

FACULTY COUNCIL
Tuesday, April 11, 2023
3:30 – 5:15 pm
Executive Boardroom (2390), University Capitol Centre

MINUTES

- Councilors Present: D. Anderson, L. Durairaj, C. Fox, N. Greyser, J. Gutierrez, B. Janssen, M. Kivlighan, T. Mangum, M. McQuistan, J. Sa-Aadu, A. Shibli-Rahhal.
- Officers Present: E. Gillan, T. Marshall, A. Rodríguez-Rodríguez, C. Sheerin.
- Councilors Excused: R. Curto, L. Joseph, E. Welder.
- Councilors Absent: N. Brogden, E. Hill, M. Santillan.
- Guests: J. Beck (Office of Strategic Communication), C. Blissett (*Daily Iowan*), C. Colvin (Financial Aid Advisory Committee), M. Gardinier (Emeritus Faculty Council), L. Geist (Office of the Provost), A. Wagner (*Daily Iowan*), D. Witt (Faculty Policies and Compensation Committee), L. Zaper (Faculty Senate Office).

I. Call to Order – President Rodríguez-Rodríguez called the meeting to order at 3:30 pm.

II. Approvals

- A. Meeting Agenda – Professor Fox moved and Professor Janssen seconded that the agenda be approved. The motion carried unanimously.
- B. Faculty Council Minutes (March 7, 2023) – Professor Mangum moved and Professor McQuistan seconded that the minutes be approved. The motion carried unanimously.
- C. Draft Faculty Senate Agenda (April 25, 2023) – Professor Mangum moved and Professor Shibli-Rahhal seconded that the draft agenda be approved. The motion carried unanimously.
- D. Faculty Senate and Council Election Results (Ana Rodríguez-Rodríguez) – Professor McQuistan moved and Professor Durairaj seconded that the Faculty Senate and Council election results be approved. The motion carried unanimously. President Rodríguez-Rodríguez thanked the departing Councilors for their service: Professors Kivlighan, Joseph, Brogden, and Janssen.
- E. 2023-24 Committee Recommendations (Ed Gillan, Chair, Committee on Committees) – Vice President Gillan indicated that, because of scheduling issues, the Faculty Senate’s Committee on Committees met late this year, so the list of committee recommendations will be presented at the April 25 Faculty Senate meeting.

III. New Business

- *UI Communication Strategy (Jeneane Beck, Assistant Vice President for External Relations, Office of Strategic Communication)*

Ms. Beck indicated that the primary role of the [Office of Strategic Communication](#) (OSC) is to build and protect the university brand. *Brand* refers broadly to the construction of the UI institutional narrative, including the crucial task of differentiating the UI from other higher education institutions. The OSC has established the priorities of putting the university first, adhering to the strategic plan, and facilitating student recruitment. The OSC ensures that messaging responds to audience expectations and increasingly relies on metrics to determine message impact. Ms. Beck reminded the group that the university is required to communicate, in a targeted way, with a wide variety of audiences – current employees, prospective students, alumni, legislators, Iowans, etc.

On campus, the Office assists units by enhancing their communication capabilities. Ms. Beck listed resources that OSC offers to campus units. These resources include consultation and research, graphic design, communication and public relations, marketing, photo & video services, social media, storytelling, and web strategy and development. She then described some of these resources, beginning with graphic design. Noting the proliferation of black and gold graphics on university websites and publications, Ms. Beck observed that the university colors serve as a signal for our alumni to recall memories of their time on campus and therefore maintain a connection to the UI. OSC produces recruitment marketing materials, including digital materials, for the offices engaged in enrollment management and admissions. Photographers from OSC are available to units for the development of departmental recruitment materials, widely-disseminated reports, and other images that will have long-lasting value to the unit. OSC also operates a walk-in photo studio, staffed by students, for UI employees or students who need professional portraits. At the website uiowa.photoshelter.com, on-campus users can find images for slide presentations, research posters, websites, etc.

