

CENTRAL WASHINGTON UNIVERSITY
FACULTY SENATE

REGULAR MEETING
Wednesday, May 30, 2012, 3:10 p.m.
BARGE 412
Draft Minutes

Senators: All senators or their alternates were present except: Stephen Glasby, Lori Gray, Ralf Greenwald, Shaun Hansen, Susan Kaspari, Liz Kerns, Don Nixon, Darren Olson, Robert Pritchett, David Rawlinson, Keith Salyer and Chad Wassell

Visitors: Sheryl Grunden

CHANGES TO AND APPROVAL OF AGENDA Senator Madlem moved to approve the agenda. Senator Alsoszatai-Petheo seconded the motion and motion was approved.

MOTION NO. 11-42(Approved): APPROVAL OF MINUTES of May 2, 2012

COMMUNICATIONS – Plan Enhancements to CWU Retirement Plan & Voluntary Investment Plan (Available for review in the Faculty Senate Office.)

FACULTY ISSUES: Concern was brought forward regarding the searching within the SAFARI system. Many departments have multiple prefixes and it requires multiple searches to look up courses. Would like to see a pdf file of the entire schedule that would make search options more flexible. Senator Kovalerchuk indicated the many changes to the website has become a big issues. There should be a campus wide process to review potential changes to the website. It was suggested that an independent group should review this process. Senator Donahoe was asked by several department chairs to express an issue with faculty traveling to Centers as well as DE costs. These costs currently are being paid out of departmental budgets which is causing problems. Some departments are starting to feel they need to step away from majors/minor offerings at the Centers. Provost Levine indicated she did provide some funding to help offset some of these costs this year. The Center's are currently looking at what should be offered.

CHAIR: Chair Loverro thanked everyone for their work this year. It has been a civil and productive year. Faculty have answered a lot of surveys and attended a lot of meetings. Faculty had a voice in abolishing the print catalog, changing the academic calendar and exploring the feasibility of the semester system. Faculty Senate committees have brought forward new policies, General Education is exploring changes to the writing requirement, SEOs have gone online. The President and Provost has included the Executive Committee and faculty in discussions this year. Shared governance has started to mature at Central.

CHAIR-ELECT:

Motion No. 11-45(Approved): Senator Madlem moved that:

"Whereas, Ian Loverro contributed to the excellent working relationship of the Faculty Senate with the administration by strengthening the ideals and practice of shared governance; and

Whereas, he enhanced the communication between the CWU Faculty Senate and the greater faculty at large, working persistently to represent the widely diverse concerns of the CWU faculty while actively promoting faculty collegiality;

Be it resolved that the Central Washington University Faculty Senate is grateful and publicly wishes to thank Ian Loverro for his focused and diligent work and his exemplary leadership in the role of Chair of the Faculty Senate during the Academic Year 2011-2012."

PRESIDENT: President Gaudino thanked Ian for this past year. Shared governance has come a long way. Each year it matures a little more and was a little more visible this year. We may see a little more next year with the new coordinator positions. The Academic Planning Task Force final report will be submitted next year for Senate review before it goes to the BOT. The Win-Win program was funded again this year to help replace computers in departments. This is a shared cost program. Some classroom technology will be funded as well. The budget for next year is essentially done and will be reviewed by the BOT at their June meeting. Colleges and then departments should have their budget information before the end of this fiscal year.

PROVOST: Provost Levin reported there are three final candidates for the Dean of Graduate Studies and Research. Encourage faculty to participate in the process. Internal searches have started for the coordinator/director positions have begun. The announcement of the Assessment Coordinator and Multimodal Coordinator will be made together once both processes have finished. The interviews will start tomorrow for the Professional Development Coordinator and the Curriculum/General Education/Program Development Coordinator. Provost Levine will be attending the Provost Round Table this summer. She urged faculty to go their website to see what they are doing. Provost Levine reported that they decided to use the maximum salary increment changes for promotion/tenure this year.

