

**GEORGE MASON UNIVERSITY**  
**MINUTES OF THE FACULTY SENATE**  
**FEBRUARY 4, 2015**  
**Robinson Hall B113, 3:00 – 4:15 p.m.**

**Senators present:** Mark Addleson, Changwoo Ahn, Dominique Banville, Jim Bennett, Alok Berry, Lisa Billingham, Doris Bitler Davis, Melissa Broeckelman-Post, Carol Cleaveland, Rick Coffinberger, Arie Croitoru, Charlene Douglas, Robert Dudley, Michele Greet, Mark Houck, Dimitrios Ioannou, David Kuebrich, Timothy Leslie, Kumar Mehta, Daniel Menascé, Jim Metcalf, Linda Monson, Elavie Ndura, Bob Pasnak, Paula Petrik, Keith Renshaw, Pierre Rodgers, Catherine Sausville, Suzanne Slayden, James Steele, June Tangney, Susan Trencher, Iosif Vaisman, Phil Wiest, Stanley Zoltek.

**Senators absent:** Peggy Agouris, Kenneth Ball, Deborah Boehm-Davis, Ángel Cabrera, Andrew Carle, Lloyd Cohen, Kenneth De Jong, Betsy DeMulder, John Farina, Helen Frederick, Pamela Garner, Janos Gertler, Mark Ginsberg, Bruce Johnsen, Sarah Nutter, Frank Allen Philpot, Daniel Polsby, Thomas Prohaska, William Reeder, Mark Rozell, Stephen Ruth, Dennis Sandole, Joe Scimecca, Anand Vidyashankar, Jenice View, Shelley Wong, S. David Wu, John Zenelis.

**Visitors present:** Russ Brayley, Division Director and Associate Professor, School of Recreation, Health and Tourism; Cameron Carter, Communications & Marketing Specialist, Office of Distance Education; LaMan Dantzler, Associate University Registrar for Certification; Eve Dauer, University Registrar; Patricia Donini, Deputy Director- Human Resources & Payroll/Employee Relations Director; Cody Edwards, Associate Provost for Graduate Education; Esther Elstun, Professor *emeritá*, Modern and Classical Languages; Kim Ford, Personnel Project Manager, Office of the Provost; Linda Harber, Vice President, Human Resources/ Payroll and Faculty/Staff Life; Megan Kirk, Vice Chair, Staff Senate; Michelle Lim, Faculty Initiatives Manager, Human Resources/Payroll; Linda Miller, Faculty Athletic Representative; Gerardine Mobley, EO Specialist/Trainer & Provost Liaison & Interim Ombudsman, Compliance, Diversity and Ethics; Janette Muir, Associate Provost for Undergraduate Education; Geoffrey Payne, Executive Secretary of Diversity and Multicultural Affairs, Student Government; Leila Raminpour, Student Senator and Faculty Senate Liaison; Kerry Ross, Director of Benefits and Faculty/Staff Well-Being, Human Resources/Payroll; Bethany Usher, Director, Students as Scholars, OSCAR/Associate Director, Center for Teaching and Faculty Excellence; Renell Wynn, Vice President, Communications and Marketing.

**I. Call to Order:** The meeting was called to order at 3:00 p.m.

**II. Approval of the Minutes of December 3, 2014:** The minutes were approved.

**III. Announcements**

Chair Charlene Douglas announced that President Cabrera planned to address us as soon as the BOV meeting is over; unfortunately the BOV meeting did not end in time for this to take place. Next year we will schedule Faculty Senate meetings to avoid conflicts with the BOV meeting schedule.

Linda Harber, Vice President Human Resources/Payroll and Faculty Staff Life, provided a brief update on the Faculty Retirement Incentive Plan. The plan was approved by the BOV at its

December 10, 2014 meeting. State approvals are still needed, but verbally approval given on January 2<sup>nd</sup>. A letter was sent to the 213 tenured faculty eligible to participate. The application window for self-nominations runs from February 17 to March 19, 2015. April 16<sup>th</sup> is the approval date for nominations, with signatures gathered May 5-15. Handouts titled “Retirement Readiness Resources for Retirement Incentive Eligible Faculty” were distributed to Senators. The estimated subsidy is \$94,200, with retirees under 65 receiving an anticipated \$350 a month in health insurance subsidies.