OSC creates a wide variety of videos, included those related to areas of study. The Office has also been involved in producing a series of animated videos on preventing interpersonal violence. The OSC social media team has been operating very strategically and successfully. UI has had the most engaged social media accounts in higher education for the past four years. Among the current digital campaigns are those focused on brand awareness and on the promotion of stories relevant to Iowans in their hometowns. Since 2017, 400 stories have been produced about more than 200 Iowa communities. OSC is always eager to obtain stories about faculty, students, research, and outreach activity with connections to Iowa communities. An Instagram initiative that solicited student feedback on favorite professors and favorite classes was very popular. Storytelling around UI areas of expertise (writing programs, hydroscience research, the Iowa Neuroscience Institute) is another focus for OSC.

Website development has been moved from Information Technology Services to OSC. Ms. Beck observed that the university website is as important in the recruiting process as the physical campus. Because prospective students have different expectations for the university website than faculty and staff do, OSC is planning to launch a separate homepage for faculty and

staff based on *Iowa Now*. Central funding has made possible a website platform, [SiteNow](#), free for all campus units to use and customize, but with consistent branding and navigation.

Brand resources can be found at [brand.uiowa.edu](#), and include style guides for messaging, editing, and DEI. Logo lockups and a template library are also located here. Among the templates available are those for slide presentations, research posters, name tags, business cards, etc. OSC offers training opportunities on websites, social media, working with the media, and the UI brand. Turning to internal communication, Ms. Beck noted that there are three audiences for internal communication – employees, current students, and parents. Mass email messages to these groups have become very targeted. Communication advisory groups have been formed to further assist OSC in refining its outreach to students and to faculty and staff.

Ms. Beck then displayed a list of links to various university and Board of Regents, State of Iowa policies (use of university name, free speech, public statement guidelines, etc.), along with a list of links to university and OSC resource guides on several topics (managing harassment, published research, etc.). Concluding her presentation, Ms. Beck reminded the group about Iowa’s public records law. Public records include “records, documents, tape or other information, stored or preserved in any medium, of or belonging to this state.” She added that records created in the conduct of university business are still public even if they are created or stored on employees’ personal devices. Further information can be found at [transparency.uiowa.edu](#).

Vice President Gillan commented that the [public statement guidelines and policies](#) is relatively new. Ms. Beck added that affirmative public statements about our campus generally will not conflict with the [Board of Regents Freedom of Expression policy](#). Professor Mangum noted that a challenging situation can be created when faculty expertise leads to discoveries that are interpreted by some as political. Ms. Beck commented that sometimes technical language inaccessible to non-specialists can create confusion and undue concern. She reiterated that the OSC can be a resource to faculty members.

- *Charter Committee Update (Carolyn Colvin, Faculty Co-chair, Financial Aid Advisory Committee)*

President Rodríguez-Rodríguez noted that this presentation would be the last in this year’s series of presentations by charter committee chairs. The presentations have been very helpful in acquainting Councilors with the work of the university’s charter committees, small advisory bodies comprised of faculty, staff, and students. She reminded the group that the President’s Office has initiated a review of the charter committees; shared governance representatives, including Past President Marshall, are also participating in the review.

Professor Colvin, who is in her fourth year of serving on the Financial Aid Advisory Committee, emphasized that the financial aid system is highly complex, but that our [Office of Student Financial Aid](#) (OSFA) staff are doing a great job of serving our students. She displayed the [committee charge](#) and the [committee membership](#). Professor Colvin indicated that the committee meets about every five weeks and that meetings are well-attended. Her committee co-chair is an undergraduate student, Clayton DeBrower. She observed that there was some

delay this year in getting students appointed to the committee. The reasons for the delay were unclear. The delay was unfortunate because student input is essential for this committee to do its work well. Professor Colvin commented that service on the Financial Aid Advisory Committee (FAAC) is labor-intensive, with a steep learning curve for new members. However, the work is very rewarding because of the crucial role that financial aid plays in our students' education. The committee's focus is primarily on undergraduate students, but portions of aid for graduate students are also discussed.