Presentation of the Gavel - President presented the gavel to Chair-Elect Madlem.

OLD BUSINESS – Chair Loverro briefly reviewed the Faculty Senate and Executive Committee evaluations. A copy was provided with the agenda. Chair Loverro and Chair-Elect Madlem have been working on the Semester Feasibility Task Force. The core committee will probably consist of 6-7 members add subcommittees where needed.

Motion No. 11-46(Approved, 1 abstention): Senator Chase moved that Motion No: 11-18 be removed from the table. Senator Madlem seconded the motion.

Motion No. 11-18(Approved, 2 abstentions): “Accept Curriculum Committee’s recommendation to approve a new B.S. Recreation and Tourism Specialization in Event Planning as shown in Exhibit E.”

REPORTS/ACTION ITEMS

SENATE COMMITTEES:

Executive Committee:

Member-At Large election: No nominations from the floor. The Executive Committee will appoint a senator to this position.

Chair-Elect election: Nomination of Eric Cheney. Paper ballot was conducted and Senator Cheney was elected.

Motion No. 11-43(Approved, 2 nay): “Approve the 2012-13 Faculty Senate committee nominations as outlined in Exhibit A.”

Academic Affairs Committee – Year End Report http://www.cwu.edu/faculty-senate/sites/cts.cwu.edu/faculty-senate/files/documents/AAC%20Year%20End%20Report%202012_academic_affairs.pdf

Motion No. 11-44(Approved):“Approve updates to the Academic Affairs policy manual as outlined in Exhibit B.”

Bylaws & Academic Code Committee – Year End Report <http://www.cwu.edu/faculty-senate/sites/cts.cwu.edu/faculty-senate/files/documents/BACAnnualReport2011-2012.pdf>

Motion No. 11-39(Approved): “Approve addition of meeting times in the Faculty Senate Bylaws as outlined in Exhibit C.

Curriculum Committee – Year End Report <http://www.cwu.edu/faculty-senate/sites/cts.cwu.edu/faculty-senate/files/documents/FSCC%20Annual%20report%202011-12.pdf>

General Education Committee: Phil Backlund thanked the members of the General Education committee for their work this year. It has been 14 years since the General Education system has been changed at Central and now it will be 15. One goal the committee had this year was to figure out if the system really did need to be changed. 900 faculty/staff/students responded to a survey this winter. There was no real mandate to change the current system. The committee decided this year it would no longer accept new courses until they could develop criteria by which to evaluate new courses. The committee will be bringing recommendations forward next fall.

Evaluation and Assessment Committee: <http://www.cwu.edu/faculty-senate/sites/cts.cwu.edu/faculty-senate/files/documents/FS%20E%26A%202011-12%20ANNUAL%20REPORT.pdf>

Jeff Snedeker thanked the members of the Evaluation and Assessment committee for the work they have done this year, especially on the Peer Review report. Jeff briefly went through the report and the information on peer review.

Faculty Legislative Representative: Written report is available for review in the Faculty Senate Office.

STUDENT REPORT: No report

NEW BUSINESS - None

Meeting was adjourned at 4:40 p.m.

