

Provost's Council
September 16, 2015
3:00 p.m. – 5:00 p.m.
Assembly Room, JPL 4.04.22

AGENDA

TESTING SERVICES

Joleen Gould, Director of Testing Services at UTSA, met with the Provost Council to discuss the increasing requests her office is receiving from faculty across the university to provide proctoring or testing services for their classes. She further stated that as more on-line and hybrid courses are developed, the demand for support will increase. To give an example, Ms. Gould said last fall, her office was able to accommodate two faculty members who had 3 courses with a combined 21 test dates, with the largest course having 104 students and the smallest course having 17. In addition, Testing Services took over ParScore processing from the Distance Learning area in the spring 2011. At that time 144 faculty with 310 sections utilized ParScore. Currently the volume is now at 219 faculty with 547 sections. Ms. Gould further stated that at this time the university does not have a formal policy on how, when, and who may use Testing Services and would like feedback from the deans to develop such policy.

Ms. Gould also mentioned that the equipment currently used in the Testing Services office needs updating and is requesting assistance with funding for the upgrades. In addition, Ms. Gould mentioned that there are several management tools on the market that could support faculty needs in having exams proctored, especially those teaching online and hybrid courses. The management tool would also relieve the burden on the Testing Services office for proctoring exams. One of the systems Ms. Gould mentioned was the SmarterProctoring management system (<https://www.smarterproctoring.com/>); although there are others on the market that would satisfy the needs of our faculty. Ms. Gould plans to conduct a survey of faculty to determine how they are currently administering exams in their classes and to gauge future needs for her offices services. Once she has that information, Ms. Gould will present a formal proposal to the university.

UTSA WEBSITE UPDATE

Joe Izbrand, Associate Vice President for Marketing and Communication, attended Provost Council to update the group on the recent changes to the UTSA website and to discuss current marketing strategies. Mr. Izbrand provided a copy of an article entitled “Before Overhauling That Website, Do Your Homework” that appeared in the August, 25, 2015 edition of *The Chronicle of Higher Education*. The article assisted his staff as they began the redesign of the UTSA website. Mr. Izbrand stated that our previous website/landing page was an “all things to all people” website and as UTSA looks to become a Tier One institution, our website needs to look Tier One. Now, the landing page on the website has been transformed into site that will

have 4 – 5 current stories that people can scroll through, but also have links to other areas of the university, such as academics, research, admissions, etc.

One of the Deans mentioned that a problem with clicking on a degree program through the academics link was that it was routing prospective students to the UTSA catalog as opposed to the departmental website, which is where the dean, department chair, and faculty would want a student to go first. Mr. Izbrand agreed that the links need to route to the appropriate pages and is willing to work with all of the deans and department chairs to ensure the links are routing to the appropriate page.

Mr. Izbrand reiterated that the look of the UTSA home page has changed from having several stories to four to five current/seasonal stories and that the images will be larger and bolder. He also stated that it is a working template and that his team will add more detail at the bottom of the page so that you do not have to click on several icons to get to the site you want to go to. He further stated that with the new layout, it will be easier to change out panels to seasonal items such as Roadrunner Days, athletic schedules/events and other events.

Mr. Izbrand stated that the *UTSAToday* page also has a new look. There is more white space which will draw the readers' attention to the stories listed on that page. He further said that there will be 3 top stories and a news section filled with other stories/information. All of the stories/information will focus on imperatives of the university. The page will also include a calendar to keep the university informed of important dates and events.

UTSA MARKETING PLAN UPDATE

Mr. Izbrand updated the Council on the current UTSA marketing plan. There are two “suites” being used for outdoor/billboard marketing—“Top Tier _____” and “San Antonio’s _____ University.” The blanks are designed to be interchangeable using descriptors such as: University, Research, Education or Faculty for the Top-Tier billboards. For the San Antonio billboards the descriptors could include: Cybersecurity, Open Cloud, Research, or Top-Tier. So, a billboard would read “Top-Tier University” and would contain the UTSA logo, website address, and an image of Rowdy. The San Antonio billboard would read “San Antonio’s Cybersecurity University” and would again have the UTSA logo, email address, and an image of Rowdy. Mr. Izbrand stated that the rule of thumb for billboards is no more than 7 words; otherwise, people will not be able to read it. He also stated that the reason we are using an image of Rowdy is that is powerful and connects people/alumni emotionally to the university.

Mr. Izbrand stated that he is adding new billboards this fall that will say “Transfer to Top-Tier” and will be placed around strategic areas such as: Northwest Vista College, San Antonio College and Trinity University. He also said that we will purchase ads in the San Antonio College student newspaper to point students to UTSA when they are ready to transfer to a four-year institution. Dr. Frederick stated that we are placing a huge emphasis on summer enrollments, and asked if one of the billboards or ads could read “Top-Tier Summer?” Mr. Izbrand said that his office would look into creating an ad for summer enrollment.

