

University Senate

October 10, 2013

Members Present

Members present at the meeting: 90

Call to Order

Senate Chair Novara called the meeting to order at 3:20 p.m.

Approval of the Minutes

Chair Novara asked for additions or corrections to the minutes of the September 18, 2013 meeting. Hearing none, he declared the minutes approved as distributed.

Report of the Chair

Nominations Committee

Novara stated that outgoing Senators should have received a message from the Senate Office requesting volunteers to serve on the Nominations Committee. This important committee is charged with soliciting nominations from the membership of the Senate for the Executive Committee, Chair-Elect, the Committee on Committees, and other University-wide committees and councils whose members will be elected at the annual transition of the Senate in May. The Committee serves a very important purpose yet meets only a few times during the period of late-January through March. The Senate relies on the good judgment of the members of the Nominations Committee to present candidates that reflect the quality and diversity of our campus community. Novara encouraged any outgoing senators to consider serving on this important committee. Those interested can send an email to senate-admin@umd.edu. The Senate will vote on the Nominations Committee slate at its December meeting.

Next Meeting

Novara announced that the next Senate meeting would be held on Wednesday, November 13, 2013. President Loh will be presenting his State of the Campus Address. This meeting will be held in the Colony Ballroom of the Union to accommodate the larger audience that is anticipated.

Council of University System Faculty (CUSF) Replacement Election [Faculty Senators Only] (Senate Doc. No. 13-14-06) (Action)

Novara noted that Kenneth Holum had stepped down from his seat on the Council of University System Faculty (CUSF) when he was selected to be Senate Parliamentarian. We are holding a special election to fill that vacancy. He asked all faculty senators to complete his/her ballot and stated that the results of the election would be announced via email following the meeting.

**2013 Plan of Organization Review Committee Slate (Senate Doc. No. 13-14-07)
(Action)**

Novara stated that the University would conduct a review of its Plan of Organization review process during this academic year. He noted that senators would vote on the membership of the Plan of Organization Review Committee. All senators are eligible to vote and the ballot includes an opportunity for write-in votes in each of the categories. Novara opened the floor to additional nominations in each of the categories.

Senator Ratner, Undergraduate, College of Behavioral & Social Sciences, nominated Michael Lichtenberg, College of Behavioral & Social Sciences and Robert Cobb, A. James Clark School of Engineering, for the undergraduate category.

Senator Kincaid, Undergraduate, College of Arts & Humanities, nominated himself for the undergraduate category.

Novara asked senators to choose the nominees whom they wish to vote for by either checking the box next to his/her name or writing-in his/her name or checking the box. He then instructed senators to pass their ballots to the senate staff.

Novara noted that the election results would be announced following the meeting.

**Special Order of the Day
Peter Weiler
Vice President, University Relations
*University Relations Post Campaign Plan***

Novara introduced Peter Weiler, Vice President for University Relations.

Weiler thanked the Senate for the opportunity and gave an overview of University Relations' Post Campaign Plan, providing a brief video highlighting the "Fearless" theme of the campus.

Strategic Objectives

Weiler stated that University Relations has five strategic objectives and one goal. The objectives include: excellence in fundraising, enhance and grow our reputation, grow and improve strategic engagement efforts, build engaging opportunities for our external partners, and recruit and retain talented staff. The goal is to raise \$200 million per year.

Weiler noted that the average funds raised in years 5-8 of a campaign decrease, however, that decrease escalated in FY13.

Fundraising Facts

Weiler noted that \$36 trillion in wealth would move from one generation to another in the next 15 years. The average UM bequest was \$37 million less than the Big 10 average. The average staff in planned giving at UM is six less than in Big 10

schools. In addition, Weiler noted that 50% of gifts given in 2011 had no relation to the organization. Donors gave the highest average amount to organizations both where they believed their gift would have the largest impact and where they volunteered, and that 52% of gifts came from non-alumni. Weiler also noted that 95% of donations came from individuals not corporations. He stated that there are 7,000 new individuals with the capacity to give \$100k to the University and there are 24 prospects with a capacity to give \$50 million or more. The University Relations staff has also surveyed 23% of targeted donors to learn more about their experience before and after making a gift.

What's Next?

University Relations will launch a two-year "Fearless" initiative. The objectives include aligning fundraising agenda with University strategy, engaging senior leadership, developing big ideas, building capacity and pipeline, reinvesting in development/alumni programs, and preparing for the next comprehensive campaign. The messaging hierarchy of "Fearless" ideas includes: inspiration, curiosity, boldness, and passion.

University Relations will create an annual gifts team, focus the regional team, and redeploy frontline fundraisers to schools and colleges. They will develop a planned giving office, a central major gifts team, and initiate a search for 41 new positions to increase the front line major gifts fundraising staff. Key hires include Ralph Amos, Executive Director of Alumni Relations; Mary Burke, AVP of Development; Debbie Meyers, Senior Director of Stewardship; Don Miller, Director of Recruiting, Tim McMurray, Senior Associate Athletics Director, Lyn Culver, Executive Director of Development, and Brian Darmody, Associate VP of Corporate Relations.