Exhibit A

| Committee | Name | Department | Term |
|--|------------------|-----------------|-------------------|
| | | | |
| Academic Affairs Committee | | | |
| CEPS – 1 vacancy | Michael Whelan | IET | 6/15/12 – 6/14/15 |
| | | | |
| COB – 1 vacancy | Vacant | | 6/15/12 – 6/14/15 |
| | | | |
| Bylaws and Academic Code | | | |
| 4 vacancies – must be a Senator | | | |
| Vacancy 1 | Gary Bartlett | Philosophy & RS | 6/15/12 – 6/14/15 |
| Vacancy 2 | Jonathan Fassett | Mathematics | 6/15/12 – 6/14/15 |
| Vacancy 3 | Lori Braunstein | ITAM | 6/15/12 – 6/14/15 |
| Vacancy 4 | Vacant | | 6/15/12 – 6/14/14 |
| | | | |
| Curriculum Committee | | | |
| CAH – 1 vacancy | Liz Kerns | Communication | 6/15/12 – 6/14/15 |
| | | | |
| CEPS – 1 vacancy | Jan Byers-Kirsch | EFC | 6/15/12 – 6/14/15 |
| | | | |
| COB – 2 vacancies | | | |
| Vacancy 1 | Gary Richardson | Finance & OSC | 6/15/12 – 6/14/15 |
| Vacancy 2 | Jeffrey Stinson | Management | 6/15/12 – 6/14/15 |
| | | | |
| LIB – 1 vacancy | Chris Mayer | Library | 6/15/12 – 6/14/15 |

| | | | |
|---|---------------------|-----------|-------------------|
| | | | |
| Evaluation & Assessment Committee | | | |
| COTS – 1 vacancy | Michael Pease | Geography | 6/15/12 – 6/14/15 |
| | | | |
| General Education Committee | | | |
| COB – 1 vacancy | Vacant | | 6/15/12 – 6/14/15 |
| | | | |
| COTS – 1 vacancy | Stephen Chamberland | Chemistry | 6/15/12 – 6/14/15 |
| | | | |
| Faculty Disputes & Allegations Committee | | | |
| 1 regular member vacancy | Daniel CannCasciato | Library | 6/15/12 – 6/14/15 |

Current Committee memberships:

Academic Affairs Committee

| | | |
|--|----------|--------------------------|
| Michael Whelan (CEPS) | 06/14/12 | IET |
| Joe Brooks(CAH) | 06/14/13 | Music |
| Vacant (COB) | 06/14/12 | |
| Marla Wyatt (CEPS) | 06/14/13 | FCS |
| Sacheen Mobley-Welsh (CAH) | 06/14/14 | Communication |
| Krystal Noga (COTS) | 06/14/13 | Law & Justice |
| Penglin Wang (COTS) | 06/14/13 | Anthropology |
| Thomas Tenerelli(COB) | 06/14/13 | Economics |
| Vacant | 06/14/12 | Student |
| James Huckabay, ex officio, non-voting | | ADCO Representative |
| Vacant, ex officio, non-voting | | Provost's Representative |

Bylaws and Academic Code Committee

| | | |
|---------------|----------|--------------------------------|
| Ian Loverro | 06/14/12 | EFC |
| Ron Tidd | 06/14/14 | Accounting |
| Vacant | 06/14/14 | |
| Gary Bartlett | 06/14/12 | Philosophy & Religious Studies |
| Melody Madlem | 06/14/12 | PESPH |

Curriculum Committee

| | | |
|--------------------------|----------|--------------------------------|
| Keith Salyer (CEPS) | 06/14/13 | Education |
| Lori Braunstein(CEPS) | 06/14/12 | ITAM |
| Gary Richardson (COB) | 06/14/12 | Finance & OSC |
| Jeffrey Stinson (COB) | 06/14/12 | Management |
| Rodney Bransdorfer (CAH) | 06/14/12 | Foreign Language |
| Jeff Dippmann (CAH) | 06/14/13 | Philosophy & Religious Studies |
| Suzanne Little (COTS) | 06/14/13 | Psychology |
| Kathy Temple (COTS) | 06/14/13 | Mathematics |
| Chris Mayer (LIB) | 06/14/12 | Library |
| Vacant | 06/14/12 | Student |

