

UAA Faculty Senate  
 Agenda  
 November 2, 2007  
 2:30 – 4:30 p.m. – LIB 307

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**I. Call to Order**

**II. Roll**

2007-2008 Officers:

	Bogdan Hoanca, President		Caedmon Liburd, Chair, UAB
	Anne Bridges, 1 <sup>st</sup> Vice President		Genie Babb, Chair, GAB
	Larry Foster, 2 <sup>nd</sup> Vice President		Kerri Morris, Past President
			Robert Crosman, Parliamentarian

2007-2008 Senators:

	Ann McCoy		Herminia Din		Ping Tung Chang
	Carlos Alsua		Hilary Davies		Randy Magen
	Carol Coose		Jackie Cason		Rashmi Prasad
	Catherine d'Albertis		Janice High		Robert Boeckmann
	Cathryn Pearce		Jeremy Tasch		Robin Wahto
	Charles Licka		John Pauli		Sam Thiru
	Dan Kline		Judith Moore		Sarah Kirk
	Dave Fitzgerald		Katherine Rawlins		Susan Kalina
	David Meyers		Maria Ippolito		Susan Mitchell
	Eva Kopacz		Mark Fitch		Terri Olson
	Gail Holtzman		Maureen O'Malley		Tim Jester
	Gail Johnston		Nicolae Lobontiu		Toni Croft
	Heidi Mannion		Peter Dedych		Trish Jenkins

**III. Agenda Approval (pg. 1-2)**

**IV. October 5, 2007 Meeting Summary Approval (pg. 3-6)**

**V. Officer's Reports**

- A. President's Report (pg. 7)
- B. First Vice President's Report
- C. Second Vice President's Report

**VI. Boards and Committees**

- A. Graduate Academic Board (pg. 8)
- B. Undergraduate Academic Board (pg. 9-11)
- C. University-wide Faculty Evaluation Committee
- D. Academic Computing, Distance Learning and Instructional Technology

- E. Budget, Planning, and Facilities Advisory Committee- BPFA (pg. 12)
  - F. Committee on Committees
  - G. Diversity Committee
  - H. Faculty Grants and Leaves Committee
  - I. IUAC- Evaluation of Deans & Directors Update
  - J. Library Advisory Committee (pg. 13-15)
  - K. Professional Development Committee
  - L. Student Academic Success Committee
  - M. Ad Hoc Committee on Constitution and Bylaws (pg. 16-18)
  - N. Ad Hoc Committee on IDEA
- VII. **Old Business**
- VIII. **New Business**
- A. Plans for OAA- Dan Julius
  - B. Candidate for eMedia Director- Rich Whitney (pg. 19)
  - C. New Sports Arena- Megan Carlson, Bill Spindle & Steve Cobb
- IX. **Reports**
- A. Chancellor Fran Ulmer
  - B. Provost Michael Driscoll  
Promotion and Tenure Statistics
  - C. Interim Vice Chancellor Bill Spindle
  - D. Union Representatives
    - i. ACCFT
    - ii. United Academics
- X. **Informational Items & Adjournment**
- A. Prerequisite Testing
  - B. Energy Policy  
[http://www.uaa.alaska.edu/governance/upload/Energy-Policy-Cover-Memo-10\\_09\\_07-2.pdf](http://www.uaa.alaska.edu/governance/upload/Energy-Policy-Cover-Memo-10_09_07-2.pdf)
  - C. Sustainability Coordinator  
<http://www.uaa.alaska.edu/governance/upload/Sustainability-Coordinators-Draft-Policy5.doc>

UAA Faculty Senate  
Summary  
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A	Carol Coose	X	Jackie Cason	A	Rashmi Prasad
X	Catherine d'Albertis	X	Janice High	A	Robert Boeckmann
A	Cathryn Pearce	A	Jeremy Tasch	X	Robin Wahto
X	Charles Licka	X	John Pauli	X	Sam Thiru
A	Dan Kline	X	Judith Moore	X	Sarah Kirk
X	Dave Fitzgerald	X	Katherine Rawlins	X	Susan Kalina
X	David Meyers		Maria Ippolito	X	Susan Mitchell
A	Eva Kopacz	X	Mark Fitch	X	Terri Olson
A	Gail Holtzman		Maureen O'Malley	A	Tim Jester
X	Gail Johnston	X	Nicolae Lobontiu	A	Toni Croft
X	Heidi Mannion	X	Peter Dedych	X	Trish Jenkins