Action Plan

Weiler stated that his plan to implement this strategy is through culture, structure, and execution. We will promote a centralized, distributed model of prospect management, accountability, alumni relations, and engagement; engage senior leadership; and build a central stewardship office. In addition, they will rebuild planned giving, retool annual giving, commit to alumni engagement and relations, and increase major gift fundraising staff in colleges and schools. Finally, they will execute this vision by focusing on major gift activity by creating a pipeline of donors and hire and retain talented people.

Q & A

Senator Cooperman, Faculty, College of Arts & Humanities, stated that the University made the front page of the Chronicle of Higher Education about branding and hiring companies to create a brand. The thrust of the Chronicle article was that brands are meaningless. He believes that we should be promoting the content of the University not a brand.

Weiler responded that the video was created by his staff and was not contracted out. The intention was to reach alumni outside of the immediate area. University Relations is currently interviewing 1200 donors focusing on the following: did the money help, did it hire faculty, and did it help research? The one-on one discussion

allows for a conversation about why they should give to the University. This type of piece just elevates the conversation.

Senator Ellis, Research Faculty, College of Behavioral & Social Sciences, inquired about the 30,000 donors and whether they were the same people throughout the years or whether there was an indication of donor fatigue.

Weiler responded that statistics show that if we are able to keep a donor for seven years, the likelihood of them continuing to give goes up dramatically. Unfortunately, we are losing donors so we have to pick up more to replace them. We have to get better at attracting people on the bottom end.

Senator Burke, Part-Time Graduate Student, College of Education, inquired whether there were plans to associate with successful alumni companies like Under Armour and Google.

Weiler responded that his goal is to connect with the alumni, not their companies.

Senator Ayyagari, Undergraduate, College of Computer, Mathematical & Natural Sciences, inquired about how much say donors have in where their donations go and what the single biggest challenge in fund-raising is.

Weiler stated that the biggest challenge is reinvesting the talent. Donors have 100% say in where their donations go. 99% of donations are restricted. The difficult part is dealing with donations that are not something that the University is interested in.

Senator Ayyagari, Undergraduate, College of Computer, Mathematical & Natural Sciences, asked how granular the donations are.

Weiler responded that donation contracts are very specific based on what the donor wants.

Senator Meharg, Head Coaches, stated that she has a different perspective as a head coach. This type of branding helps with recruiting athletes. The reality is that we do not have a lot of people donating.

Novara thanked Weiler for his presentation.

Review of the University of Maryland Policies and Procedures on Sexual Harassment (Senate Doc. No. 11-12-43) (Action)

Cynthia Hale, Chair of the Joint President/Senate Sexual Harassment Task Force, presented the task force's recommendations and provided background information.

Chair-Elect Webster, made a procedure motion on behalf of the Senate Executive Committee as follows:

The Senate Executive Committee (SEC) makes a motion to limit discussion to two minutes per speaker for the discussion of Agenda Item #6: Review of the University of Maryland Policies and Procedures on Sexual Harassment (Senate Doc. No. 11-12-43). This will allow for greater participation by all senators who wish to provide input on the task force's report

Novara opened the floor to discussion of the motion; hearing none, he called for a vote on the motion. The result was 62 in favor, 13 opposed, and 3 abstentions. **The procedure motion passed.**

Novara stated that Webster would control the timer and that it would be displayed on the screen during discussion of this issue.

Novara opened the floor to discussion.

Senator LaCherra, Undergraduate, College of Behavioral & Social Sciences, introduced Lauren Redding, who wrote the Proposal to Mandate Sexual Assault Prevention Education for Students 12-13-40, which the task force considered during its review of the sexual harassment policies and procedures. Redding shared a personal story about her own sexual assault. She strongly encouraged senators to vote in favor of the task force's recommendations.

Senator Farshchi, Undergraduate, Robert H. Smith School of Business, inquired why it was necessary to create a second division for the Title IX office instead of incorporating it into existing structures.

Hale responded that the office should be able to respond to the entire campus community. A separate office brings the greatest amount of visibility of issue and influence to that role.

Senator Nuñez, Graduate Student, College of Behavioral & Social Sciences, introduced Matthew Popkin, graduate student in the School of Public Policy. Popkin stated that everyone could give numerous examples of sexual offenses. He commended everyone involved in drafting the recommendations and encouraged senators to vote in favor.

Senator Ratner, Undergraduate, College of Behavioral & Social Sciences, drew a parallel to the training offered through alcohol.edu with the recommendations from the task force. He stated that an NIH study showed that the alcohol.edu program was only effective for one semester. He expressed concern about effectiveness of online training being the only way to receive training and made a motion to amend a recommendation.

