

## ACADEMIC SENATE MINUTES

**DATE:** April 18, 2013

<b>PRESENT:</b>	Scott Murray	Patricia Vettel-Becker
	Don Larsen	Cindy Dell
	Barb Pedula	Susan Gilbertz
	Craig McKenzie	Debra Johnson
	Paul Pope	Bruce Brumley
	Francisco Saldivar	Marsha Riley (ex-officio)
	David Gurchiek (ex-officio)	Mark Pagano (ex-officio)
	Matt Redinger (ex-officio)	Stacy Klippenstein (ex-officio)

<b>ABSENT:</b>	Doug Brown*	
	Diane Duin (ex-officio)*	Tasneem Khaleel (ex-officio)*
	Mike Campbell (ex-officio)	Mary Susan Fishbaugh (ex-officio)
	Terrie Iverson (ex-officio)	
	* <i>excused</i>	

<b>GUESTS:</b>	Michael Barber	Sue Balter-Reitz
	Lynne Fitzgerald	Aaron Clingingsmith
	Dan Yazak	

**PRESIDING:** Bruce Brumley, Chair

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Bruce Brumley called the meeting to order at 3:50 p.m. in the Health Science South Conference Room at City College.

The minutes of April 4 were accepted as presented.

### I. WELCOME NEW SENATORS

College of Arts & Sciences: Patricia Vettel-Becker  
College of Education: Cindy Dell  
At-Large: Paul Pope, Francisco Saldivar

## II. ELECTION OF OFFICERS FOR 2013-2014

### Chair

⇒ Susan Gilbertz nominated Bruce Brumley for Chair, and Francisco Saldivar seconded.

⇒ Motion by Scott Murray, seconded by Susan Gilbertz to close nominations.

⇒ Bruce Brumley was approved as Chair.

### Three Vice Chairs

⇒ Patricia Vettel-Becker nominated Susan Gilbertz for Vice Chair.

⇒ Susan Gilbertz nominated Patricia Vettel-Becker for Vice Chair.

⇒ Patricia Vettel-Becker nominated Don Larsen for Vice Chair.

⇒ Motion by Susan Gilbertz, seconded by Scott Murray to close nominations.

⇒ Susan Gilbertz, Patricia Vettel-Becker, and Don Larsen were approved as Vice Chairs.

### Secretary

⇒ Susan Gilbertz nominated Francisco Saldivar for Secretary.

⇒ Motion by Scott Murray, seconded by Susan Gilbertz to close nominations.

⇒ Francisco Saldivar was approved as Secretary.

## III. ITEMS FOR INFORMATION

**Item 52** ACT 119 Beginning Nordic Skiing (formerly HHP 131 Cross Country Skiing). Change rubric to REC and title to Nordic Skiing I.

**Item 52.a** ACT 120 Beginning Alpine Skiing (formerly HHP 132 Skiing, Beginning Downhill). Change rubric to REC, number to 122, and title to Alpine Skiing I.

**Item 52.b** ACT 121 Snowboarding Basics (formerly HHP 134 Beginning Snowboarding). Change rubric to REC, number to 125, and title to Snowboarding I.

**Item 52.c** ACT 123 Beginning Telemark Skiing (formerly HHP 138 Telemark Skiing). Change rubric to REC and title to Telemarking Skiing I.

**Item 52.d** ACT 124 Snowshoeing (formerly HHP 136 Snowshoeing). Change rubric to REC, number to 126, title to Snowshoeing I, and change credits from 2 to 1.

**Item 52.e** ACT 178 Canoeing (formerly HHP 193 Canoeing). Change rubric to REC, title to Canoeing I, and credits from 2 to 1.

**Item 52.f** ACT 220 Intermediate Alpine Skiing (formerly HHP 133 Skiing, Intermediate Downhill). Change rubric to REC, title to Alpine Skiing II, and credits from 1 to 2.

