

College of Arts and Sciences
Meeting of Faculty Assembly
SK 102
March 29, 2019
2:00-3:15 PM

ATTENDANCE:

ANTHROPOLOGY:	T. Jennings, A. Smallwood, A. Storey, C. Tillquist, J. Zhao
BIOLOGY:	L. Fuselier, M. Menze, D. Schultz
CHEMISTRY:	C. Grapperhaus, G. Hammond, L. Hoyt, F. Luzzio
CLASSICAL & MODERN LANG.:	M. Dalle, L. Dray, T. Dumstorf, T. Edison, B. Fonseca-Gruber, J. Gabbard, M. Greenwood, G. Hutcheson, A. Leidner, R. Luginbill, M. Makris, F. Nuessel, S. Owolabi, R. Roebuck, M. Wu, L. Zeng
COMMUNICATION:	M. Cunningham, L. Della, S. Esrock, J. Ferré, A. Futrell, J. Hart
COMPARATIVE HUMANITIES:	P. Beattie, S. Bertacco, A. Hall, N. Polzer, P. Pranke, E. Wise
CRIMINAL JUSTICE:	D. Keeling
ENGLISH:	D. Anderson, S. Biberman, K. Chandler, K. Kopelson, D. Lutz, G. Ridley, A. Willey
FINE ARTS:	T. Calvert, M. Carothers, D. Lai, R. Singel
GEOGRAPHY/GEOSCIENCES:	C. Day, A. Gaughan, D. Howarth, C. Mott, F. Stevens, H. Zhang
MATHEMATICS:	T. Riedel, D. Swanson
PAN-AFRICAN STUDIES:	B. McCormack, T. Rajack-Talley
PHILOSOPHY:	A. Kolers, D. Owen
PHYSICS:	D. Brown, B. Freelon, C. Jayanthi
POLITICAL SCIENCE:	A. Caldwell, A. Enders, J. Farrier, M. Merry, L. Moyer
PSYCHOLOGY:	D. DeCaro, P. DeMarco
SOCIOLOGY:	J. Beggan, R. Carini, K. Christopher, L. Heberle, D. Roelfs
THEATRE ARTS:	R. Vandenbroucke
URBAN & PUBLIC AFFAIRS:	L. Björkman, L. Evans, K. Kinahan, M. Ruther, D. Simpson
WOMEN'S, GENDER & SEXUALITY STUDIES:	J. Griffin

Dr. Karen Kopelson, Chair, called the Faculty Assembly to order at 2:02 PM.

Dr. Kopelson recognized John Drees, Senior Vice President of Communication and Marketing, to present the findings of marketing research conducted by Simpson-Scarborough. Simpson-Scarborough sampled current and prospective students, faculty and staff, UofL alumni, and Kentucky residents to learn their awareness of, an opinions about, the UofL brand. The findings

presented are based on 2600 responses. The research was conducted from December 2017 through September 2018 and is to be the basis of the University's next branding campaign.

Simpson-Scarborough's major finding was that the University's recent bad press seemed to have had no significant adverse effect on perception of UofL. Few prospective students had seen negative news reports about the University unless they lived in Jefferson County. The report identifies UofL's strengths as diversity and inclusion and the University's commitment to social justice and its weakness as the University's region/location (out-of-state students and students from other parts of Kentucky either do not know much about Louisville, have negative perceptions of Kentucky, or fear that the city might be dangerous), and limited awareness of what UofL has to offer. Student awareness of UofL is largely limited to the name and the logo. In fact, Drees noted that Simpson-Scarborough found that 33% of prospective students could not identify UofL's greatest strength. Therefore, the next marketing campaign needs to be focused on selling Louisville and the quality of the academic experiences and opportunities awaiting students.

Even though there has been no overall negative impact on UofL's brand after recent events, two important constituencies are decidedly more negative about the University than they used to be. Drees reported that faculty and staff and alumni were much more likely to believe that UofL had been adversely impacted by recent events (84% and 45% respectively) than other demographics.

In conclusion, Drees offered the following as his presentation's major takeaways:

- 1) Prospective students and Kentucky residents are attracted to UofL for its strong student outcomes, academic offerings, and its hands-on learning opportunities.
- 2) Prospective students want genuine, multi-faceted diversity and believe that UofL can provide it.
- 3) Even though Louisville has much to offer, the University's location is prospective students' biggest concern when considering attendance.
- 4) Internal constituencies value helping students and this student-focused culture needs to be promoted and strengthened.
- 5) UofL faculty and staff are far more negative about the University than are other constituencies.
- 6) The University needs to increase its alumni engagement both to remain connected with graduates and to use alumni to convince prospective students that UofL could be positive for them.
- 7) The University needs to increase students' opportunities for hands-on learning experiences.

After Mr. Drees' presentation, Dr. Kopelson next recognized Dr. David Schultz, chair of the Planning and Budget Committee, who reviewed the proposal to suspend the MA in French. The program currently has 4 students enrolled and has not recruited new students in the past 2 years. Under this proposal, the MA would be suspended for 5 years to give the French section the opportunity to reimagine and reinvigorate the proposal or decide to terminate it entirely. Drs. Mathieu Dalle and Bonnie Fonseca-Gruber of the French faculty spoke against the motion for suspension, arguing that the program was imperiled by the loss of GTA lines, the loss of a tenure-

track line in French, and the loss of a course release for the graduate director. After comments and/or questions from Dr. Greg Hutcheson, Dr. Alan Leidner, Dr. Natalie Polzer, and Dr. Beth Willey, Dr. Kopelson called for a vote. The faculty voted against the proposal to suspend the MA in French with 35 votes in favor and 40 votes against the motion.

The final item of business was the motion to approve the BS in Urban Studies, also presented by Dr. Schultz. The faculty approved the measure with 64 votes in favor and 1 abstention.

The meeting was adjourned at 3:04 PM.