**III. Agenda Approval (pg. 1-2)**

Remove from agenda- "New Sports Arena- Megan Olson & Steve Cobb"  
Postponed discussion until next month  
**Approved w/ change**

**IV. September 7, 2007 Meeting Summary Approval (pg. 3-6)**

**Approved**

**V. Officer's Reports**

- A. President's Report (pg. 7)  
Bogdan unable to attend because of Statewide Review  
Anne unable to attend  
Faculty will be able to attend future Statewide Review forum  
Dates have not been set  
Report will also be created
- B. First Vice President's Report  
Unable to attend
- C. Second Vice President's Report  
Committees are doing great will providing feedback

Goals and Meeting Schedules will be posted on the website  
Motions will be put on the website

**VI. Boards and Committees**

- A. Graduate Academic Board (pg. 8)  
**Approved Curriculum that was approved by GAB**
- B. Undergraduate Academic Board
  - i. Curriculum (pg. 9)  
**Approved**
  - ii. Goals (pg. 10-11)  
Submit goals without subsets
- C. University-wide Faculty Evaluation Committee
- D. Academic Computing, Distance Learning and Instructional Technology (pg. 12)
- E. Budget, Planning, and Facilities Advisory Committee- BPFA  
Submitted Late Report online
- F. Committee on Committees
- G. Diversity Committee (pg. 13)
- H. Faculty Grants and Leaves Committee
- I. IUAC- Evaluation of Deans & Directors Update  
Submitted Late Report online
- J. Library Advisory Committee (pg. 14)
- K. Professional Development Committee (pg. 15-16)
- L. Student Academic Success Committee (pg. 17)
- M. Ad Hoc Committee on Constitution and Bylaws (pg. 18-41)  
Bogdan wrote goals  
Hilary Davies and Deborah Narang  
Published updated versions  
May not make the November 1<sup>st</sup> meeting  
Will have one open forum  
Send out email announcing forum and asking for feedback
- N. Ad Hoc Committee on IDEA  
Members:  
Diane Erikson  
Andy Veh  
Nelta Edwards  
Kerri Morris  
Next meeting: October 11<sup>th</sup>  
Bogdan and Kerri are going to KPC to talk about IDEA

**VII. Old Business**

## VIII. New Business

- A. Motion from Faculty Senate Executive Board regarding the USUAA's Recycling Program (pg. 42-43)

Sustainability Club is meeting this month to discuss who will take this over

Applaud the USUAAs

USUAA does receive money for the recycling program

It has not been determined what will happen to the money they receive

**MOTION (Sara Kirk): Faculty Senate applauds USUAAs leadership in recycling, confirms its resolution 08-01, and encourages the University to assume and expand recycling at UAA.**

2<sup>nd</sup>

**Unanimously approved**

## IX. Reports

- A. Provost Michael Driscoll

Have been in External Internal Administrative Review all week

Advisory Committee Members:

Bogdan Hoanca

Megan Carlson

Bill Spindle

Jan Gehler

Linda Lazzel

Held several Open Hearings

Board of Regents approved the new Mission Statement

Mat-Su meeting with Legislatures in the area

- B. Interim Vice Chancellor Bill Spindle

The reviewers seem to be taking this serious

Impressed with both Brian and Terri

### Finance/ Facilities

Concerns:

Financial Systems

Risk Management

Positive:

Fiduciary management of money

### IT

Concerns:

When statewide wanted to fix something, they would take over the program

### HR

Same problem as IT

Other areas they talked about

Academics

MyUA

Student Enrollment

CTC

Budget/Planning

How date is used

Budget allocation

They are looking at how decision-making has been done

Comments can be made at [www.ua.iialaska.com](http://www.ua.iialaska.com)

Contact Bogdan with questions

Consultants will be back in November

Early January is the deadline for them to give their report to the President  
Had successful meeting with Providence  
Suggestion from Kerri Morris to have Chancellor Ulmer about how to speak to legislature