Mr. Izbrand stated that the marketing plan also includes TV/Digital Ads and that currently there are three ads geared towards different audiences. One is for 12 – 17 year olds, the second is for 18 – 25 year olds, and the third is for over 25. These ads will be placed on Pandora, social media sites, PBS, etc. and all can be easily modified. Mr. Izbrand showed the videos to the Council and they all seemed pleased with the variety of the content. He further stated that he welcomes any comments or suggestions and the best method of communication with him is email or telephone.

E-VERIFY AND I-9

Barbara Baran-Centeno, Associate Vice President for Human Resources, met with the Provost Council to discuss I-9 forms and E-verify forms. The I-9 form was established by the federal government in 1986 to establish identification and eligibility to work in the United States and must be completed within 3 days of the employees hire date. The E-verify system has been in place for a while, but the State of Texas recently passed a law that requires companies to utilize the electronic system. Ms. Baran-Centeno stated that our percentage of complying with this regulation is between 85 – 95%, but with the new electronic system, UTSA will need to attain 100% compliance or be subject to fines, per incident. She then asked for everyone's assistance in ensuring that all employees that are hired have completed this form. Since HR implemented the Day One onboarding program, they are able to get all of the necessary forms completed in a timely manner. However, the problem her staff is having is with NTT faculty, especially those who are hired at the last minute to fill a teaching vacancy, and student workers. Some of our NTT faculty work a full-time job during the day and cannot come to UTSA to complete the form. With student workers, many of them do not bring the necessary paperwork from home, such as their social security card, and that hinders the process of completing the hiring process so that they can begin working at UTSA. Ms. Baran-Centeno is proposing that her office conduct mini-DayOne sessions for NTT faculty and students so that UTSA can be compliant with the federal regulations and asked the vice provosts and deans to pass this information on to their department chairs and their staff. She also encouraged the group to have their staff contact HR as soon as an applicant has been identified to hire so that HR can assign them a mini-DayOne session.

FACULTY WORKLOAD AUDIT

Dr. Sandy Welch, Sr. Vice Provost for Institutional Effectiveness, reported that UT System recently conducted an audit on faculty workload. She stated that one of the recommendations from the auditors was for each faculty member to have a written research plan for each course release they have. Dr. Frederick mentioned to the Deans that each faculty member should be aware of their workload, as not every faculty member is on a 40% teaching, 40% research, and 20% service. Dr. Welch also mentioned that the auditors questioned our counting courses that are part graduate students and part undergraduate students as a graduate course. Both she and Dr. Frederick have stated that they believe these courses should count as graduate courses and have submitted their response to the auditors.

FACULTY ENGAGEMENT FOR STUDENT SUCCESS

Dr. Welch mentioned that as part of the Graduation Rate Improvement Plan (GRIP), she would like to convene a task force of department chairs (one from each college) to come up with strategies to get faculty more involved in student success. Dr. Welch stated that she has visited with all of colleges and has received lots of good ideas, but would like for this group to sort through all of suggestions and come up with a plan that can be shared with the deans, department chairs and faculty. Dr. Welch asked the deans to submit their names to her directly.

SUMMER TERM PLANNING

Dr. Frederick distributed spreadsheets to each of the academic deans with a listing of their summer 2014 course offerings. The spreadsheets included data on the type of courses offered, number of students enrolled, the cost to offer the course, faculty salaries, and total tuition collected from students. For summer 2014, the total tuition collected was around \$11.7 million; faculty salaries were around \$4.2 million, leaving \$7.5 million that went into the general university fund. Dr. Frederick proposes to allocate a fixed dollar amount to each college, and while he is not requiring that each course show a profit, his goal is for each department to show a profit. If they do, then the department may keep the excess funds which could be used for faculty travel or supporting graduate students. He also wants the colleges and departments to think strategically about the courses they are offering in the summer and how they pay faculty for the courses. Dr. Frederick stressed the importance of growing our summer enrollment, in part because summer 2016 FTE's will count towards our next legislative appropriation. Dr. Frederick also mentioned that he will be working with the Marketing and Communications department to develop an advertising campaign for summer enrollment. He would like the campaign to reach our own students and encourage them to attend UTSA in the summer, but also students who are attending other universities and home for the summer, and possibly high school seniors who may want an early start to their college careers.

Announcements:

Oct. 6, 2015: State of the University Address
3:00 – 4:00
UC Ballroom

Oct. 20, 2015: Provost Council Meeting
3:00 – 5:00
Assembly Room
JPL 4.04.22