

1. Roll Call

**Present:** Robin Bartee (Social Work), Peter Buchanan (English), Blanca Céspedes (Forestry), Kevin Ensor (Counseling & Guidance), Gloria Gadsden (Sociology, Anthropology, & Criminal Justice), Gil Gallegos (Computer & Mathematical Sciences), Sandra Gardner (Nursing), Katie Gray (Library), Edward Harrington (Visual & Performing Arts), Sheree Jederberg (Educational Leadership), Krivoshein (Chemistry), Shirley Meckes (Teacher Education), Angela Meron (Media Arts & Technology), Daniel Olufemi (Curriculum & Instruction), David Pan (Psychology), Jim Peters (Business Administration), Luke Ritter (History & Political Science), Eric Romero (Languages & Culture), Maureen Romine (Biology)

**Absent:** Kathy Jenkins (Exercise & Sport Sciences)

**Vacant positions:** Education – Special Education, Natural Resources Management

**Ex Officio Members:** Roxanne Gonzales (VPAA), Henrietta Romero (Registrar)

**Also present:** Christina Durán (Dean, Social Work), Brandon Kempner (Dean, CAS), April Kent (Library, Faculty Senate Representative), Veena Parboteeah (Dean, Business & Media Arts), Jesús Rivas (Chair, Biology), Ian Williamson (AVPAA)

2. Approval of the Agenda

MOTION to approve agenda. Seconded. Approved by consensus.

3. Approval of Minutes – November 4, 2020

MOTION to approve minutes. Seconded. Approved by consensus.

4. Subcommittee Reports (see attached subcommittee list)

a. Undergraduate Appeals (Meron)

Subcommittee Chair reported that there was one appeal, which the subcommittee voted to deny.

AAC Chair stated that she followed up with I. Williamson concerning the lack of appeals, but he did not have any more information. They have not received an influx due to the pandemic.

b. Graduate Appeals (Jenkins)

Subcommittee Chair was not present to report.

c. Ballen (Buchanan)

Subcommittee Chair reported that the Forestry department notified the subcommittee that their scholar indicated that he didn't feel like he could do an online visit. The department asked for the Ballen scholarship to be reserved for them for future use. The subcommittee decided that the department should just reapply in the next round to ensure fairness to all departments.

5. Program Review Subcommittee Reports (see attached subcommittee list)

a. Southwest Studies (Gallegos)

Subcommittee members have submitted their input on the review. Subcommittee Chair is compiling their input into a review document.

b. Native American Hispano Cultural Studies (Jenkins)

Subcommittee Chair was not present to report.

c. Education – Department of Teacher Education (Jenkins)

AAC Chair reported that Dr. Park has requested to move this review to Fall 2021. S. Jederberg confirmed this request.

MOTION to postpone this program review until Fall 2021. Seconded. Approved by consensus.

Secretary noted that G. Gadsden volunteered to take M. Petronis' place on subcommittee.

d. Education - Counseling and Guidance (Gadsden)

Subcommittee Chair stated that the report was submitted and has been sent to subcommittee members for review. Chair is awaiting a response from one subcommittee member. The review was very comprehensive and well written.

e. Educational Leadership (Gardner)

Subcommittee Chair reported that she received the review package. It is very comprehensive. Subcommittee members have begun their review and will get together this week to discuss.

6. Biology Department – Program revision, Biology BS and BA; New course, Introduction to Biochemistry (BIOL 2130) – action item (Romine, Rivas)

Chair asked the department whether they wanted to separate these two items. M. Romine stated they were brought forward together. Chair opened the floor to questions or discussion.

MOTION to approve the program revision and new course proposal. Seconded. 11 ayes, 1 nay, 2 abstentions. Motion passes.

7. Chemistry Department –New course, 1-term General Chemistry Survey (CHEM 1XXX) – action item (Krivoshein, Sammeth)

Chair stated that she received correspondence from D. Sammeth [Chemistry Department Chair] stating that this course does exist in New Mexico and will be aligned. Chair opened the floor to questions or discussion.

A. Krivoshein clarified that this course is designed for non-Chemistry STEM majors.

MOTION to approve course. Seconded. Approved by consensus.

8. Senate Charge – Upper division courses counting as general education in languages, music performance, and studio art – discussion item

Chair stated that members were asked to take this issue back to their departments.

Dr. Peters stated that he took the item before the Business School, who have no objections.