C. Union Representatives

i. ACCFT

Still in negotiations

Tentative agreement on Articles 3, 4, 6, 8, 10, 11, 12

No agreement on Articles 1, 2, 5, 7, 9

ii. United Academics

X. **Informational Items & Adjournment**

A. ORP Update

B. Online Faculty Evaluation Instrument – IDEA

Please fill out forms by November 11<sup>th</sup>

**Meeting Adjourned**

President's report to the UAA Faculty Senate  
October 28, 2007

The Faculty Alliance had its Fall Retreat with the President on October 19 in Fairbanks. The main topic was **Students Success activities statewide**. President Hamilton spent half the day with the Alliance (then had a medical appointment to attend). Provosts Driscoll and Henrichs (UAF), and Vice-presidents Wendy Redman and Jim Johnsen spent the entire day with the Alliance. Each MAU is making significant progress locally. The Alliance will support the local Student Success Task Forces and will help out in areas where centralized statewide efforts could be beneficial (there was no consensus on what those areas could be).

The Alliance also discussed the ORP differential with the President and VPs, without reaching a consensus or conclusion. VP Johnsen will consider the implications and feasibility of **allowing ORP participants who wish to do so to "buy back" into TRS** and will report back to the Alliance on the topic.

Vice-president for Academic Affairs and Research Dan Julius will also convene a **Statewide Steering Committee on Student Success** (date TBD, probably early November). He will also announce **two funding opportunities** for faculty and staff statewide (\$300,000 each). One fund will be for research and one for academic programs and initiatives, intended to fund any local campus priorities. Dan will be attending the Senate meeting on November 2 and will be available after the meeting for a faculty social.

This week is almost the last chance to **fill out the Faculty Information Form** for the IDEA instrument (due November 11, 2007). Faculty can still add custom questions even if they already submitted the FIF. Unless faculty control the survey availability via Blackboard, surveys will be available to students November 12 – December 23 by default.

The next step of the review of Statewide Administration will take place at the end of October. There will be an **open form on the Statewide review** on November 5, 2-2:45 PM, room TBA, most likely in ADM 204. Please plan to attend if possible. The next chance for comment will most likely be in December, on the first draft of the report.

The Ad-hoc Committee for Revising the Constitution is seeking your suggestions, either in person on October 31, 2:30-4:00 in ADM 226 or via email to [afhmd@uaa.alaska.edu](mailto:afhmd@uaa.alaska.edu).

Christine has started to post motions text and status on the Senate web site. If you have comments or suggestions, please direct them to her or to the eboard.

For any other comments or suggestions, please feel free to contact me at 786-4140 or via email at [afbh@uaa.alaska.edu](mailto:afbh@uaa.alaska.edu).

**Program/Course Action Request**

**A. COE**

- Add EDFN A664 Developing and Writing Literature Reviews (2 cr) (2+0)
- Chg Graduate Certificate in Language Education
- Add Graduate Certificate in Adult Education: e-Learning Concentration

**B. SOENGR**

- Chg CE A603 Arctic Engineering (3 cr) (3+0) (stacked w/ CE A403)
- Add CE A610 Engineering Seismology (3 cr) (3+0)
- Add CE A611 Geotechnical Earthquake Engineering (3 cr) (3+0)
- Add CE A612 Advanced Foundation Design (3 cr) (3+0)
- Chg Master of Science Civil Engineering
- Chg Master of Civil Engineering

**Program/Course Action Request**

**A. CAS**

Chg HIST A101 Western Civilization I (3 cr) (3+0)

Chg HIST A102 Western Civilization II (3 cr) (3+0)

**B. CTC**

Add ESL A190 Selected Topics in English as a Second Language (1-3 cr) (1-3+0)

Chg CIOS A101 Keyboarding (3 cr) (3+0)

Chg CIOS A101A Keyboarding A (1 cr) (1+0 or 0+3)

Chg CIOS A101B Keyboarding B (1 cr) (1+0 or 0+3)

Chg CIOS A101C Keyboarding C (1 cr) (1+0 or 0+3)

Chg CIOS A102 Keyboarding Skillbuilding (1 cr) (1+0 or 0+3)