Turning to topics that the FAAC has considered recently, Professor Colvin observed that changes are being made to the federal financial aid process this year, such as expanding Pell Grant eligibility, as well as simplifying the Free Application for Federal Student Aid (FAFSA). It is hoped that the changes will succeed in expanding college access. Unfortunately, the revised FAFSA form is not anticipated to be ready by October 1, which is the date that the FAFSA has traditionally become available. Our OSFA is now scrambling to accommodate this unexpected delay. Among the changes being made to the FAFSA form are a reduction in the number of questions (with the lowest income families having the fewest questions), the elimination of questions related to selective service or drug convictions, the prepopulation in renewal forms of some answers regarding dependency, and the optional status of questions about gender, race, and ethnicity. A potential drawback for rural students is the new requirement related to the reporting of farm income. Also, higher education institutions must now provide greater transparency around cost of attendance (COA), to include room and board and the costs of obtaining a license, certificate, or professional credential. All institution websites referencing tuition and fees must be updated to include a list of COA components.

Vice President Gillan asked for further details about the difficulty in getting students appointed to the committee this year. Professor Colvin indicated that the problem mainly arose with the undergraduate students and that appointment processes that worked well in the past seemed to have broken down this year. Past President Marshall, who is serving on the charter committee review committee, commented that the student members of the review committee have described their struggles to recruit student members for charter committees. The review will seek to facilitate recruitment processes for the students. Professor Colvin reiterated that students play a crucial role on the FAAC. The committee has a project underway to determine what students know about financial aid because it appears that many of the students who are eligible for aid do not apply for it. Transfer students are a group that is especially in need of outreach regarding financial aid opportunities.

In response to a question from Vice President Gillan about other topics that the committee addresses, Professor Colvin commented that strategies to increase financial aid literacy among students is a frequent topic of conversation. She added that the OSFA invites the committee to provide feedback and advice on various aspects of the Office's work, most recently, on how to handle the above-mentioned delay in the availability of the FAFSA form. Professor McQuistan noted that at her previous institution, a financial wellness counselor met with all of the health science students every year to go over their current financial situations, as well as plan for their financial futures, when they may be repaying a large amount of debt. She asked if UI provided similar counseling. Professor Colvin responded that the OSFA has a team of 10-12 counselors

who are skilled in providing this type of financial advice. Presentations on [financial literacy](#) are also available upon request.

Secretary Sheerin asked if FAAC members feel that they have made a difference for our students through their work on the committee. She also asked if there were any specific accomplishments that the committee could show for its efforts. Professor Colvin responded that the committee members feel valued in the advice that they provide to the OSFA. The Office staff solicits input from the committee on a wide range of pressing issues. The committee has also done some outreach to students, for example, notifying them that the OSFA had moved. Professor Janssen asked if the committee had opportunities to make broad recommendations beyond the university about systemic issues related to financial aid. Professor Colvin indicated that the committee can make recommendations to the university president. She added that she has been surprised about the extent to which the OSFA is constrained by federal regulations.

- *Faculty Policies & Compensation Committee Update (Doris Witt, Chair)*

Professor Witt began her presentation by reminding the group of the [duties](#) of the Faculty Senate's Faculty Policies & Compensation Committee (FPCC). She added that FPCC is advisory to the Faculty Senate officers (FSO) and considers Operations Manual policy matters referred to it by the officers. The committee is comprised of faculty members from a range of disciplines and tracks. No particular expertise is required to serve on the committee, but faculty members from the College of Law bring a welcome legal perspective to committee deliberations.

Turning to the policy work that has been on FPCC's agenda this year, Professor Witt first addressed progress made on proposed revision to [III.10 Faculty](#) and [III.29 Faculty Dispute Procedures](#). The former sets forth key policies governing the tenure, clinical, research, and instructional tracks, while the latter sets forth dispute procedures for the tenure and clinical (and arguably the research) tracks. Dispute procedures for the instructional track are embedded in the instructional track portion of III.10. Professor Witt explained that, during the 2020-21 academic year, the Office of the Provost (OP) and the Office of the General Counsel (OGC) initiated proposed major revisions to both of these bedrock faculty policies. The FSO referred these proposed revisions to FPCC for review early in the 2021-22 academic year. FPCC determined that updates were indeed necessary, but committee members advocated for a revision process that included more robust shared governance participation.