**Item 52.g** ACT 275 Kayaking (formerly HHP 195 Kayaking). Change rubric to REC and title to Kayaking I.

**Item 52.h** ACT 277 Rafting (formerly HHP 198 Rafting). Change rubric to REC and title to Rafting I.

**Item 52.i** ACT 287 Archery (formerly HHP 103 Archery, Beginning, Intermediate). Change rubric to REC and title to Archery I.

⇒ Motion by Scott Murray, seconded by Susan Gilbertz to **accept Items 52 through 52.i for information.**

⇒ Motion carried.

**Item 53** REC 130 Fly Fishing I. New course.

**Item 53.a** REC 230 Fly Fishing II. New course.

**Item 53.b** REC 225 Snowboarding II. New course.

**Item 53.c** REC 285 Scuba Diving I. New course.

⇒ Motion by Scott Murray, seconded by Patricia Vettel-Becker to **accept Items 53 through 53.c for information.**

⇒ Motion carried.

**Item 56** BMGT 235 Management. Remove prerequisite.

⇒ Motion by Patricia Vettel-Becker, seconded by Susan Gilbertz to **accept Item 56 for information.**

⇒ Motion carried.

**Item 57** AAS in Radiologic Technology. Modification to an existing program.

**Item 57.a** AHXR 150 Radiological Technology I. Change credits from 2 to 3 and change course description.

**Item 57.b** AHXR 160 Radiological Technology II. Change credits from 3 to 4, change prerequisite and corequisite, and change course description.

**Item 57.c** AHXR 180 Radiological Technology III. Delete course.

**Item 57.d** AHXR 195C Radiographic Clinical III. Change credits from 8 to 9 and change prerequisite and corequisite.

**Item 57.e** AHXR 250 Radiological Technology IV. Change title to Radiologic Technology III, change credits from 3 to 4, change prerequisite and corequisite, and change course description.

**Item 57.f** AHXR 260 Radiological Technology V. Change title to Radiologic Technology IV, change credits from 3 to 2, change prerequisite and Corequisite, and change course description.

**Item 57.g** AHXR 270 Radiographic Registry Review. Change credits from 3 to 2 and change prerequisite.

⇒ Motion by Scott Murray, seconded by Barb Pedula to **accept Items 57 through 57.g for information.**

⇒ Motion carried with one abstention.

**Item 54** ARTZ 224 Watercolor I. Delete course.

**Item 54.a** ARTZ 324 Watercolor II. Delete course.

**Item 54.b** ARTZ 400 Careers in Art. Delete course.

**Item 54.c** ARTZ 424 Advanced Research-Watercolor. Delete course.

**Item 54.d** ARTZ 409 Resume and Artist Statement. Change title to Advanced Professional Practices and change course description.

**Item 54.e** ARTZ 209 Introduction to Professional Practices. New course.

**Item 54.g** BA Major in Art. Modification to an existing program.

**Item 54.h** BFA Major in Art. Modification to an existing program.

**Item 54.i** BA Major in Art Teacher Licensure Option. Modification to an existing program.

**Item 54.j** Teaching Minor in Art (K-12). Modification to an existing program.

**Item 54.k** ARTZ 406 Gallery Professional Practices. New course.

⇒ Motion by Scott Murray, seconded by Susan Gilbertz to **accept Items 54 through 54.k for information.**

⇒ Motion carried.

#### IV. ITEMS – FIRST READING

**Item 39** Fresh Start Policy. Change to minimum credits completed at MSUB for non-BA/BS students, by the Academic Standards & Scholastic Standing Committee.

⇒ Motion by Barb Pedula, seconded by Scott Murray to **approve Item 39 on first reading.**

This item was returned with no changes, after review by the Academic Standards & Scholastic Standing Committee.

⇒ Motion carried with one opposed.

⇒ Motion by Scott Murray, seconded by Barb Pedula to **waive second reading of Item 39.**

⇒ Motion carried.

**Item 10** Graduate Endorsement in School Counseling (K-12). Modification to an existing program.

**Item 10.a** MEd School Counseling Option (K-12) OPI Licensure. Modification to an existing program.

**Item 10.b** MEd School Counseling Option (K-12) OPI Licensure & State Licensure Opportunity. Modification to an existing program.

