

HUMBOLDT STATE UNIVERSITY
University Senate Written Reports
Standing Committees, Statewide Senators and Ex-officio Members
September 1, 2015

Integrated Curriculum Committee

The ICC met on Tuesday, August 25 to:

- Approve Curriculum Proposals
- Offer feedback on the Draft Report of the CSU Task Force on Ethnic Studies

Beyond this, the ICC is working on:

- Curriculum Proposals.
 - Revisions to the PREP process and reports. The goal is to make the reports more meaningful – and to have them lead to action.
-

Appointments and Elections Committee

APC sent out a call for nominations in June to the CAHSS faculty. 1 member is needed for a University Faculty Personnel Committee (UFPC) (2-year term). This position was previously filled last spring, but subsequently dropped over the summer. The UFPC meets MWF, from 3:00-5:00pm. Currently the assigned time is 6 WTUs per year. Faculty participating in the Faculty Early Retirement Program are eligible to run for the UFPC only after receiving approval from the Provost prior to being nominated. Once a nomination is received, this will be a special election to fill as soon as possible.

Faculty Affairs Committee

The Faculty Affairs Committee had its first meeting Monday, August 24th at 4:00 in NHE 119. We discussed and planned our work for the year, which at this point includes the following items (in no particular order):

- We will be looking at the make-up and functioning of the Honorary Degree Nominating Committee (as well as other Faculty Handbook issues – it needs a general clean up).
- Student Evaluations – We need to address the ongoing issue with aggressive student comments.

- Student Evaluations, other – Ongoing issues re: low response rates, the timing of the evaluation process, reporting of data from evaluations.
 - The RTP committee has asked us to look at a variety of issues – Consider developing a process evaluation of advising, working on a definition of “excellence” in teaching?
 - eWPAF – Where are we with a new system?
 - Assigned time for Chairs – This isn’t consistent across campus...
 - Very old business – Review of rank standards in Appendix J?
-

Academic Policies Committee

The APC will be meeting on Tuesdays at 1 pm in BSB 405 this semester. At the first meeting we will discuss and prioritize tasks for the semester. Items needing attention at this time are listed below. Senators are invited to notify the Chair of other issues falling into the realm of Academic Policies.

1. Look into ways to help transfer students succeed with constraints of: high numbers of transfer units, state and federal financial aid limits, high unit majors, etc.
 2. Look at the WASC Core Competencies. Policy for Assessment? Part of PREP evaluation?
 3. Policies for impaction.
 4. Policies regarding U-Direct implementation.
 5. Policy for courses taught by undergrads.
 6. Syllabus policy - accessibility, privacy, intell. Property.
 7. Lower TOEFL minimum admit score to CSU average - 500
 8. Relevant items from HSU Strategic Plan.
 9. Comment on CSU Ethnic Studies Task Force Report.
 10. Consider changes to faculty initiated drop policy.
 11. Academic honesty policy, revise for online activities.
 12. Attendance & Disruptive Behavior Policy is out of date.
 13. Review of existing academic policies for relevance and enforcement/enforceability.
-

Report from the Division of Administrative Affairs

Vice-President’s Office/Division-Wide

- 2014-2015 Accomplishments
 - Participated in the Strategic Planning Process.

- Accepted responsibility for oversight of Public Records Request (PRR) process and developed procedures (in collaboration with the CSU Office of General Counsel, MarCom, President's Office, and other stakeholders) and tools to support such including an on-line payment option for requesters.
- Ensured all departments in the division participated in the Green Workplace Office Assessment Program; we will use the results to improve our sustainability efforts in each office.
- Facilitated collaboration, social justice, and time management training sessions for our division and offered to other divisions.
- Removed desk top printers in most locations and moved to business hubs with copy, print, scan, and fax capabilities; this is more efficient and provides a greener solution. The business hubs are set with defaults to double sided/black & white output.
- 2015-2016 Focus
 - Forward the mission and goals of the University and CSU:
 - Refine the planning, goals, and accountability process (PREP) with focus on developing an annual assessment plan using key performance indicators (KPIs).
 - Participate in strategic plan implementation.
 - Provide leadership to the institution by properly stewarding resources and aligning them with priorities.
 - Improve teamwork within the unit and across the University:
 - Enhance professional development and expand VP leadership team's leadership skills.
 - Develop and improve policies and procedures.
 - Provide excellent customer service, including updating our websites' design and content to better serve our campus community.
 - Increase transparency, collaboration, and accountability across the HSU community by embracing collaborative problem solving and inclusive communication that begins to break down silos and creates a climate of trust, respect, teamwork, and integrity.
 - Be a champion for social justice by looking for ways to continue the conversation around unconscious bias and diversity that will create a culture

on campus that is inclusive, welcoming, and celebrates multiple perspectives.