Hale responded that with a community of 35,000 people that must be trained, online training must be an option. However, the taskforce did recommend that there be a wide array of training options that are implemented to address those concerns. She also mentioned that CARE is currently piloting training with incoming freshman this fall. This program is being conducted in conjunction with social scientists in the

College of Behavioral and Social Sciences (BSOS) to measure whether this type of training will have an affect on attitude. Online training will not achieve the cultural climate change that we want to achieve so we are hoping to create a robust array of tools.

Amendment

A face-to-face training pilot (VIP: Violence Intervention and Prevention) for incoming undergraduate students was developed during the summer of 2013 for the Fall 2013 semester, under the direction of SARPP/CARE, working in close coordination with the Vice President for Student Affairs and the Provost. This pilot training will take place during the Fall 2013 semester. An evaluation of the training's impact will be conducted. As part of the interim recommendations that were submitted in June 2013, the SHTF recommended that the Interim Title IX Coordinator work with SARPP/CARE to facilitate the training pilot, communicate with relevant campus units and programs, and assess the pilot ~~for possible expanded use~~. **If the Title IX Coordinator and SARPP/CARE determine that the face to face training pilot made a positive impact, a program must be implemented requiring students to attend a face to face program after completing the online training. Students must complete the face to face training by the end of their second semester at the university.**

The motion to amend was seconded by Senator Farshchi, Undergraduate, Robert H. Smith School of Business.

Novara opened the floor to discussion of the amendment.

Senator Ratner, Undergraduate, College of Behavioral & Social Sciences, stated that he was supportive of the pilot program. The amendment states that if the pilot is effective, we will mandate face-to-face training for all students. The intention is not to mandate it for the entire campus community but rather just the students.

Hale responded that we would all like to move to student face-to-face training but there are logistical issues involved with implementing that type of training.

Samantha Zwerling, SGA President, stated that if the pilot program were successful, we should support in-person training. It is important that we stand behind that result and move forward with in-person training. This amendment shows our support for successful training of our students.

Senator LaCherra, Undergraduate, College of Behavioral & Social Sciences, stated that the amount of material that incoming students get is enormous. Face-to-face training shows our commitment to this issue. He expressed his support of the amendment.

Senator Parsons, Exempt-Staff, introduced Fatima Burns, Coordinator of CARE (Campus Advocates Respond and Educate), who emphasized the advantages of in-person training. Students already get a lot of online training. The purpose of in-person training is to educate students about the policy and how to be a positive

bystander. The goal is to shift the culture so that students feel comfortable speaking up. We want to meet with students at the beginning of their experience at the University before they are faced with that situation.

Hale responded that the staff in CARE does an amazing job and worked with the task force as partners throughout this process.

Senator Davis, Graduate Student, College of Computer, Mathematical, & Natural Sciences, inquired whether there was a cost estimate for face-to-face training. Hale responded that it would be difficult to estimate the cost but that priority should be given to how best to train our students not the cost associated with it. It will not be a trivial investment but probably a very prudent one.

Senator McGrath, Undergraduate, College of Arts & Humanities, stated that freshman take UNIV100 and are exempt if they are part of a living and learning program. The training could target those programs and Greek-life to do face-to-face training.

Senator Ratner, Undergraduate, College of Behavioral & Social Sciences, stated that there is no specific requirement of how the training should be conducted. This is an important issue so we should not worry about cost. Maybe it will take longer but at least it will happen.

Senator Kauffman, Faculty, College of Computer, Mathematical, & Natural Sciences, expressed concerns about graduate students being excluded from the training process.

Hale responded that graduate students are included in the recommendations.

Senator Ratner, Undergraduate, College of Behavioral & Social Sciences, stated that the amendment does not differentiate between undergraduate and graduate students. The intention of the amendment is to include all students.

Senator Parsons, Exempt-Staff, stated that she was confused about whether cases sent to the Title IX Office and CARE would be kept confidential.

Hale responded that the Title IX Office would endeavor to keep cases private but cannot guarantee that they will remain that way.

Parsons suggested that it be communicated that Title IX is not necessarily confidential but CARE cases are kept confidential.

Senator Ellis, Research Faculty, College of Behavioral & Social Sciences, stated that he appreciates the good words but made a motion to call the question and end debate on the amendment. The motion was seconded.

Novara called for a vote to call the question and end discussion on the amendment. He explained that the motion requires a 2/3 majority in favor. The result was 59 in favor, 7 opposed, and 7 abstentions. **The motion passed.**

Novara restated the amendment.

Novara called for a vote on the amendment. The result was 54 in favor, 15 opposed, and 7 abstentions. **The amendment passed.**

Novara opened the floor to discussion of the report as amended; Hearing none, he called for a vote on the task force's report as amended. The result was 70 in favor, 1 opposed, and 3 abstentions. **The report was approved as amended.**

Novara thanked Hale and the members of the task force for their tireless efforts with this issue.

New Business

There was no new business.

Adjournment

Senate Chair Novara adjourned the meeting at 4:46 p.m.