The FSO negotiated with the OP and OGC to develop an approach for moving forward. As part of this new approach, a small work group has been meeting every other week since summer 2022, focusing on III.29. This work group includes Professor Witt, Vice President Gillan, former Faculty Senate President Daack-Hirsch, Associate Provost for Faculty Geist, Deputy General Counsel Lukas, and Deputy Counsel Byrd. The work group is nearing the conclusion of its review of the tenure-track portion of the policy and will then move on to discuss updates relating to the clinical track, research track, and instructional track. Professor Witt envisioned that a proposed new draft of III.29 will come before FPCC for review during the 2023-24 academic year, with the draft eventually coming before the Council and Senate. She stated that FPCC's end goal for the policy revision is to create a clear and accurate policy that provides robust and fair dispute procedures to all faculty on all tracks, including protections for academic freedom.

Professor Witt moved on to [II.5 Consensual Relationships Involving Students](#). She indicated that this policy falls into the category of “conflict of interest” policies, of which there are several at the university, and sets forth rules and procedures governing consensual romantic and sexual relationships between instructors and students. The policy addresses issues such as when consensual relationships are prohibited and when they require disclosure. Attention was cast on this policy when central administrators, during the 2021-22 academic year, initiated conversations about the need to review and update the policy’s rules and enforcement procedures. FPCC took up preliminary discussion of the policy after its referral by the FSO in spring 2022. In fall 2022, FPCC determined that additional information, as well as input from non-faculty stakeholders, was required before it could thoroughly assess the policy. As a result, a work group has been formed that includes representation across shared governance. The work group is sponsored by the Faculty Senate and the Office of Institutional Equity (OIE) and will likely continue its activity into fall 2023. Recommended revisions will eventually come before FPCC and then Council and Senate. Other stakeholder groups will have the opportunity to review proposed revisions, as well.

FPCC was invited by the FSO to review a proposed new policy, *Consideration of Misconduct in Prior Employment*, a draft of which they had received from administrators in fall 2022, Professor Witt continued. This proposed policy would complement an existing policy, [III.9.3 Criminal Background Check at Point of Hire](#). Under this proposed new policy, UI job applicants would be required to disclose findings of misconduct in their prior employment and to authorize prior employers’ disclosures. The policy would also establish processes for UI to evaluate the findings of such disclosures, as well as to respond to similar disclosure requests from other institutions. FPCC acknowledged the need for this type of policy but offered feedback on several points. There was some confusion in the terminology used and process described that needed to be clarified. Also, FPCC sought to ensure that the integrity of the faculty hiring process was protected from undue intervention. And, there was concern about a potential situation in which a pending case against a faculty member at another institution may have been the result of harassment rather than a serious allegation; FPCC advocated for safeguarding faculty applicants from such risks posed by pending cases. The FSO conveyed FPCC feedback to administrators and indicated their approval of the creation of the new policy, which will likely appear soon in the Operations Manual.

The final issue that Professor Witt addressed was the July 2022 [report](#) of the Instructional Track Faculty Policy Review Committee (ITFPRC). She reminded the group that the ITFPRC had conducted the required five-year review of the instructional track faculty (ITF) policy during the 2021-22 academic year. Throughout that year, ITFPRC co-chairs Professor Caroline Sheerin and Professor Anne Stapleton spoke periodically with FPCC to update the committee on review progress and themes. FPCC offered ideas about how the ITFPRC’s work could fit into the revision process of III.10 and III.29. The ITFPRC presented their preliminary report to the Council and Senate in spring 2022. The report was finalized that summer. Last fall, the FSO studied the report recommendations and began envisioning how and by whom they would best be implemented. This spring, the FSO passed several recommendations on to FPCC for the committee’s consideration. Among the remaining recommendations, those pertaining to the

dispute resolution procedures will become part of the deliberations of the III.29 work group described earlier (except for the recommendation related to notice of non-renewal, which FPCC will consider), those pertaining to the *composition of the Faculty Senate* will be reviewed by the Faculty Senate's Rules and Bylaws Committee, and those pertaining to *review and promotion* will best be addressed by the colleges (the FSO will communicate with deans about collegiate goals). The recommendation regarding *morale* impacts faculty and administrators across campus.