#### IV. New Business – Committee Reports

##### A. Senate Standing Committees

*Executive Committee – Charlene Douglas, Chair*

##### **RESOLUTION ON FUNDING OF VARSITY ATHLETICS**

**WHEREAS** for years George Mason University’s support from the state has declined and is likely to continue to do so for the foreseeable future, and this reduced state funding has required cost-cutting measures that have affected the quality of instruction in various ways, e.g., unfilled faculty vacancies, less staff support, and reduced funding for academic activities; and

**WHEREAS** significant academic tuition increases have been imposed on Mason’s students to at least partially offset the loss of state funds; and

**WHEREAS** Mason’s Varsity Athletic program is supported by fees assessed on all students; and

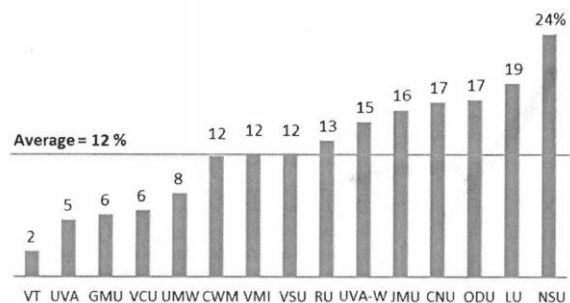
**WHEREAS** Varsity sports are costly in terms of equipment, team travel for tournaments and competitions, recruiting travel and related expenses, coaching staffs, trainers, special tutoring for athletes, and scholarships, so that non-Varsity students are “taxed” to provide special benefits to a relatively small and elite group of Varsity athletes;

**THEREFORE, BE IT RESOLVED** that information be provided in writing to the Faculty Senate regarding the costs associated with each Varsity sport, the revenues each Varsity sport generates, the number of Varsity athletes in each sport and -- to the extent that such information is available -- the total attendance for each sport during academic year 2013-2014 and the benefits arising from each Varsity sport. Also requested is information on how the overall costs of Mason’s Varsity sports program have changed over time and the total amount of student subsidies. This information would be the basis for a constructive dialogue between the Central Administration and the Faculty Senate regarding spending priorities of Varsity sports and instructional activities at the University.

##### *Discussion:*

Senator Jim Bennett, author of the resolution, states the purpose of the resolution is to ask for information. Reading from the University Budget Executive Summary, he stated that dividing the approximate \$14 million in cost to the University’s 26,500 FTE suggests that students are paying about \$550/year to support student athletics. The intention of this inquiry is to clarify the exact costs and benefits of student athletics to Mason.

**Figure 7: Mandatory Athletic-Related Fees Comprise an Average of 12 Percent of Total Tuition and Fees, 2012-13**



Source: JLARC staff analysis of interviews with university administrators and SCHEV’s 2012-13 Tuition and Fee Report.

Chair Douglas showed a chart from [the Joint Legislative Audit and Review Commission](#) (JLARC), displayed above.

While some schools had much higher percentages of fees going to athletics (24.5%), Mason does not have a football program. Other senators stated that this resolution was in the spirit of other resolutions in which faculty ask for more information, especially within the context of requests for new facilities and the general atmosphere of economic austerity.

Two Senators from the School of Health, Recreation and Tourism expressed concern that the resolution was tilted towards their unit, and distributed a letter expressing their concerns. They also suggested that the majority of the information is already public, and that the Athletic Council is already tasked with monitoring athletics activity.

Professor Linda Miller, Faculty Athletic Representative: Athletic Council makes an annual report to the Faculty Senate. There are four faculty are elected (by the Faculty Senate) to the standing committee, with other representatives from various offices on campus. They stated a willingness to provide information.

Initial faculty responses included (1) that the Athletics Council has a mandated purpose by an outside entity, (2) going through the Athletic council would be circuitous vis-à-vis a direct request to the administration, and (3) that the Athletics Council appears populated by pro-athletics members, leading to the possibility of bias. Subsequent dialog was conciliatory, with senators expressing interest in avoiding a confrontational engagement in favor of a holistic understanding on this aspect of student fees.

A senator was concerned with the language of the whereases (first four paragraphs of resolution), feeling that the terminology could suggest a witch-hunt. **A motion was made and seconded to strike all the “wherases”** (first four paragraphs of the resolution; only final paragraph remaining). **The motion to amend was approved.**

Additional discussion focused on the mechanics of the request. Senators considered motions expanding the request to include club sports (withdrawn) and whether to table the motion (not seconded). After discussion, language using the term “varsity” was left in place over “intercollegiate.”

**The Senate voted to approve the resolution as amended.** (Amended motion appears below)

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*Academic Policies – Suzanne Slayden, Chair*  
Resolution to Shorten Academic Add Period  
**The resolution was approved.**

[Attachment A](#)

*Faculty Matters – Keith Renshaw, Chair*

The Faculty Evaluation of Administrators 2013-14 should be out next week.