Chg CIOS A103 Introduction to Personal Computers (1 cr) (1+0 or 0+3)

Chg CIOS A108 Digital Design Fundamentals (1 cr) (1+0 or 0+3)

Chg CIOS A113 Operating Systems: MS Windows (1 cr) (1+0 or 0+3)

Chg CIOS A115 10 Key for Business Calculations (2 cr) (2+0 or 0+4)

Del CIOS A117 Logic Concepts for Computer Technology (1 cr) (1+0 or 0+3)

Chg CIOS A118 Payroll Procedures (2 cr) (2+0 or 0+6)

Chg CIOS A120A Bookkeeping Software Applications I: QuickBooks (1 cr) (1+0 or 0+3)

Chg CIOS A125A Electronic Communications I: MS Outlook (1 cr) (1+0 or 0+3)

Chg CIOS A130A Word Processing I: MS Word (1 cr) (1+0 or 0+3)

Chg CIOS A135A Spreadsheets I: MS Excel (1 cr) (1+0 or 0+3)

Chg CIOS A140A Databases I: MS Access (1 cr) (1+0 or 0+3)

Chg CIOS A146 Internet Concepts and Applications (2 cr) (1+2 or 0+4)

Chg CIOS A150A Presentations: MS PowerPoint (2 cr) (1+2 or 0+4)

Chg CIOS A152A Digital Imaging Concepts and Applications: Photoshop (3 cr) (3+0)

Chg CIOS A153A Website Design: HTML (1 cr) (1+0 or 0+3)

Chg CIOS A153B Website Design: Dreamweaver (3 cr) (3+0)

Chg CIOS A156 Web Graphics: Fireworks (1 cr) (1+0 or 0+3)

Chg CIOS A161A Proofreading (2 cr) (2+0 or 0+4)

Chg CIOS A164 Filing (1 cr) (1+0 or 0+3)

Chg CIOS A165 Office Procedures (3 cr) (3+0)

Add CIOS A190 Selected Topics in Office Technology (1-3 cr) (1-3+0 or 0+3-9)

Chg CIOS A208 Medical Transcription (3 cr) (3+0 or 0+9)

Chg CIOS A230A Word Processing II: MS Word (2 cr) (2+0 or 0+6)

Chg CIOS A235A Spreadsheets II: MS Excel (2 cr) (2+0 or 0+6)

Chg CIOS A240A Databases II: MS Access (2 cr) (2+0 or 0+6)

Chg CIOS A251A Desktop Publishing Concepts and Applications: InDesign (3 cr) (3+0 or 0+9)

Chg CIOS A259 Preparing Electronic Documents: Adobe Acrobat (1 cr) (1+0 or 0+3)

Chg CIOS A260A Business Communications (3 cr) (3+0)

Chg CIOS A261A Interpersonal Skills in Organizations (3 cr) (3+0)

Chg CIOS A262A Professional Development (3 cr) (3+0)

Chg CIOS A264A Records Management (2 cr) (2+0 or 0+6)

Chg CIOS A265 Office Management (3 cr) (3+0 or 0+9)

Chg CIOS A276A Independent Project (1-3 cr) (0+3 or 0+6 or 0+9)

Chg CIOS A295 Office Internship (1-3 cr) (0+3 or 0+6 or 0+9)

Add Occupational Endorsement Certificate: Technical Support

Chg Associate of Applied Science, Computer Information and Office Systems

Del Undergraduate Certificate, Computer Information and Office Systems

Chg Occupational Endorsement Certificate: Office Foundations

Chg Occupational Endorsement Certificate: Office Support

Chg Occupational Endorsement Certificate: Office Digital Media

Chg Occupational Endorsement Certificate: Bookkeeping Support  
Del Occupational Endorsement Certificate, Legal Office Support  
Chg Occupational Endorsement Certificate: Medical Office Support

**Budget, Planning, and Facilities Advisory Committee****Maureen O'Malley, Peter Dedych, Co-Chairs****Report to Faculty Senate – 10/26/07**