Business Services Unit

- 2014-2015 Accomplishments
 - Revised and updated a variety of policies, processes and procedures including signature authority.
 - Standardized electronic filing process for payroll, accounts payable, procurement, and contracts documents.
 - Improved gift processing for our donor base and developed streamlined processes in collaboration with the Advancement auxiliary.
 - Performed an accounts payable customer satisfaction survey.
 - Physically reorganized offices (with no drop in customer service level) to relocate all staff on the same floor and create an Information & Drop Off office to better serve campus customers, streamline processing, and improve staff efficiency.
 - Procured Asset Management and Hazardous Waste Management software solutions for implementation in 2015/16.
 - Participated in the central events scheduling and management work team.
 - Coordinated campus training for fundraising and donation activities.
 - Provided oversight to several campus audits including Clery reporting, Auxiliaries annual audits, and Athletics review.
 - Successfully and timely closed the fiscal year.
- 2015-2016 Focus
 - Use and refine PREP process by loading and tracking four goals and four accomplishments in spreadsheets
 - Standardize, develop, document, or update five business processes.
 - Provide excellent customer service by working collaboratively with others to develop at least two business processes.
 - Provide all staff with professional development and training opportunities.
 - Rollout the Asset Management and Hazardous Waste Management software solutions and associated policies and procedures.

- Participate in the central events scheduling and management implementation.
-

Facilities Management Unit

- 2014-2015 Accomplishments
 - Streamlined processes to capture efficiency and increase consistency, transparency, and accountability.
 - Developed definitions associated with maintenance, cost recovery, and project-related work orders.
 - Conducted review of operational workflow processes and identified improvement areas.
 - Developed project phase definitions and updated University Capital Project Management Plan
 - Reviewed and updated the periodic maintenance plan for all buildings.
 - Improved the customer interface to ensure services were transparent and supportive of the campus.
 - Developed and assigned maintenance level definitions to buildings.
 - Developed maintenance level definitions for landscape and custodial services.
 - Developed work order response level definitions.
 - Improved service level clarity and support for special events.
 - Improved service level clarity and support for vehicle reservation.
 - Developed a space management policy and shared with the campus.
 - Performed a Facilities Management customer satisfaction survey.
 - “Sharpened the Saw” to increase deep knowledge within the organization and modernize systems for efficient delivery of services to the campus.
 - Procured new maintenance management system; implementation is underway and ongoing.
 - Updated position descriptions to include sustainability component.
 - Achieved Green Workplace certification.
 - Developed additional protocols to guide access to FacilitiesLink (our facilities information system for the campus).

- Implemented professional development and safety training program, including SkillPort.
 - Updated Injury and Illness Prevention Plan.
 - Established Facilities Management Safety Committee.
 - Developed protocols to guide operations associated with hazardous materials abatement activities.
- Maintained the physical endowment to ensure the University was capable of delivering its core programs and services today and in the future.
 - Implemented over thirty individual campus improvement projects.
 - Implemented over ten deferred maintenance projects via Facilities Management operational budget.
 - Submitted 5-Year Capital Outlay Plan to the Chancellor’s Office.
 - Awarded over \$15M in capital outlay project funding.
- 2015-2016 Focus
 - Streamline processes to capture efficiency and increase consistency, transparency, and accountability.
 - Improve our customer interface to ensure services are transparent and supportive of the campus.
 - “Sharpen the Saw” to increase deep knowledge within the organization and modernize systems for efficient delivery of services.
 - Maintain the physical endowment to ensure the University is capable of delivering its core programs and services today and in the future.

