BFA General Assembly

Meeting Summary

- Approval of Meeting Minutes 12.4.26
  - Meeting minutes were informally approved after no objections were raised.
- 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 explained how a marketing funnel framework places value over volume. Leslie discussed the communications advisory board and asked if the BFA would like to be worked with directly to find faculty to serve on the board, after which, there were 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. Other questions revolved around the meaning of the "Be Boulder" brand, discussion of audience branding and opportunities for further outreach.
- 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 6 openings of 14 seats with nominations open through March 2nd and elections March 6-13th.
  - Chair-Elect 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.
- Campus Budget Conversation – Andy Cowell, BFA Faculty Shared Governance Advisor & BPC Chair & Fernando Rosario-Ortiz, Interim Vice Chancellor and Executive Vice Provost for Academic Resource Management
  - Cowell introduced the conversation on the campus budget, discussing the document prepared and distributed by Budget & Planning Committee (BPC). 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.
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- 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 it's 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.*
- *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.*

- New Business
  - No new business was raised due to a lack of time.