*Budget and Resources – no report*

*Nominations- no report*

*Organization and Operations- no report*

## **B. Other Committee Reports**

*Minority and Diversity Issues Committee – Elavie Ndura, Chair*

The committee has been meeting to determine how they can contribute to conversation about relevant issues. If others any ideas for the committee, please send to [endura@gmu.edu](mailto:endura@gmu.edu).

*External Academic Relations Committee – Alok Berry, Chair*

About 85 students attended Mason Lobbies Day and were welcomed by President Cabrera and other high officers of the state. The group took a photo with the governor and drew a lot of press attention and delegates. Senator Berry commended the student leadership and their hard work.

## **V. Other New Business**

### **Resolution of Appreciation to Delegate David Bulova**

Whereas the Fairfax Campus of George Mason University is situated within the 37<sup>th</sup> District of the Virginia House of Delegates, which has been represented by Delegate David Bulova since 2006;

Whereas Delegate Bulova has consistently supported the needs of higher education in Virginia and of George Mason University in particular;

Whereas Delegate Bulova has frequently met with the University's Faculty Senate and has always made himself available to its faculty;

Whereas Delegate Bulova has patroned and effectively supported legislation proposed by the Faculty Senate of Virginia and the Virginia Conference of the American Association of University Professors;

Whereas the Mason Faculty Senate looks forward to a productive working relationship with Delegate Bulova for many years to come;

The George Mason Faculty Senate enthusiastically endorses the recent decision of the Virginia Conference of the American Association of University Professors to honor Delegate Bulova with its Michael Harris Award which is given annually to recognize "exemplary service in support of higher education by a public official."

**The resolution was approved unanimously.** Senator Dave Kuebrich attended the presentation in Richmond.

### **Student Government resolution in support of Gender Inclusion in Title IX**

Chair Charlene Douglas introduced Geoffrey Payne, Executive Secretary of Diversity & Multicultural Affairs and Leila Raminpour, Student Senator and Faculty Senate Liaison

## Suggested Amendments to George Mason University Policy 1201

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In response to not only the student and community support, but also in regards to complying with both the Presidential and Gubernatorial Executive Orders, George Mason Student Government suggests the following amendments to be made to University Policy 1201, Part II (Proposed additions in bold):

University Policy Number 1201

### II. POLICY STATEMENT

George Mason University is committed to providing equal opportunity and an educational and work environment free from any discrimination on the basis of race, color, religion, national origin, sex, disability, veteran status, sexual orientation, **gender identity or expression**, age, marital status, pregnancy status or genetic information. George Mason University shall adhere to all applicable state and federal equal opportunity/affirmative action statutes and regulations.

The University is dedicated to ensuring access, fairness and equity for minorities, women, individuals with disabilities, and veterans (as covered by law) in its educational programs, related activities and employment. George Mason University shall thus maintain a continuing affirmative action program to identify and eliminate discriminatory practices in every phase of university operations.

Any employee who becomes aware of sexual harassment or other potentially discriminatory behavior must contact Compliance, Diversity, and Ethics.

Retaliation against an individual who has raised claims of illegal discrimination or has cooperated with an investigation of such claims is prohibited.

**Discussion:** Noting he was not opposed to the proposed revision, a Senator requested a definition of “gender identity”. Chair Douglas clarified that this was “male to female” or “female to male”, an aspect not covered by current language. **The resolution was approved.**

### **Branding – Renell Wynn, Vice President for Communications and Marketing**

Chair Douglas introduced Renell Wynn to answer questions about Mason’s branding efforts.

Vice President Wynn: With branding we hope to influence decisions in recruitment of graduate and undergraduate students and tell the story of students and classes, centered on faculty, students, and programs. As a document, the [Mason Brand profile](#) is in its first year.

Vice President Wynn then displayed introduction of color palettes, which she stated were really important for student recruitment. When asked if the institution was no longer ‘green and gold’, VP Wynn referred them to the profile.

Senator: How much did this cost?

Vice President Wynn: The most recent branding effort cost \$48k for consultants.

Senator: What is the total branding budget?

Vice President Wynn: Mason doesn’t have a branding budget, but a talented group of people. We cannot capture in a tag line what University does, going to theme lines: “University for the World” as new theme to describe what we think about the university.

Senator: No budget, but people working for you get paid?

Senator: What is branding? How is it different than marketing?

Vice President Wynn: The brand profile has three sections: (1) who you are, your core, your identity; (2) what we sound like, and how to package it with message (3) what do we look like. When combined, there is a visual spread of Mason. During the most recent update, the logo did not change, but a new Mason “M” was added. The document also includes instructions for departments on how to use logos as well as the retirement of some logos (including the Mason ID/EA). Departments are not permitted to have their own logos.