⇒ Motion by Cindy Dell, seconded by Scott Murray to **approve Items 10 through 10.b on first reading.**

⇒ Motion carried.

⇒ Motion by Susan Gilbertz, seconded by Scott Murray to **waive second reading of Items 10 through 10.b.**

⇒ Motion carried.

## V. ITEMS – SECOND READING

**Item 40.a** Grade Appeal Procedure. (Moving procedure from Student Affairs to Academic Affairs)

**Item 40.b** Campus Hearing Committee Guidelines/Format.

**Item 40.c** Campus Hearing Committee Hearing Guidelines/Format for Grade Appeals.

⇒ Motion by Francisco Saldivar, seconded by Cindy Dell to **approve Items 40.a through 40.c on second reading.**

The Student Senate did see these changes and are in agreement with them.

⇒ Motion carried.

**Item 51** Recommendation from Gen Ed Committee: Reducing Gen Ed from 37 credits to 31.

♦ *Academic Senate must decide effective date*

♦ *If effective Fall 2013, campus/faculty notification and preparation options*

⇒ Motion by Scott Murray, seconded by Patricia Vettel-Becker to **approve Item 51 on second reading.**

The implementation plan for Fall 2013 includes support from the Provost and Chancellor as well as Student Affairs. Each program impacted by the Gen Ed credit change will have six credits of restricted electives added, with the courses chosen with advisor approval.

⇒ Motion carried.

⇒ Motion by Francisco Saldivar, seconded by Cindy Dell that the **31 credit Gen Ed plan will be effective Fall 2013.**

⇒ Motion carried.

## VI. Social Media Guidelines

Aaron Clingsmith, Director of Marketing and Interim Director of University Relations, handed out the draft guidelines (attached to these minutes) for any social media attached to MSUB. This policy does not include personal pages.

## VII. PROVOST REPORT

### A. Graduate Programs Update

Provost Pagano stated there are four graduate programs specifically mentioned in the Strategic Plan. We are continuing to wait to see what happens with the doctorate proposal from Butte before we move on our Ed.D. proposal. The proposed graduate program for the College of Business will wait until we have a dean hired. The Athletic Training master's program is being worked on, but it's not ready yet. So, they elected to go forward with the severing of the joint M.P.A. program with Bozeman and proceeding with an MSUB-only program. However, Provost Potvin at Bozeman wants a consultant to review both sides of the program before we move forward, even though we've already had a consultant review our end of the program.

### B. Copyright, Online Courses, and BOR Policy (ongoing issue)

This BOR policy is currently being reviewed by the state-wide faculty union group.

### C. Procedure for Non-Credit Courses Offered by MSUB Extended Campus

As the former CPSLL is being restructured into MSUB Extended Campus, they would not offer any courses, only existing for-credit courses already offered by departments, just in a different place. If non-credit courses are going to continue, they will need to be approved by some campus academic body, though probably not the Academic Senate (unless the Senate requests review).

### D. NSSE Survey Issues

Michael Barber, Chief Information Officer, stated that the survey was created by Indiana University IUPUI, and it went through their IRB. The survey also went through MSUB's IRB. The data is not shown by department or even by college, so the instructor rank, age, etc., cannot be used to figure out individual faculty identities. The data is received in aggregate and cannot be parsed to individual profiles.

### E. Signals: Early Alert System for At-Risk Students

Dr. Barber stated that Signals is a method of looking at the coursework of a student and giving the risk associated with the student being successful within a major and on a university level. The system uses a basic red-yellow-green format to indicate risk. Red means a student is likely to be unsuccessful and green means a student is likely to be successful. The system also includes an automated email which can be used to communicate with students at risk. We will be piloting the Academic Support Center developmental courses and the Library course (LSCI 125 Research in the Information

Age). The system shows the red-yellow-green risk indicator to both the student and the faculty member. The risk is weighted mostly to course grades, but also takes into account the student's effort put forth in D2L and the student's demographic information.