Dr. Krivoshein stated that the Chemistry Department feels there are not enough details provided. Why can we not use a challenge exam, which already exists? Why do we need a new mechanism? In the absence of additional data, the department would vote nay.

Dr. Romine stated that the Biology Department is in favor of it.

Dr. Gadsden stated that the Department of Sociology, Anthropology, and Criminal Justice also wants to know why they can't use an existing mechanism. The department does, however, lean toward voting yea.

Dr. Buchanan reported that the English Department did not express strong feelings on the proposal.

Chair stated that we need more data and would like more justification and additional information about why the existing mechanisms are not sufficient.

Dr. Williamson stated that this is largely a question of whether institutions can use this procedure if they want to. It seems like they can. It now becomes a decision of whether Highlands wants to implement it. It's an option.

9. Sociology Department – Course revision, Reproductive Justice (CJUS/GNDR/SOCI 4180); New course, Visual Sociology (SOCI/ANTH/GNDR 4XXX/5XXX); Course revision, Women and Globalization (SOCI/ANTH 4/5540) – discussion/action item (Gadsden, Derkas)

Chair ceded control of the meeting to Secretary. Secretary opened the floor to questions or discussion.

MOTION to approve the proposals. Seconded. Approved by consensus.

Secretary ceded control of the meeting back to the Chair.

10. Biology Department – New course, Herpetology (BIOL 4110/5110); New course, Mammalogy (BIOL 4130/5130) – discussion/action item (Romine, Rivas)

Chair opened the floor to questions or discussion.

MOTION to approve the proposals. Seconded. Approved by consensus.

11. English Department – Program revision, English MA – discussion/action item (Buchanan, Fath)

Chair opened the floor to questions or discussion.

MOTION to approve the proposal. Seconded. Approved by consensus.

12. Forestry Department – New course, Fire Fuels & Modeling (FORS 4XXX/5XXX) – discussion item (Céspedes, Sloan) – Proposal withdrawn by department

No further discussion at this time.

13. Marketing Academic Programs – R. Gonzales (VPAA)

Provost Gonzales stated that when S. Weaver previously stated to the committee that he asked Office of Academic Affairs what programs were to be marketed, she and Dr. Williamson have no recollection of that conversation. They are starting to

put money for marketing into their budget. Highlands has a lot of competition. One of the Regents recently asked about marketing a new program. They asked for an additional \$300,000 last year and put it in as a priority this year.

Question from the Chair. If a department puts marketing in a proposal, what is the likelihood the department will get that money?

Provost Gonzales stated that she has been putting it forward every year. We have to start putting that language in and thinking broadly about marketing. If we call it out as a line item in and of itself, it will highlight that there will be a cost for programs. A typical line item at other institutions is \$250,000. Provost Gonzales stated that she feels that, as a responsibility to all parties, we need to do it. We have to get social media out and it's not free.

Chair asked about marketing for existing programs.

Provost Gonzales stated that that's where some of that \$300k should be spent. We have some niche programs that we know will always bring students in. Once you get a program that becomes successful, there will be more bang for their buck. We have to put the money behind them. We don't have the things in place to do some of this stuff.

Chair stated that we are also lacking internal structure.

Provost Gonzales stated that the market is getting tighter and more competitive.

Comment from a committee member that it is very important to have funds for marketing, especially for new programs. Committee member stated that it need not be the type of advertisement the Provost is talking about. Their department is talking about creating a Facebook page, which they could do on their own if they had help.

Comment from a committee member that they contribute content to the university's Facebook page. However, it must be done through the official page. University Relations does not allow individual departmental pages. Provost Gonzales stated this is for branding purposes.

Dr. Peters stated that they have expertise within the Business School with internet marketing.

Provost Gonzales stated we do need a university-wide strategy, where we put the brand out, i.e. who are we what we do. We need to examine what is marketable and where we will get the biggest bang for our buck. Where will the students get jobs? Workforce development is important. We could do a better job of linking our degrees to careers. How do we keep students here in NM?

Discussion ensued concerning social media platforms and user demographics. Chair stated that we don't need to discontinue using Facebook, because we do want adult learners. But we need to expand our reach to other platforms.

Comment from a committee member that the hemp program specifically received \$15,000 for advertising. They do not know of any other program that has specific numbers attached to it. When discussing music, S. Weaver stated that 3-4 administrators got together to decide what gets advertised. The advertising falls under umbrellas, so that there is no specific marketing. There seems to be a lack of equity. There are no earmarks of budget for individual programs. We have no idea how to advocate for our program being marketed in a way that will reach specific students.

