

College of Arts and Sciences

Faculty Assembly

January 23, 2015

ATTENDANCE:

Anthropology: J. Burnet, J. Haws, L. Markowitz, S. Parkhurst, J. Peteet, G. Stocks, C. Tillquist, J. Zhao
Biology: C. Corbitt, R. Fell, J. Steffen
Chemistry: R. Buchanan
Classical & Modern Lang: L. Baixauli-Olmos, R. Buchanan, M. Carriere, D. Coyne, W. Cunningham, M. Dalle, T. Edison, B. Fonseca-Greber, J. Gabbard, M. Groenewold, G. Hutcheson, A. Leidner, A. Mastri, M. Medina, F. Nuessel, B. Ortiz-Loyola, W. Pfeffer, L. Wagner, W. Yoder
Communication: M. Cunningham, A. Futrell, J. Hart, S. Phillips
English: M. Biberman, K. Chandler, J. Dietrich, P. Griner, K. Hadley, A. Jaffe, K. Kopelson, A. Olinger, C. Petrosino, A. Rabin, B. G. Ridley, S. Ryan, H. Stanev, B. Willey
Fine Arts: Y.K. Chan, J. Grubola, D. Lai, G. Mayer
Geography/Geosciences: C.A. Day, A. Gaughan, C. Hanchette, F. Stevens
History: L. Kelland, T. K'Meyer, D. Krebs, D. Vivian
Humanities: A. Allen, P. Beattie, S. Bertacco, B. Harwood, M. Moazzen, S. Salamensky, T. Soldat-Jaffe, E. Wise
Justice Administration: D. Keeling
Mathematics: C. Biro, M. Bradley, G-M Gie, A. Hill, L. Larson, T. Riedel, C. Swanson, D. Wildstrom, S. Young
Pan-African Studies: P. Johnson, R. Jones
Philosophy: A. Kolers, D. Owen
Physics: D. Brown, C. Jayanthi
Political Science: J. Abbott, D. Buckley, D. Clayton, J. Farrier, T. Gray, S. Hua, L. Moyer, R. Payne, S. Wallace
Psychology: S. Meeks
Sociology: R. Hognas, K. Kempf-Leonard, C. Negrey, D. Roelfs, R. Schroeder
Theatre Arts: R. Vandenbroucke
Women's & Gender Studies: K. Christopher, J. Griffin, D. Heinecken, D. Pecknold

Andrew Rabin convened the Faculty Assembly at 2:03 PM.

Dr. Rabin made the following announcements:

- Dean Leonard received the Faculty Assembly's recommendation that "a dedicated A&S endowment [be created] in order to support the key needs of the College and ensure its future financial security" with enthusiasm. The dean has begun working with the College's development team to communicate with donors and to incorporate the endowment into the College's marketing materials.
- Susan Howarth is still gathering and compiling information to respond to concerns and questions raised by the Faculty Assembly at its November meeting. She is expected to submit a report within approximately one week. She has also expressed her willingness to attend the Assembly's February meeting to answer additional questions and to update A&S on the University's FY 2016 budgeting processes.
- The next meeting of the Faculty Assembly will be February 27, 2015. Any motion to be considered at that meeting must be submitted to Dr. Rabin by 5 PM on Friday, February 20, 2015.

Dr. Rabin recognized Mr. Keith Inman, Vice President for University Advancement, who appeared before the Assembly to discuss the capital campaign, donor giving to A&S and to respond to questions submitted to him from A&S faculty. Joining Mr. Inman were: Ann L. Coffey, Senior Executive Director of Advancement Operations; Jason Amore, Associate Vice President for University Advancement; Brian Robinson, Assistant Vice President for University Advancement; and Kathryn Sides and Patricia White, of the College of Arts and Sciences' development team.

Mr. Inman described the University of Louisville Foundation as a "service organization" that does not set University policy or priorities; rather, it responds to them in support of the University's mission. He then provided some information about philanthropy in FY 2014. The University received gifts from every county in Kentucky, every state and from six continents. He reported that A&S received \$7,774,775 in donations in FY 2014. This represented an 11% increase in the number of donors and a 45% increase in overall giving. A&S has enjoyed a 165% increase in giving over the seven years of the most recent capital campaign.

