

**Faculty Senate Strategic Plan**  
**Developed by the Institutional Advancement Committee and passed by the**  
**Faculty Senate on 12<sup>th</sup> July 2011**

Overview: After review of the survey results, the major theme that appeared is that the Faculty Senate has a “Branding” problem on campus. Few of the faculty can tell what comes from the Senate and what does not. The committee proposes that the Faculty Senate develop guidelines for communication from the Senate to Faculty that includes a prominent and unmistakable label or “Brand Recognition.”

Major needs and actions:

**I. Develop “Brand Recognition”**

*Analysis from survey: see above*

*Plan/Actions:*

1. Consult with on campus Marketing Department to seek assistance in developing a Faculty Senate Label.
2. Develop plan for oversight of Faculty Senate Communication to all faculty, (see III.)
3. Utilize “Brand Recognition” for all communication to faculty, including website, Email communication, all Faculty Senate activities (new faculty welcome reception, Senate involvement in Faculty Convocation) and new incoming faculty orientation
4. Increase faculty awareness of Handbook by promoting at new faculty orientation, first meeting of with new senators. Notify faculty when changes made to handbook
5. Use brand recognition to promote Senate sponsored continuing education programs

**II. Faculty Senate Website**

*Analysis from survey: not well utilized*

*Plan/Actions:*

1. Lobby Provost Office for dedicated web support
2. Assign oversight to Communication Committee to ensure site is current

**III. Faculty Senate Communication to Faculty**

*Analysis: most faculty not aware of senate activities, survey indicated that most faculty prefer “email” notification of information about Faculty Senate*

*Plan/Actions:*

1. Increase use of email to communicate important information
2. Establish an email heading that will be attention (Brand recognition)

3. Secretary provides short summaries for senators to send to their faculty when Important Actions/Decisions are made that are important/urgent to communicate to all senators.
4. For the first Senate meeting after election of new senators consistently have as agenda item: Senator role in communicating with their colleagues.
5. Ensure each department/division has senate representation for communication. (Assign oversight to appropriate standing committee.)

**IV. Faculty Senate as resource for support/assistance with internal affairs**

*Analysis:* While faculty felt that Senate was a good source for seeking assistance with issues affecting their role as educator, researcher and/or practitioner, they did not perceive that the Faculty Senate was a resource for addressing personal faculty internal affairs.

*Plan/Actions:*

1. Develop mechanism to assist faculty in addressing internal affairs
2. Develop resource to assist individual senators to be first resource for assistance to their faculty.
3. Promote and establish the role of Ombudsmen

Increase opportunities for senators to “get to know each other”

*Plan/Actions:*

1. Have a meet and greet scheduled in first fall Faculty Assembly.
2. Hold a Senate Retreat early in new senate year (1/2day)
3. Encourage informal faculty get togethers (happy hour, coffee club)

**V. Issues for Faculty Senate to address:**

*Analysis:* Of the listed issues in the survey faculty ranked the following (highest to lowest responses):

- A. Faculty contracts, promotion and tenure
- B. Faculty development and mentoring to include-Recruitment, development, promotion, retention of women/minorities
- C. Transparency and Accountability of Leadership
- D. Parking

*Plans/Actions:*

1. Market current programs more effectively
2. Additional surveys to identify specific needs
3. Seek more clarity for “C”; transparency and accountability of leadership