General Education Committee

| | | |
|----------------------|----------|----------------------------|
| James Bisgard (COTS) | 06/14/13 | Mathematics |
| Phil Backlund (CAH) | 06/14/13 | Communication |
| Toni Culjak (CAH) | 06/14/13 | English |
| Sharon Rosell (COTS) | 06/14/12 | Physics |
| Duane Dowd (CEPS) | 06/14/13 | Family & Consumer Sciences |
| John O'Neill (CEPS) | 06/14/13 | IET |

| | | |
|--------------------------|----------|--------------------------|
| Vacant (COB) | 06/14/12 | |
| Tim Dittmer (COB) | 06/14/13 | Economics |
| Vacant | 06/14/12 | Student |
| (ex-officio, non-voting) | | Provost's Representative |

Evaluation and Assessment Committee

| | | |
|------------------------|----------|------------|
| John Creech (LIB) | 06/14/14 | Library |
| Lynn Richmond(COB) | 06/14/13 | Management |
| John Hudelson (CEPS) | 06/14/14 | FCS |
| Jeffrey Snedeker (CAH) | 06/14/14 | Music |
| Michael Pease (COTS) | 06/14/12 | Geography |

Exhibit B

CWUP 5-90 General Academic Policies Summary of Changes

Page 3 – 5-90-010 (2) title change; 5-90-010 (3) this was a change made by the Faculty Senate 12-2-09 Motion No. 09-12 & 6-2-10 Motion 09-45 but was not included in the policy manual.

Page 4 – 10 Change made by the Faculty Senate 12-2-09 Motion No. 09-12 & 6-2-10 Motion 09-45, but was not included in the policy manual.

Page 10 – (5) & (6) renumbering, changes reflect current titles and standardizing capitalization

Page 11 – (8) (B) reworded for clarification

Page 12 – renumbering and standardizing capitalization

Page 13 – housekeeping

Page 14 – (D) clarification and title change; (15) clarification and capitalization, (16) approved at the 06-02-09 Faculty Senate meeting Motion No. 09-45, but was never included in the policy manual; (17) renumbered.

Page 15 – capitalization and clarification

Page 17 – capitalization, clarification and renumbering

Page 18 – capitalization and renumbering

Page 19 - capitalization and renumbering

Page 20 – capitalization, title change and current practice

Page 21 – title change; (37) Syllabi reworded

Page 22 – clarification and capitalization

Page 23 – capitalization

Page 24 – capitalization

Page 25 – clarification

Page 26 – (3) changed at the 12-2-09 Faculty Senate meeting Motion No. 09-13 and has not been included in the policy manual.

Page 27 – capitalization

Page 28 – (11) changed at the 5-5-10 Faculty Senate meeting Motion No. 09-39 and has not been included in the policy manual

Page 29 – title change and capitalization and clarifying language in (C)

Page 30 – housekeeping

Page 31 – capitalization

Page 32 – capitalization, renumbering

Page 33 – capitalization

Page 34 - capitalization

(Policy language attached)

<http://www.cwu.edu/~fsenate/5-90%205-10%20edits.pdf>

Exhibit C

The FSBACC proposes that the following language be inserted into Section IV.A.2 of the Bylaws:

Early in the Fall quarter of each year, each standing committee, except Academic Affairs, Curriculum and General Education, shall determine its schedule of meetings for that entire academic year. The schedule may be determined either at the committee's first meeting, or via communication between the committee members prior to the first meeting. Once the year's meeting schedule is determined, the chair shall ensure that the schedule is forwarded to the Faculty Senate office. Academic Affairs, Curriculum and General Education committee's will meet according to the established meeting day and time. The first meeting of each committee shall ordinarily occur before October 31st.

Rationale:

Stability and predictability in the committees' meeting schedules is desirable, since:

- (a) it would allow committee members to better plan their other commitments so as to avoid scheduling conflicts with the committee meetings, and
- (b) it would save the committees themselves from having to hold repeated discussions during the year about when to schedule their next meeting or meetings.

However, the smaller committees typically suffer issues with quorum if meeting dates and times are not somewhat flexible. Therefore, the recommendation is to have established date and time for the three larger, more global committees (Academic Affairs, Curriculum and General Education) and allow the smaller committees to set their meeting dates each year.