University Budget Office

- 2014-2015 Accomplishments
 - Worked with URPC (University Resources and Planning Committee) on the budget planning process.
 - Began implementation of the budgeting tool (Questica).
 - Prepared and published the annual Budget Book.
 - Worked with President Rossbacher to request auxiliaries and self-support units prepare five-year financial plans.

- 2015-2016 Focus
 - Continue to improve university reports to include quarterly budget reviews and standardized data analysis.
 - Continue to implement the budgeting tool (Questica) for the campus and auxiliaries to include position management, multi-year planning, forecasting, built-in workflow, and process automation.
 - Prepare and publish the annual Budget Book.
 - Work with URPC to improve the budget planning process.
 - Work with auxiliaries and self-support units to prepare and present 5-year financial plans.
-

University Police Department

- 2014-2015 Accomplishments
 - Performed a police services customer satisfaction survey.
 - Hired a new chief.
 - Played a key role in managing campus protests and student activism.
 - Trained the campus (employees and students) on topics of personal safety and crime prevention.
 - Received quarterly training on updates to civil liability and criminal law.
 - Completed the Lexipol (state-specific policy management system) policy manual draft for review by SUPA (Statewide University Police Association).
 - Compiled UPD data and pattern analysis report drafts for use in policing strategies, deployment, and problem solving.
 - Developed a draft customer service feedback form.
 - Expanded the UPD training plan with allied agencies.
 - Successfully completed a Clery Report review with the CSU's Office of General Counsel and the internal auditor's office.
 - Increased UPD's emergency and disaster response data storage capabilities through a cloud storage site.
- 2015-2016 Focus

- Prevent crime, reduce the fear of crime, and improve the quality of life for the HSU community.
 - Develop stronger bonds and improved collaboration between the HSU community and the Police Department.
 - Augment education and crime prevention training across the campus.
 - Advance best practices for a safe and viable community.
-

Report from University Advancement

Division Highlights for 2014-15

- Supported campus efforts receiving more than 22,000 charitable contributions totaling over \$6.9 million in voluntary support, surpassing the goal of \$5.9 million
- Launched “Forever Humboldt” replacing the old Humboldt State Alumni Association with a new program welcoming alumni, students, parents, donors, faculty, and staff
- KHSU-BBC went on the air, providing a second public radio service for Humboldt County from HSU
- Advancement Foundation completed first phase implementation of the Socially and Environmentally Responsible Offset Program (Humboldt Investment Pledge)
- Continued long-term redesign of the Division guided by the vision of the [New Model for University Advancement](#)

[Advancement Foundation](#)

Founded in 1928 as the “Humboldt State College Campus Improvement Association,” the Advancement Foundation is responsible for receiving all charitable contributions in support of the University or any of its programs. The Foundation stewards and deploys more than \$33 million in assets on behalf of the University.

- Received national recognition for the [Humboldt Investment Pledge](#), its unique approach to fossil fuel divestment
- Finance Committee continued to improve the Foundation budget process
- Implemented [Contribution Administration Fee](#) to ensure that expenses are appropriately borne by the funds raised
- Governance Committee continued effort to bolster the strength and diversity of the Board of Directors

- Continued to reinforce and improve quality and availability of information for the Board of Directors

KHSU

KHSU is the University's community-supported, non-commercial public radio station. It is licensed to, supported by, and located on the campus of the University. Since 1960 KHSU has been the University's public radio service broadcasting a diverse mix of programs to a population of about 135,000 people throughout Northwest California and Southwest Oregon.

- Radio station KSHM went on the air as "[KHSU-BBC](#)" providing a second public radio service for Humboldt County from HSU
- More than 700 KHSU listeners have committed to monthly sustaining memberships providing a more stable level of financial support
- Expanded local content has been included in the "Morning Edition" program
- The "KHSU Experience" internship with the Department of Journalism has been restructured and professionalized providing a better experience and training for students
- In cooperation with Marcom, a multi-media specialist was hired to improve and increase digital media content and presence
- Continuing to emerge from the recession, underwriting and corporate support from local businesses has increased 10% a year for the past two years

Marketing and Communications

"Marcom" tells the stories of the University's aspirations and successes and through them the larger story of the University in order to create stronger connections with prospective students, students, faculty and staff, alumni, benefactors, and the community. Marcom services include communications strategy, design, writing, editing, photography, and production services.