1. BPFA met on Friday 10/26/07, at 2:30PM, RH 202. Present: Maureen O'Malley (Co-Chair), Peter Dedych (Co-Chair), Brian Wick, Mark Fitch, Larry Foster.
2. Mark Fitch attended the PBAC Facilities Committee meeting on 10/18/07. He reported:
  - Several office relocations are in progress or planned: EMedia to Library and Human Resources to University Lake to allow Advancement to expand.
  - There is an established process for allocating/reallocating space, but it is not common knowledge. Bill Spindle is writing up this process and will make it available.
  - The university Energy Policy is nearing final approval. The Faculty Senate should take an interest in, and review this policy before final approval.
  - There was conversation about reactivating the Arts Committee to help select permanent art installations. Right now there is no committee or faculty input to this selection process.
  - The MOA public building smoking policy has been modified to require outdoor smokers be at least 20 feet from doors. The UAA smoking policy does not include this new requirement. It appears that the UAA policy should be revised to align with MOA.
3. Progress on BPFA Goals:
  - A. *Identify faculty concerns related to budget, planning and/or facilities.*
    - Committee members will each make a list of questions, or categories, that can be compiled into some vehicle to poll the general faculty and staff.
  - B. *Represent the faculty senate in the UAA process of overseeing budget, planning and facilities.*
    - Peter will attend the Planning and Budget Advisory Council (PBAC) FY08 Academic year first meeting on November 9, 2007, at 11:00 AM – 12:30 PM in Admin 204
  - C. *Advocate for faculty to improve deficiencies related to budget, planning and/or facilities.*
    - Provost Driscoll will attend the BPFA committee meeting on 11/9/07. At that time we can discuss how faculty can participate in the energy, Arts and smoking policies as described above
  - D. *Inform and involve the faculty on matters relating to budget, planning and facilities.*
    - Dr. Wick will investigate how we can provide online links to faculty and staff to allow review of the Energy (and similar) Policy as it goes through final revisions
  - E. *Respond to budget, planning and/or facilities questions from the Faculty Senate.*
    - We haven't compiled questions/concerns yet, but we see a need to group concerns into categories and then communicate those concerns to the correct Facilities contact.
4. Next Meeting Friday, 11/9/07, 2:30 – 3:30, RH 202. Future meetings: 12/14, 1/11, 2/22, 3/14, 4/11

LIBRARY ADVISORY COMMITTEE (LAC) REPORT TO UAA FACULTY SENATE  
OCTOBER 2007

- **Attendance on October 5th** Robert McCoy (Co-chair), Chris Hanson, Gina Boisclair, Jackie Cason, Kirk Scott, Janice High, Scott Kiefer, Sean Licka, Steve Godfrey, Steve Rollins, Steve Shore, Susan Mitchell, and Larry Foster.
- **New Members:** Scott Kiefer, APU Librarian and Moodle administrator; Jackie Cason, UAA English Department
- **Committee Name Change?** A proposal was made to change the name of the Library Advisory Committee to the Joint Library Advisory Committee. The Library Dean explained that historically there had been two committees, the Library Advisory Committee (LAC) and the Joint Library Committee (JLC). The JLC consisted of the members of the LAC plus representatives from APU. The two committees merged several years ago. The Library Dean suggested we call the committee the Consortium Library Advisory Committee. The Committee agreed and the name change will be proposed to Faculty Senate at their next meeting. When referred to as a Faculty Senate sub-committee, it should be called the “Consortium Library Advisory Committee of the UAA Faculty Senate and APU Assembly.”
- **Introduction of Larry Foster, 2<sup>nd</sup> VP Faculty Senate.** Larry and Bogdan Hoanca (Faculty Senate President) have committed to visiting all Faculty Senate Committees in the next few months to discuss each committee’s goals. Larry explained the Faculty Senate wants more detail on committee goal setting so they can facilitate communication between any committees with overlapping goals or interests. Members of LAC discussed the cooperative nature of our committee which has representatives from both UAA and APU. Larger than other committees, LAC is typically broken into smaller subcommittees each year to tackle individual projects. Larry said that committees should tap the Faculty Senate if they need expertise or financial support to achieve goals. The Faculty Senate will be rewriting all committee goals into a common format to be posted with meeting schedules and committee rosters on the governance website. Committees are encouraged to post updates.
- **Planning for subcommittees.** LAC members discussed their goals and how to divvy up the workload. Someone suggested that our first goal should be a part of our mission rather than a goal. Everyone agreed. This proposal will go to Faculty Senate along with the committee name change proposal. Current goals were reviewed and the following items were added:
  - Plagiarism website
  - Departmental wish listsAfter some brainstorming it was suggested that the goals be divided into categories which could become LAC’s sub-committees. Susan Mitchell offered to do this (see page 3). The roster of subcommittees will be sent out to members

before our next meeting so they can sign up to work on the sub-committee they are most interested in.

