE requests link to the statement and to retitle it to "BFA Statement on ICE Activity" were accepted. *Taylor proposed "calling the question" which if passed, cuts off debate and moves to voting on the statement. Motion passed by 43 affirmative votes and 0 negative votes.* Reps then moved to *vote on the resolution "BFA Statement on ICE Activity in Minnesota" passed unanimously with 48 votes via anonymous poll for those present virtually, and via paper for those in person.*

IV. New Business

There was not enough time to discuss new business, and no new business was brought forward that necessitated extending time again.

V. Meeting Adjourned

- BFA Assembly AY25-26 OneDrive Folder
- Spring 2026 Zoom Links
  - February: https://cuboulder.zoom.us/j/97742349747
  - March: https://cuboulder.zoom.us/j/98349519707
  - April (3rd): https://cuboulder.zoom.us/j/98453586971
  - April (23rd): https://cuboulder.zoom.us/j/95299274234

Please note that questions from Zoom will be called on by the BFA Chair.