Provost Gonzales stated that she wants to see marketing in new programs, to at least bring it the forefront of how we view programs. In her head, it seems to have potential both for degree-seeking students and non-degree. That is two different types of students that require two different kinds of marketing.

Chair stated her agreement that departments need to know how to advocate for their programs.

Dr. Harrington stated that this is the first time he can recall the marketing being attached to a proposal. What about a proposal coming from this committee that earmarks specific amounts for marketing individual programs? Chair stated that the AAC could put something together and send it to the Faculty Senate for vetting. Dr. Harrington asked if that would be done by percentage. Provost Gonzales stated that departments would have to look at the market and where the workforce needs are. Chair suggested that the departments could do the research and put forth a proposal. Dr. Harrington agreed to work on wording for a possible proposal.

Comment from a committee member that there is a role for larger institutional advertising. When we look at what departments can do, we could allot funds for outreach, for example travel funding for visiting high schools and community colleges for recruiting trips. It would be nice to have some funding but that \$300,000 should not be spread completely among departments since some needs to be reserved for institutional marketing.

Chair pointed out that Provost Gonzales has requested that \$300,000 but we don't actually have that. Provost Gonzales stated that is correct, but they are putting it in as one of their formal requests.

Comment from a committee member that we have people on this campus who have expertise in marketing. Why can't we put together some kind of marketing strategy?

Comment from a committee member in agreement. Throwing money at something isn't the answer. We need to have a plan. There needs to be a proposal that encompasses every aspect. We don't have a marketing department as a university, and we need that.

Dr. Williamson stated that when S. Weaver came to the committee and said Provost Gonzales and he discussed this, that isn't true. Social media is critical to marketing, but there is so much more. Within the marketing field, there are influencers, such as students who are employed to get the message out to other potential students. Working with Centers to ensure that those students transfer in as best we can. We don't do that enough. There are other areas to consider besides message focus.

Comment from a committee member that \$300,000 will evaporate rapidly. If we can expedite getting proposals together, it would give Provost Gonzales ammunition to get that money.

Provost Gonzales stated that we do have expertise and maybe we can tap into that. A frequent question is: how much does it cost to put on course x? There is no definitive answer. But the Provost likes the notion of having something as backup to allow us to use money in different ways. Word of mouth is the best. Faculty is also great marketing.

**14. Chemistry Department – New course, Integrated Organic Chemistry and Biochemistry (CHEM 2XXX) – discussion item (Krivoshein, Sammeth)**

Dr. Krivoshein stated that the Chemistry department would like to table this proposal indefinitely.

**15. Communication from the Chair (Gadsden)**

Chair reported that she and the Secretary are going to try to move AAC files to Brightspace for spring semester. Hopefully, this will be a little less challenging than using Sharepoint. This will be the goal for the spring.

Chair reminded members that the sooner they can notify her if they will be returning in the spring the better.

**16. Communication from the Registrar (Romero)**

The Registrar reported that enrollment is currently 2798, compared to 2788 in Fall 2019. Undergraduate enrollment is 1728, while graduate enrollment is 1070.

Early registration began 11/16. The office opened at 6:00 a.m. We are currently offering 1163 sections available for spring. 28 sections already full.

Current enrollment report for Spring 2021 is 854 as of this morning. There were 883 enrolled at this time last year.

Question from the Chair. Are you doing something different as far as students being blocked without talking to an advisor? Whatever has changed has made faculty very happy. The Registrar stated that their office and student success are pushing students to their advisors and programs for direction. They want students to get the best service as far as how they should take their courses.

The Registrar reported that Intersession enrollment is still going on, and there are still some courses open. There will also be a spring intersession

The office is working on communicating with students about graduating and virtual commencement. The Registrar hopes we have some communication out in the near future. They are making headway.

The Registrar stated that, as they work on getting students cleared for graduation, they are noticing a trend. For those students who have to complete the math requirements (8 hours), many students are only meeting 6 hours. The majority of classes are 3 hours, so that may be something the faculty will want to discuss.

Chair stated that she reached out to the STEM departments concerning this issue and only heard back from J. Rivas [Biology Department Chair]. The problem stems from the change in hours from HED alignment. Chair requested that the Registrar send her an email that she could send out to the STEM faculty.

The Registrar stated that they don't recommend hardship petitions to students.