- **Status of current projects**
  - **Tile layout for the Foucault pendulum surround.** Due to technical difficulties, the tiles surrounding the pendulum could not be cut at an angle, which has left small spaces between the tiles that must be grouted when the last tile has been placed. A plan for grouting and finishing the pendulum will be in place before the last tiles are sold. Fifty-nine tiles are still available for purchase.
  - **Library directory/map project** is being spearheaded by Kathy Murray, HSIS Librarian. Larry Foster offered to contact the University's Way Finding Committee to see if they could assist with this project.
  - **Music listening room art project.** The members who have been working on this project said that the additional shelving recently added has left less wall/exhibit space. The group suggested that we think more broadly and consider a "space and visual resource committee," which could look at other spaces as well (i.e. the exhibit space between the circulation desk and Starbucks) and help address long and short term exhibit scheduling and needs.
  - **Atwood/Anchorage Times Exhibit.** The Library Dean advised that the funds for this have been transferred to the University. The library can now go ahead with the planning and installation of the exhibit.
  
- **Student participation on LAC?** An APU student is appointed each year. Members wondered if there should be a UAA student on the committee. The Library Dean said that there had been a student on LAC in the past but he hadn't heard anything from student government in recent years. Student membership is not noted in the LAC bylaws so it is up to the committee to decide how to go about garnering student input.

**The next meeting will take place on November 2nd, in CL204 at 11:30 am.**

Prepared by Susan Mitchell and Sally Bremner, Co-Chair.

[Please refer to next page for Library Subcommittee Categories]

## Library Subcommittee Categories

Library as Place – building, space use, exhibits

- Design APU History wall for 50<sup>th</sup> anniversary celebration.
- Foucault pendulum completion.
- Prepare art and history exhibit spaces.

Library Services – instruction, reference,

- LibQual
- Plagiarism website needs assessment.
- Promote the consortium library prize.
- APU laptop issues.

Library Resources – book, journal and e-resource collections.

- Setting up departmental wish lists.
- Journal Review
- Trial Database Evaluation
- Process for moving department's year end budget surplus to library to fund departmental wish list items.
- Process for reviewing potential purchase of journal back files.

Date: October 28, 2007

From: Hilary Davies  
Debbie Narang  
Ad Hoc UAA Faculty Senate Constitution and Bylaws Committee

Subj: Report to the UAA Faculty Senate

A faculty forum has been scheduled for faculty to bring recommendations for changes to the UAA Faculty Senate Constitution and Bylaws. The current Constitution and Bylaws are available at <http://www.uaa.alaska.edu/governance/facultysenate/constitution.cfm>

The forum will be held on October 31, 2:30-3:30 pm in ADM 226.

If you are unable to attend the forum, please send your comments to Hilary Davies at [afhmd@uaa.alaska.edu](mailto:afhmd@uaa.alaska.edu) or Debbie Narang at [afdl@uaa.alaska.edu](mailto:afdl@uaa.alaska.edu)

Following are comments and a memo that have been received up to October 28 at 9:00 pm.