Exhibit E

NEW SPECIALIZATION

B.S. Recreation and Tourism Specialization in Event Planning

Recreation and Tourism Core Requirements

| | |
|---|---|
| FCSG 220 - Leadership in Human Development | 4 |
| FCSG 230 - Program and Event Budgeting | 2 |
| FCSG 320 - Program Management and Planning | 4 |
| FCSG 379 - Professional Development and Internship Planning | 3 |
| FCSG 419 - Applied Research and Evaluation | 3 |
| FCSG 420 - Program Promotion and Advertising | 5 |
| HRM 381 - Management of Human Resources | 5 |
| OR RT 380 Supervision in the Hospitality Industry (5) | |
| IT 258 - Spreadsheet Applications | 3 |
| IT Applications Course (Approved by Advisor) | 3 |
| RT 201 - Introduction to Recreation and Tourism | 3 |
| RT 292 - Practicum (1-3) <i>Must be taken for 6 credits</i> | 6 |
| RT 309 - Facility Planning and Sustainable Design | 4 |
| RT 330 - Sustainable Resources for Recreation and Tourism | 3 |
| RT 484 - Legal Liability and Risk Management | 4 |
| RT 490 - Cooperative Education (1-12) <i>Must be taken for 12 credits</i> | 1 |

Total Core Credits: 64

Event Planning Specialization

The Event Planning specialization prepares students for positions in special events coordination and operation, lodging sales and marketing, convention centers, destination marketing organizations, tourism planning, recreation and sports centers, and many others.

Required Courses

| | |
|---|----|
| Recreation and Tourism Core | 64 |
| RT 373D - Convention and Meeting Management | 5 |
| RT 374 - Festivals and Events | 3 |
| RT 405 - Hospitality Catering | 3 |
| RT/GWS 452 - Regional Wine Tourism OR | |
| GWS 303 - Major Wine Regions of the World | 4 |
| RT 485 - Events Administration | 4 |
| Department Approved Electives | 14 |
| Choose from: | |
| COM 312 Introduction to non-profit leadership (3) | |
| COM 345 Business and Professional Speaking (4) | |

FCSA 181 Fashion Show Production (2)
NUTR 240 and NUTR 240LAB Introduction to Foods (4)
RT 222 Recreation Programming and Activities (3)
RT 381 Recreational Sports Management (3)
RT 379 Cruise Line Operations (3)
RT 393P Visitation: Hospitality (1-3)
RT 498 Grant Writing for Recreation and Tourism (5)
TH 360 Stage Management (3)

Total Credits:

97

Required Summary Page:

Signed by: Communication, Nutrition, Theatre, Chairs, Dean, Registrar's.

Question 1: Justification for the creation of the this program: EVENT PLANNING SPECIALIZATION

We are pleased to have this opportunity to inform about the intent and content of the Recreation and Tourism (RT) program. RT was the first such degree in the state. Begun in 1947, RT has long offered two major specializations: Tourism Management, and Recreation Management (as well as minors). RT averages 140 majors, 35 minors, and 50 graduates a year. Within the field, (the two specializations of) recreation and tourism continue to grow closer together. The overlapping link between them is often “events.” Events already play a large part in RT curriculum. The goal of this proposal is to formalize this direction and fulfill strong student interest by packaging that content into a **specialization, Event Planning**.

Meeting, Convention, and Event Planners (a Bureau of Labor SOC classification) enjoy a growth industry worldwide. Kittitas County Economic Development has identified events as a driver of the regional tourism economy. A private convention center is being built in Ellensburg. Careers in the recreation and tourism fields require event planning as a routine or occasional task. In preparing students for this task, the RT program is a leader in service learning and civic engagement events both on campus and in the community. All RT faculty members are Academic Service Learning Distinguished Faculty Fellows.