Comment from a committee member that they discussed this in their department meeting. The department's concern is that reducing the credit hours from 8 will dilute the degree standards. It could create a loophole for students not to take any real calculus. If it's a BS degree, the university should explicitly require Calculus 1. They are not sure about what HED states. In other states, the requirement is 4 credits of Calculus.

Chair stated that she believes the requirement used to be 5 and was reduced to 4.

J. Rivas stated that algebra used to be worth 4 credits. All math classes were 4 credits, but they were reduced to 3 credits by the state.

Dr. Williamson stated that, given that that's what happened, it seems to that we need to say "these are the courses required" and get away from the number of credit hours required.

Dr. Rivas stated that there was a brief back and forth and that that was the sentiment. The minimum for a BS is that they need to take some form of Calculus. The required classes used to add up to 8 credit hours.

The Registrar stated that she would be supportive of whatever the departments want to do. Getting caught up on those 2 credits frustrates many students.

Dr. Williamson stated that, because of the change in credits, students take the classes they were told they need but still need to file an exception. It is frustrating for students.

In a subsequent discussion, the Registrar agreed to draft language to address this issue and bring it back to the AAC.

## 17. Communication from the Faculty Senate (Kent)

A. Kent submitted the following report to the committee of the Faculty Senate meeting of 11/18/2020.

1. Strategic Budgeting Listening Session
  1. VP Max Baca reviewed the FY2022 Budget Listening Presentation. Available online: <http://its.nmhu.edu/IntranetUploads/007096-BudgetListe-11112020101555.pdf>
  2. Noted that the budget schedule was a bit off plan due to the pandemic and the special session of the legislature.
  3. Future goal is to move some budget decision down to the dean level from executive level
  4. NM economic outlook is not as bleak as first thought, but analysts are unsure of how to forecast the FY2022 budget. The legislature might not have their full 60-day session this year.
  5. Center and main campus enrollment numbers are about the same.
  6. When submitting budget requests, be sure to indicate if the cost is one-time or recurring.
2. Graduate Dean Position
  1. Recommendation will be an action item at the next Faculty Senate meeting.
  2. Need to have a graduate dean at Highlands in order to have a seat at the statewide table about graduate programs. How this position is staffed is the question.
3. CTE Board request
  1. Faculty Senate passed an endorsement of the CTE having an interim faculty director with release time as there currently isn't funding for a full-time position.
  2. The CTE Advisory Board has requested to have expanded membership.

4. Charge to Outcomes Assessment Committee to review the General Education Assessment Handbook in light of the new statewide core.
5. Technology Committee charged to review distance learning manual in light of the Wiley contract and CBA article 40.
6. The Provost is putting together a committee to work on the areas that need improved based CAEL Adult 360 survey. Faculty membership on the committee will be an action item at the next senate meeting.
7. David Sammeth is leading a new ad hoc committee to work on NMHU Green Efforts.
8. NMHU Webpage Discussion was tabled.

**18. Communication from the Graduate Council (Gadsden)**

Nothing to report.

**19. Communication from the Administration (Gonzales)**

Provost Gonzales reported that the School of Social Work received notification yesterday [11/17/2020] that their accreditation was approved. The next step is to go before the HLC.

Provost Gonzales stated that she will be sitting on a statewide committee reviewing new programs. For consideration is an AS in Pre-pharmacy that is articulating with the doctoral program.

B. Kempner stated that you do not need a Bachelor's degree to go into a PhD in pharmacy.

Dr. Rivas stated that they met last year with Dean of the Pharmacy program. Their proposal was for students to come to NMHU for the classes they need and then transfer to the doctoral program. The idea is that the first year of their Doctoral program is the last year of their Bachelor. We are mulling over that idea. It deserves further scrutiny. It was not long ago that veterinary and medical school had the same allowances.

Dr. Krivoshein stated that he previously taught in a college of pharmacy. There are generally two pathways to a degree. One is integrated pharmacy with 2 years of pre-pharmacy and 3 years of pharmacy. The progression is difficult. 40% of students fail Organic Chemistry. The other way is for students to finish their BS and go to a conventional school. Even some medical schools have the integrated curriculum.

Provost Gonzales reported that she sent a number of policy reviews forward. The Registrar has been looking at policies and seeing where we have gaps. They determined that the Entrepreneurship program does not need to go to HED.

**20.** Late Additions to the Agenda (minor items only)

**21.** Next meeting – December 2, 2020

Zoom only, <https://nmhu.zoom.us/j/5054543209>

**22.** Adjournment

Meeting adjourned at 4:23.