Mr. Inman noted that giving to the "academic side" has seen a 72% increase to a total of \$25,485,344. He shared that 60,113 of U of L's donors gave gifts only in support of academic matters compared to 12,893 who only supported athletics and 6,953 who made gifts supportive of both. This means that 75% of donors designated their gifts for academic purposes.

This led to a discussion of how athletic fundraising is managed and where athletics' dollars come from. Inman emphasized that no Foundation revenue goes to athletics (except for 5% spending policy return on funds that athletics has invested through the Foundation). Athletics' funds come almost exclusively from seat licenses and marketing. Mr. Inman noted that athletics donors have a high gift renewal rate and that academic gifts are more likely to lapse (even though overall renewals are high). When asked if there were privileges and opportunities available to encourage academic donors to renew their gifts, Mr. Inman explained that those privileges have been problematic as

they often involve a donor seeking to meet with University or College officials who may or may not be readily available. A discussion of Thornton's current promotion pledging support to the "Center for Academic Excellence" may be misleading to some donors as the center is associated with athletics. Mr. Inman acknowledged that the campaign may be unclear at local stations, but he stated that the gift was clearly designated for athletics when it was announced.

Mr. Inman noted a growth opportunity for A&S: over 30,000 living A&S alumni have never made a gift. Mr. Inman encouraged A&S to improve its websites to include more information about advancement/gift-giving opportunities.

Responding to a question from Dr. Michael Cunningham, Mr. Inman stated that Advancement wishes to control access to potential large donors, but that is not intended to be an absolute prohibition. Instead, persons with potential development leads are encouraged to speak with the advancement officers about the opportunities so that a coordinated plan can be developed.

Responding to Dr. Dawn Heinecken's statement that Alumni Affairs proved unwilling to provide alumni e-mail addresses, Mr. Inman indicated that Advancement will also be happy to facilitate the distribution of communications to alumni.

Advancement's presentation concluded with brief answers to questions previously submitted by the faculty (most notably a question about the Foundation "taxing" donations. Advancement's budget is financed out of the Foundation's revenues, so funds are used to support operations, communication, etc.) and with encouragement for the faculty to share information and opportunities in partnership with University Advancement.

Dr. Avery Kolers presented on behalf of the Planning and Budget Committee. The committee is reasserting elements of its stated charge that have been underutilized in the past, particularly its role in the College's strategic planning. Dean Leonard has asked the committee to spearhead the College's planning to engage with the Twenty-First Century Initiative. The committee has opted not to develop a strategic plan at this time; rather, it is seeking to develop a "values and vision statement" informed by review of existing College documents and engagement with various constituencies. The committee proposes to have a draft document circulated for faculty consideration during the March meeting. This presentation occasioned extended discussion of whether Planning and Budget was the appropriate body to engage in such planning and of how this statement would be different from the current mission statement and how the new statement would then be operationalized. Planning and Budget will continue its work towards this statement.

Dr. Hadley provided an update from the Faculty Senate. Among the highlights:

- The Redbook committee is having its first reading of A&S by-laws changes that were approved by the Faculty Assembly but somehow were never presented to the Faculty Senate.
- The provost indicated that she continues to be concerned about persistent U of L communication and culture problems.

- The provost shared that the University had invested in Academic Analytics, software that analyzes academic productivity and scholarly impact. Academic Analytics will play an as-of-yet unclear evaluative role going forward.
- The University's concern about graduation rates has been heightened in the face of increasing demands from the CPE and the federal government for accountability and quantitative measures of student success.
- The provost is holding a meeting with deans, chairs, and other invited guests on January 28, 2015, to discuss the Twenty-First Century Initiative.
- President Ramsey addressed several items that had been in the local news, including stories about Sam Connally's separation from the University; legal actions filed against the University; and complaints from some members of the Board of Trustees that the University's administration was keeping the Board in the dark.

The Faculty Assembly was adjourned at 3:28 PM.