Senator: I looked at the document and it told the Mason community that we won’t be using this, faculty should not use that. If we put this forward, can you help us with it?

Vice President Wynn: With each academic unit there is a communications person.

Senator: Communications is a responsibility generally given on top of other duties. What does it have to do with our mission? With excellence and with the faculty?

Vice President Wynn: I do not disagree that it is often given as an extra assignment.

Senator: I was really excited about the “D” and “A” in IDEA. Why are de-emphasizing the IDEA? Will we not abide by the IDEA or policies behind it? We put a lot of time into these mission statements.

Vice President Wynn: Initially in preparation to build upon President Cabrera’s inaugural we created IDEA. These ideas have not gone away; IDEA feels internal, but to speak to an external audience we then have to explain what we mean by IDEA. The university will not to limit ourselves to one tagline or themeline.

Senator: What are the key performance indicators for the branding effort that will be used to determine if it is working or is not working?

Vice President Wynn: Some metrics include increasing the number of student applications. Fundraising campaigns will be more successful. We could use opinion and recognition to measure brand health.

Senator: Looking at the theme lines, faculty are not mentioned anywhere. Nor are students.

Vice President Wynn: Branding is like a cheat sheet in terms of how to talk about faculty, students; to convert language.

Senator: We had no input into this.

Vice President Wynn: We had faculty input.

Senator: What senators were nominated to serve on this?

Chair Douglas: Faculty just called generally, not from the Faculty Senate

Senator: How long do you anticipate this to last?

Vice President Wynn: Longevity is key, it challenges university have to look fiscally, in the phase or place of the moment, to hold true to what we are doing. When we go into a campaign, longevity lets us plan with messages and language.

**VI. Adjournment:** The meeting adjourned at 4:16 p.m.

Respectfully submitted,  
Timothy Leslie  
Secretary

## ATTACHMENT A

Academic Policies Committee

Feb. 4, 2015

### Background

1. At the March 3, 2010 Faculty Senate meeting, a resolution was presented by the Academic Policies Committee and approved by the Faculty Senate for implementation in Fall 2011:

#### **Resolution to Shorten Academic Add Period**

Change catalog copy from: “The last day for adding a 14-week course is two calendar weeks after and including the first day of classes” to “The last day for adding a 14-week course is eight calendar days after and including the first day of classes.”

2. There have been periodic approvals of academic calendars by the Faculty Senate that incorporated the shortened Add period.

- For all Fall semesters since 2011, classes start on a Monday in August, one week before Labor Day. Eight calendar days would put the Add deadline on Labor Day Monday. The Add deadline is thus the next day, Tuesday, which is the 6th instructional day after and including the first day of classes.
- For Spring semesters, classes start either on the Tuesday after MLK Day or on the Monday a week after MLK Day. For years in which classes start the day after MLK Day, the Add deadline is 8 days; for years in which classes start a week after MLK Day, the Add deadline is 9 days. The Add deadline thus occurs on either the 6th or the 7th instructional day after and including the first day of classes.

There is no mention of the issue in any records of the Faculty Senate.

Example calendars for Fall and Spring semesters. (D<sub>n</sub> = calendar day)

	Sun.	Mon.	Tues.	Wed	Thur.	Fri.	Sat.
<b>Aug.</b>		D <sub>1</sub> (Classes begin)	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	D <sub>5</sub>	D <sub>6</sub>
	D <sub>7</sub>	D <sub>8</sub> <b>Labor Day</b>	D <sub>9</sub> (Add deadline)				
<b>Jan.</b>		<b>MLK</b>	D <sub>1</sub> (Classes begin)	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	D <sub>5</sub>
	D <sub>6</sub>	D <sub>7</sub>	D <sub>8</sub> (Add deadline)				
or							
<b>Jan.</b>		<b>MLK</b>					
		D <sub>1</sub> (Classes begin)	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	D <sub>5</sub>	D <sub>6</sub>
	D <sub>7</sub>	D <sub>8</sub> (Add deadline by policy)	D <sub>9</sub> (Add deadline approved)				

### Motion

That the previously approved Academic Calendars be corrected so that the last day to Add conforms to the academic policy of March 3, 2010. The specific changes are:

- Tuesday, Jan. 31, 2017 to Monday, Jan. 30, 2017;
- Tuesday, Jan. 30, 2018 to Monday, Jan. 29, 2018; and
- Wednesday, Jan. 30, 2019 to Tuesday, Jan. 29, 2019