- Provided communications support [introducing the new President](#) to the campus and community
- Launched a new Humboldt State Association known as [Forever Humboldt](#) replacing the Alumni Association with a program more fitting to Humboldt State: no dues; all members of the HSU community are members – students, alumni, parents, donors, faculty, staff; all are invited to participate through giving, volunteering, and advocating on behalf of HSU
- Launched a new University homepage and secondary pages, with a clear focus on providing a "window shopping" experience for prospective students
- Began utilizing a national newswire to target and distribute select news releases to

earn more coverage in statewide and national media (This effort helped achieve significant coverage of Justus Ortega's research on the [health benefits of jogging](#) and Han-Sup Han's [biomass project](#).)

Office of Philanthropy

Recognizing its broader role in engaging and supporting campus stakeholders in developing donor partnerships and growing philanthropic support, the former Development Office was renamed the Office of Philanthropy last year. In addition to solicitation programs, the Office of Philanthropy is responsible for shepherding progress with prospective donors and managing accountability and relationships with all of the University's donors.

- In collaboration with Financial Services, completed implementation of Donor Experience initiative, moving front-end gift processing to the Office of Philanthropy, allowing for more timely donor-centric handling of charitable contributions, and creating more charitable giving revenue channels, including a significantly expanded online giving capability
- In collaboration with Financial Services, developed a Philanthropy Toolkit for the campus including a "[How to Raise Money](#)" guide rolling out to the campus this fall
- Working with campus leadership, donors, and the Advancement Foundation, developed a set of philanthropic priorities to guide fund-raising (Experiential Learning, Social & Environmental Responsibility, and Campus Community)
- Began to shift fundraising paradigm toward Office of Philanthropy engaging and supporting campus stakeholders in developing donor partnerships to better position the campus for philanthropic growth
- In collaboration with Financial Aid Office and campus stakeholders, assessed range of donor-funded student support (scholarships, awards & related options) and implemented first phase of donor-centric scholarship management and stewardship system
- Launched "[Humboldt Loyalty Partners](#)," a new sustaining giving program, with a soft launch that attracted 140 new monthly partners and a goal of 400 new partners this year
- Completed second year of the "[Donor Voice](#)" program adding refinements to provide more options for attracting donor interest in Loyalty Fund grants for campus projects
- Refocused the major gift program from need-based solicitations to donor-centric philanthropy in order to better position the campus to attract major gift in the future
- Converted development officer positions into Philanthropy Advisors who work with donors and advise the campus community in working with donors and serve as

liaisons between donors and campus stakeholders

- Participated in community-focused Leave A Legacy program to promote bequests and gift planning, including a series of regional ads and collaborative planning of a Women, Wealth & Wisdom day-long seminar in FY16, with our Executive Director of Philanthropy as opening speaker and session presenter
- Key results:
 - More than \$6.9 million in voluntary support exceeding \$5.9 million goal
 - An unprecedented \$60,000 online giving during year-end season
 - 22,201 gifts processed, 12,357 credit card gifts, 10,397 receipts issued

Looking forward to 2015-16

University Advancement looks forward to several new initiatives for the coming year.

- Developing multi-year work plans in support of the University strategic plan
- New online ordering and project tracking system will allow campus users to place and track orders for Marcom services
- Updating and formalizing the University's brand standards, graphics, and messages including guidelines for campus units
- Implementing new tools and processes to make Drupal the single content management system for maintaining campus websites including general use themes to make it easier for campus units to create and maintain sites that fit with the homepage
- Building out and enhancing social media channels including additional social media campaigns and using social media more frequently in broader communications campaigns
- Continue to deepen understanding of our students and prospective students beyond general demographics and work with Enrollment Management to build out student communications plan
- Enhance parent communications by adding information about the deadlines and to-do items that their students are receiving
- Launch "HSU Cares," a new faculty and staff giving campaign focused on employee's meaningful giving to HSU and beyond
- Guided by the Strategic Plan, host focus groups to understand campus needs in order to participate in philanthropy and formulate recommendations for addressing gaps to position campus for increased philanthropic productivity
- Offer informational sessions on key philanthropy-related topics to help campus stakeholders better understand and become involved in philanthropy