1. Name of the Student Academic Support/Success Committee (SAS) needs to be clarified. The current committee will give input.
2. Change the composition of Faculty Senate Committees to include three (3) Senators instead of four (4). Should there be a minimum/maximum number of Senators on FS Committees?
3. Change Bylaws wording on the Institutional and Unit Assessment Committee to make it consistent with other Faculty Senate Committees. Should the Institutional Survey of faculty perceptions be administered on an annual or biannual basis?
4. Review the election of Committee Chairs/Co Chairs.
5. Some Faculty Senate Committees have outlived their usefulness.
6. Should new Faculty Senate Committees be considered?
7. Review the Functions and Responsibilities of all Faculty Senate Boards and Committees, particularly the Committee on Committees.
8. Membership on the Committee on Committees should include the Past President.
9. If the Second VP relinquishes the office, how is a replacement found? Should the E-Board decide on the process, with confirmation by the Faculty Senate?
10. Should ad hoc committees have a time frame beyond one academic year?
11. The Past President of the Faculty Senate should represent the UAA Faculty Senate on the Faculty Alliance, together with the President and President Elect. This would provide continuity on the Faculty Alliance, and conform to UAS and UAF practice.
12. Reconsider the curriculum approval process.
13. Change "mail-in ballot" to "ballot".
14. Grammatical changes, e.g. add colons, clarification of wording.

15.

## MEMORANDUM

Date: April 28, 2007

To: Faculty Senate  
University of Alaska Anchorage

From: Suresh Srivastava, Chair  
University Wide Faculty Evaluation Committee

### I. Files reviewed by UWFEC subcommittees:

<u>Bipartite Vocational</u>	
Promotion & Tenure	1
<u>Bipartite Academic</u>	
Promotion & Tenure	14
Promotion	6
6-year post-tenure	2
4 <sup>th</sup> year Comprehensive	<u>4</u>
Total	26
<u>Tripartite Academic</u>	
Promotion & Tenure	14
Promotion	3
Tenure	2
6-year post-tenure	5
4 <sup>th</sup> year Comprehensive	<u>12</u>
Total	36

Committee re-evaluated one bipartite file and two tripartite files because of the United Academic grievance on account of subcommittee composition.

II. Four files were submitted for the award of Professor Emeritus. UWFEC forwarded these files to Provost without any recommendation. The Committee was very frustrated by the fact that there are no meaningful guidelines. Subsequently, Provost asked the Committee to propose evaluation guidelines. This task will be taken up by the Committee next year.

### III. Suggested subcommittee's structure:

1. Bipartite  
Promotion & Tenure, Promotion, Tenure
2. Tripartite A

Promotion & Tenure, Promotion, Tenure

3. Tripartite B

Post-tenure and 4<sup>th</sup> year Comprehensive

Based on the last 3 years experience, each subcommittee will be evaluating 20 files. This structure will require:

- a. at least 9 Professors
- b. at least 7 tripartite members
- c. at least 5 bipartite members
- d. at least 15 members; additional members will serve as alternates.

No College shall elect more than 2 members in each workload track. An appropriate term-limit should be imposed.

Bipartite and tripartite should be formally defined. Suggestion: Tripartite- a full-time faculty member with at least 20 percent research component in each of the last 3 years.

IV. If April election and September by-election fails to elect appropriate subcommittee, then Provost should be authorized to fill the vacancy.

V. Committee feels that a revision of UAA's Promotion and Tenure guidelines (Chapter III, Faculty Handbook – it includes UWFEC composition) is long overdue. Chapter III is approved by Board of Regents.

## **Marjorie A. Zielke**

**Professional Summary:** Ph.D., Aesthetic studies -- Arts and Technology with emphasis in elearning system design and management. Seven years design/teaching/managment experience in e-learning environments. Ten years experience in interactive project management.

**Research Emphasis:** Emergent systems and customization of online learning environments.

### ***University Teaching, Course Development and Project Management Experience***

**Research Faculty, Project Manager:** *University of Texas at Dallas.* Fall 2003 to Current.

- Project Manager: Training Simulations, Army Intelligence
- Instructor: Digital Learning Systems, Managing and Implementing Interactive Media Projects, Introduction to Electronic and Digital Communications

**Senior Faculty Member and Curriculum Architect:** *Keller Online.* October 2003 to Current.

Courses Taught: E-Commerce Strategy, E-Marketing, E-Commerce Technology, ECommerce

Operations, Marketing Research and New Product Development. Curriculum Architect: Marketing

**Adjunct Professor and Course Architect:** *Ellis College.* October 2003 to Current. Courses

Taught: Distance Learning Applications, Distance Learning Project Management, MBA Marketing

Management, Principals of Marketing, College Success Seminar

Course Architect: Advertising Copywriting, Advertising and Public Policy

**Adjunct Professor:** *Colorado Technical University.* January 2004 to Current. E-Business,

Transforming the Enterprise with IT, E-Commerce.