Some RT alumni and interns work in the multibillion dollar conventions and hospitality sector (e.g., at Microsoft, Columbia Hospitality, Destination Resorts and many other lodging establishments, event centers and venues, convention and visitor bureaus) while others emphasize recreational events at city departments of parks and recreation or community development. Toward this end, RT’s course offerings have long included both hospitality event related courses (RT 309, 373D, 374, 405) as well as courses related to recreational event planning (RT 222, 381, 384). Event planning skills are also offered in FCSG 230, 320, 420.

At universities here and abroad, degree specialties (concentrations) in event planning are well established under the **hospitality, tourism, and recreation umbrella. Programs exist at top, doctorate-granting universities.** Some well-known examples of event planning programs are:

- Undergrad, master and doctorate level study in “Event and Meeting Management,” and “Sports and Event Management” at George Washington University under Department of Tourism and Hospitality Management within the School of Business;
- Undergrad and graduate degrees in “Tourism and Events Management” at George Mason U within the School of Recreation, Health, and Tourism under Hospitality Management;
- “Event Planning & Management” concentration - BS Recreation, Parks, and Tourism Administration at Cal Poly;
- UNLV Harrah College of Hotel Administration’s “Meeting and Event Management” to the doctorate level;
- Similar programs are well established under the field of hospitality, tourism and recreation at numerous other institutions including Northeastern U, Grand Valley, Temple, Johnson & Wales, and so on.

Tenured and adjunct RT faculty are experienced event planners and coordinators. As a Community Events & Recreation Director at the county level, Ken Cohen planned 100 community cultural events a year for 7 years, including festivals attended by 30,000. Barb Masberg created and chaired the Tourism Institute annual conference 2001- 09 and has worked events in hospitality. Dorothy Chase chaired conventions for professional associations (CITC, IABC – Intl Association Business Communicators) and chairs an annual community event where funds raised operate a county tourism attraction. Rob Perkins has chaired both community and thousand member statewide professional events. As city recreation professionals, adjuncts Jodi Hocter, Jeff Hagler and Jeff Zeiger have coordinated countless festivals, sports tournaments, and events. RT is connected to many kinds of events.

RT participates in **professional development** through the International Festival and Events Association (IFEA), Washington and National Recreation and Parks Association (WPRA, NRPA), Washington Lodging Association, and the Washington Tourism Alliance. In Fall 2011, faculty and 20+ students attended the Northwest Event Show; Event Camp Vancouver 2011, event seminars at NRPA; and offered students regular webinars through IFEA. In Winter 2012, RT faculty will attend a one week Event Management School: the joint sponsorship of this inaugural training by two discrete professional associations, NRPA and IFEA, is an excellent example of the growing link between recreation and hospitality/tourism around events.

RT is already “internationalized” in terms of content and students, and is preparing for two

Question 3: Indicate how this new program will impact existing programs in the department/college and the university.

* The Event Planning Specialization will essentially formalize a popular track that has existed within the RT degree. As a degree holder with this specialization, the graduate should enjoy increased clarity of goals and credentials when seeking practicums, internships, and careers.

* There are currently 4 tenured faculty who cover RT courses (and FCSG courses that are taught within RT)

* Historically, about 15 credits of adjunct teaching is done by professionals in the region

* The program will be staffed by current RT faculty and only one new courses will be introduced (RT 485)

* All required courses are taught in RT. Many current RT/FCSG core courses include aspects of event planning as a part of the curriculum

* Some elective options are provided by other departments (COM, NUTR, TH)

* Our expectation is that about 35 Majors will choose this specialization (175 over 5 years). This is based on numbers choosing the current RT 374 Festivals and Events course (maximum 49 in Spring 2011) and students' worksite choices for their practicums and internships

*FTE's should be affected positively

*Support for the RT program is expected to remain strong

*A full spectrum of event planning skills is not offered in any other program or department.

*The only impact foreseen on other programs is a positive one in that it may provide a complementary second major for smaller majors

* Some students currently electing the tourism specialization will likely switch to the event planning specialization