Sue Balter-Reitz stated that this is not a mandate. This is a communication tool faculty members can choose to use, to encourage students who are at risk to contact a faculty member. It is successful in retention and getting students engaged. The reasons why a given student has a red light are not known to the faculty member, only that he or she has a red light. The system comes with a default email message, but faculty are free to customize it in any way. It's also important that this system works even if all faculty don't use it, so faculty should only use it if it's valuable. The system can pull from an Excel file if the D2L gradebook is not used.

## VIII. DISCUSSION/ACTION ITEMS

### **A. Bylaws: Chair Elect Language**

This topic will be discussed at the retreat in August.

The meeting adjourned at 5:08 p.m.

rjrm



# Social Media Guidelines

DRAFT – UPDATED April 2013 - DRAFT

## Use of Social Media

Montana State University Billings recognizes social media as important and influential communication channels for students, faculty, staff and supporters. Those sites are essential for recruitment, retention, marketing, communication, and awareness. To assist in posting content and managing these sites, the university has developed guidelines for official use of social media. These guidelines help properly portray, promote, and protect the institution. They also provide suggestions on how to protect personal and professional reputations. They apply to university faculty and staff administering social media accounts associated with schools, colleges, departments, programs, offices, and any other entity of MSU Billings.

These guidelines require that:

- Officially-recognized MSU Billings social media accounts must be reviewed and approved by University Relations.
- Each social media account will have a minimum of two administrators assigned who will be registered with the Office of University Relations.
- Any social media account that has 30 consecutive days of inactivity, may be deleted.
- Illegal and inappropriate content deemed offensive or injurious by University officials may be removed by MSU Billings employees identified as account administrators or as requested by University Relations staff.

## General Information

- The purpose of using these communication channels on behalf of MSU Billings is to support the university's mission, goals, programs, and sanctioned efforts.
- Prior to engaging in any form of social media on behalf of MSU Billings, you must receive permission from your immediate supervisor within your department and notify University Relations.
- When using an officially recognized social media channel, you are representing MSU Billings. Avoid discussing or speculating on internal policies or operations. Refrain from reporting, speculating, discussing, or giving any opinions on university topics or personalities that could be considered sensitive, confidential or disparaging.
- Confidential or proprietary university information or similar information of third parties, who have shared such information with you on behalf of MSU Billings, should not be shared publicly on these social media channels.



- Be mindful all posted content on official MSUB sites is subject to review in accordance with MSU Billings' employee policies, editorial guidelines, and Montana University System guidelines.
- MSU Billings does not monitor personal websites but will address issues that violate established human resources policies, graphic standards and social media guidelines. MSU Billings logos and/or visual identity cannot be used for personal social media without university permission. Visit the University Relations webpage for guidelines.
- Do not link to an external site promoting a product or service that is not affiliated with MSU Billings without approval from the Office of University Relations.
- Respect people's opinions. There are circumstances in which it may be necessary to delete a post. If you are in doubt, contact the Office of University Relations.

## Definitions

**Personal Account:** A social media account for the sole purpose of personal use. There are no identifications of the person as a representative of MSU Billings and content is restricted to personal information.

**Poster or User:** A person submitting content to any social media site that is officially recognized by MSU Billings.

**Public Account:** A social media account where a person represents MSU Billings as faculty, staff, or a representative of a university-related organization. This includes **personal branding accounts**, such as a coach's blog, in which the employee may promote their self but as a position facilitated by their employment with the university.

**Social Media:** Social media are mobile and web-based technologies which allow people to communicate, receive news, share information, and plan entertainment schedules.

**Social Media Accounts:** These are accounts or profiles created in social media outlets.

**Social Media Team:** Members of the team are from the Office of University Relations and from various Student and Academic Affairs areas. The purpose of the policy is to help create, manage, and succeed in using social media outlets to further their academic mission.

## Final Thoughts

If you have any doubt about posting content on these social media sites, please consult University Relations. Due to the evolving nature of social media, the guidelines are subject to revision.