Professor Witt then briefly updated Councilors on FPCC stances on and approaches to the review recommendations that have come before the committee. Regarding *titles and ranks*, FPCC fully endorses the recommendations that the title of *lecturer* be changed to *assistant professor of instruction/practice* and that the distinction between the titles *professor of practice* and *professor of instruction* be clarified. FPCC urges that Faculty Senate advocate for the immediate implementation of the former recommendation. More deliberation is needed for the latter recommendation, however, so FPCC has created a subgroup to develop proposed new policy language. Action directed towards implementation is also urged for the recommendation that contract terms be adjusted to reflect the title associated with each rank (minimum of three-year terms at the assistant level, minimum of five-year terms at the associate level, and five- to seven-year terms at the full professor level; shorter terms permitted at all three levels for probationary appointments). The policy currently allows for minimum appointments of one year at the lecturer level and three years at the higher levels.

FPCC also strongly endorsed the recommendation related to *notice of non-renewal*. Currently no notice of non-renewal is required at the lecturer level in the first six years of employment. After six years of employment, lecturers are given notice of at least three months, while those at the higher ranks are given notice of at least six months. The recommendation calls for a minimum of three months' notice of non-renewal to ITF in the probationary period and six months' notice to all other ITF. FPCC urges the immediate implementation of this recommendation, while recognizing that the process of changing this portion of the policy could take some time. The final recommendation endorsed by FPCC pertained to *roles*. A subgroup has been formed to create revised policy language so that definitions and descriptions of ITF can be clarified throughout the policy, with the goal of amplifying how ITF enhance programs and colleges through their professional contributions while complementing the roles of the other tracks. Revised language will also be proposed to clarify categories of service and professional productivity.

President Rodríguez-Rodríguez praised FPCC, under the outstanding leadership of Professor Witt, for its productivity this year. She added that the Senate officers are committed to pursuing implementation of the recommendations made by the ITFPRC. Professor Witt thanked the FSO for their support of FPCC.

- *President's Report (Ana Rodríguez-Rodríguez)*

President Rodríguez-Rodríguez reported that, as Professor Witt had indicated, a work group is reviewing the current policy regarding [Consensual Relationships Involving Students](#). She is the co-chair of the work group along with [Tiffini Stevenson Earl](#), Director of Equity

Investigations and ADA Coordinator in the [Office of Institutional Equity](#). The committee is currently gathering feedback from a variety of campus stakeholders; they are planning to meet with a group of graduate students this week. The committee is also planning to survey Faculty Senators for their views on the current policy.

The Faculty Senate Committee on Committees met yesterday to choose applicants for vacancies on charter, university, and Faculty Senate committees. As Vice President Gillan had mentioned, those appointments will be approved at the April Faculty Senate meeting.

Tomorrow in Des Moines, the annual Hawkeye Caucus Day will take place at the State Capitol. On this day, students, faculty, staff and administrators gather in the Capitol to showcase the university's commitment to statewide service. President Rodríguez-Rodríguez will be attending a reception hosted by President Wilson later that evening in Des Moines.

Next week, President Rodríguez-Rodríguez will attend the meeting of the Board of Regents, State of Iowa to give a brief presentation regarding faculty salaries.

Shared governance leaders have been invited to participate in interviews with the candidates for the positions of Vice President for Medical Affairs and of Dean of the College of Engineering. President Rodríguez-Rodríguez invited Councilors to contact her with any concerns or comments about either of those searches.

Concluding her report, President Rodríguez-Rodríguez led Councilors in a round of applause for Vice President Gillan, who has been promoted to the rank of full professor, pending Board of Regents approval.

IV. From the Floor – There were no items from the floor.

V. Announcements

- The next Faculty Senate meeting will be Tuesday, April 25, 3:30 – 5:15 pm, Senate Chamber, Old Capitol. Election of officers will take place.

VI. Executive Session

- Michael J. Brody Award Recipients

Professor Fox moved and Professor Shibli-Rahhal seconded that the Council move into executive session. The motion carried unanimously.

President Rodríguez-Rodríguez announced the 2023 recipients of the Michael J. Brody Award for Faculty Excellence in Service to the University and the State of Iowa.

Professor Durairaj moved and Professor Shibli-Rahhal seconded that the Council move out of executive session. The motion carried unanimously.

VII. Adjournment – Professor Shibli-Rahhal moved and Professor Durairaj seconded that the meeting be adjourned. The motion carried unanimously. President Rodríguez-Rodríguez adjourned the meeting at 5:05 pm.