**Adjunct Professor and Course Developer:** *University of Illinois, Chicago.* Principles of Marketing: June 2004.

**Adjunct Professor and Course Developer:** *University of Dallas.* Graduate-level

ECommerce/

E-Marketing: 2000 to 2002.

### ***Interactive Projects – Concept Development/Project Management***

- ***Greyhound Lines, INC.: Greyhound.com, Greyhound.ca, Greyhound.com.mx.*** : Managed ecommerce and e-marketing web program. Implemented e-ticketing interface. Designed collaborative travel time interface which allowed multiple customers to choose travel times simultaneously before ticket purchase. Responsibilities included project planning, interface design, ASP programming management, testing, launch and ongoing management. Integrated four diverse web programs to create b-to-c and b-to-b North American travel portal to sell tour, vacation and other travel service. Managed internet programs in English, Spanish and French in the US, Canada and Mexico.

All programs included push email support, personalization, cross-site banner advertising, keyword search strategies and other targeted ecommerce techniques as appropriate.

- ***Digital City Dallas Fort-Worth: cityguide.aol.com/dallas/*** Managed online content design, partnerships, chat and classified development for Interactive City Guide of America Online.

Successfully managed development staff with responsibility for up to 20 employees, setting direction to make Digital City DFW the number one usage area on a per capita basis.

- **Super Pages –Online Yellow Pages for GTE/Verizon: superpages.com** Developed SuperPages, online yellow-pages service from product concept through marketing research and technical development with corporate lab. Program became major business strategy. Also responsible for planning/implementation of other new products/services in electronic media and direct marketing.
- **Nortel Networks:** Projects included intranet-based knowledge repository for broadband research and business case development for internet services.
- **Radio Time: <http://radiotime.com>:** Provided e-marketing strategy, product development and content support for international online radio guide and download service.
- **Reading Glasses to Go: <http://www.readingglasses.com>:** Provided e-marketing support for vision portal with emphasis on search engine strategies, viral marketing and affiliate marketing programs.
- **Course Architect Online Classes:** Course architect for marketing research, new product development, advertising copywriting, and advertising and public policy online classes. Developed syllabus, interactive content, assessment and online lectures.
- **Far-Futures Project:** Project manager for concept plan for game-based interactive project development for US Army Intelligence.
- **Cultural Training Project:** Project manager for game-based interactive cultural training program for US Army Intelligence.

### **Corporate Work Experience**

- **Greyhound Lines, Inc. 1999-2003**  
Project Manager: E-commerce
- **Nortel Networks 1998-1999**  
E-commerce Project Consultant
- **America Online - Digital City Dallas-Fort Worth 1996-1998**  
Content and Business Development Manager
- **KUVN – Channel 23, Dallas-Fort Worth 1994-1996**  
Marketing Research Manager
- **GTE Directories 1986-1992**  
Manager, Future Product Development  
Director, Corporate Development/Strategic Planning
- **Product development and systems-related positions in 1992-1994**  
technology and media 1980-1986

### **Education**

**Ph.D.:** Aesthetic Studies -- Arts and Technology emphasis. University of Texas, Dallas. May, 2007. 18 hours of both graduate-level marketing and cognitive science also completed.

**Dissertation Title:** Emergent Pedagogical Agents as Assistive Technology in Creative,

Collaborative and Expansive Projects.

**Masters in Management:** International Business, secondary emphasis in corporate finance; University of Dallas; Irving, TX; 1993.

**MBA:** Marketing and Systems Analysis; University of Texas; Arlington, TX; 1980.

**BS:** Journalism; University of Illinois; Champaign, IL; 1977.

### ***Academic Honors***

Human-Robotic Interaction Conference 2006: Young Researchers Scholarship ▪ and invitation to present paper.

- Graduate Research/Teaching Assistantship 2004-2007: University of Texas at Dallas

### ***Publications***

- “Upending the Uncanny Valley” David Hanson, Andrew Olney, Ismar A. Pereira, Marge Zielke  
AAAI, Proceedings, August 2005.