

APPROVED 10/04/2007

**ROCHESTER INSTITUTE OF TECHNOLOGY
ACADEMIC SENATE
SEPTEMBER 20, 2007: 12:05 P.M. – 1:50 P.M.
1829 ROOM/SAU**

Absent: E. Boyd, M-B. Cooper, S. Dianat, K. Ingerick, S. Perez-Hardy, L. Wild

CALL TO ORDER: Tom Policano, Vice Chair

COMMUNICATIONS OFFICER'S REPORT: Minutes of September 6, 2007 have been approved as corrected.

CHAIR'S REPORT:

Tom Policano reported that Kristen Waterstram-Rich is beginning her first chemo treatment tomorrow and she hopes to be back to RIT part-time in the near future.

Congratulations were given to the recipients of the AY2006 Eisenhart Award for Outstanding Teaching: Professor Roberley Bell (CIAS); Professor Stan Hoi, Saunders College of Business; and Professor Keith Whittington, GCCIS. The dinner to honor these recipients will be taking place on Tuesday, September 25, 2007 with a reception at 5 p.m. and dinner at 6 p.m. in the Alfred L. Davis Room (SAU Cafeteria).

PROVOST SEARCH UPDATE: [The PowerPoint presentation can be accessed on the Senate's DML site.] Paul Rosenberg, Chair of the Provost Search Committee, reported that their first meeting was held last Thursday. The committee is comprised of Trustees, professional staff, Student Government representation, Deans, Academic Affairs representation (Sue Provenzano) and Mary Ann Heinz will be the Staff Assistant.

Russell Reynolds Associates [Principal Ilene Nagel, PhD. MLS.] has been hired to be the Search Consultant. Paul Rosenberg reviewed the successful searches this search consultant has completed [John Hopkins: Provost and Senior VP for Academic Affairs; Stony Brook U: Provost and VP for the Academic Affairs; Tulane U.: Senior VP for Academic Affairs and Provost; UB: Executive VP and Provost].

Paul said the committee is looking for as much campus involvement as possible and an e-mail is being generated for RIT input. Both external and internal candidates will be considered. An advertisement is being drafted and the position profile is in preparation. An open discussion board is available but has not yet been announced. The person hired into this position will be key to the advancement of RIT to the next level.

Discussion ensued.

Uli Linke noted that there was not any COLA representation on the committee and Paul responded that Carl Atkins from COLA is on the committee.

Abi Aghayere said models of advertisements might be found in the Chronicles of Higher Education.

Paul responded that Carol Richardson, Interim Dean of CAST, forwarded this to the committee. They have also looked at the Russell Reynolds model advertisements. Russell Reynolds will also be searching from their contacts and have been hired to ensure we have a full, open and thorough search.

Q: Should a person have a PhD. for this position?

A: The person should be eligible for employment as a professor in any of our colleges and have a professional standing. They do not necessarily have to have a Ph.D.

Q: Will the person have a terminal degree?

A: We will look at all candidates and ask if the faculty of that college would award that person full professorship.

Q: Is there a formal job description document?

A: There was a general announcement sent about this position which included the charge of the committee and the criteria to be looked at for the search. The position profile will be more detailed.

Abi said that person should be distinguished both in teaching, scholarship and service.

Paul said the target date to identify someone for the Provost position is February 1, 2008. Dean searches have begun for COLA and CAST as well.

Q: Will a college tenure committee be involved in the hiring process as well?

A: President Destler responded that the same process that was followed when he was hired and the Gleason College granted him a professorship and tenure will be followed for the appointment of the new Provost. He said that the Search Committee would work to ensure that the candidate selected meets the qualifications for appointment as Full Professor in one of RIT's colleges and then the normal college procedures will be followed.

Paul said an email will be generated in the near future to the RIT community regarding the Provost Search so people can communicate with the committee as they meet weekly to start identifying candidates. There is also a Discussion Board for this issue up on the AAUP site.

STANDING COMMITTEE CHARGES

Draft #4 was at each seat and had been sent to all Senators on line prior to today's meeting. Very few changes had been made since Draft #3 (the last charge for CEC was reworded). The question was called on the motion to approve the Standing Committee Charges for AY 2007 and passed unanimously with one abstention. These charges will be put on the Senate DML site.

Tom Policano noted that the Standing Committees are already starting to actively meet with great enthusiasm this year.

UNIVERSITY NEWS SERVICES – AN RIT RESOURCE

[The PowerPoint can be accessed on the Senate DML. A handout about University News and their department employees was distributed at today's meeting.]

Bob Finnerty, Chief Communications Officer, gave an overview of University News showing ways the academic side can partner with them in the coming days. He and Paul Stella, Director of UNS, presented how UNS is elevating a public relations program into a direct news provider. University News is the primary information link between RIT and a variety of audiences – which includes the media. Their staff pitches hundreds of RIT-related stories annually to reporters and editors at print, broadcast and Internet news services. University News publications include *News & Events* (19 editions annually with a circulation of 6000+ people), RIT's newspaper of record, and *The University Magazine* (published 3 times per year to 120,000 people), RIT's alumni publication. The UNS staff covers various "beats" and work closely with administrators, deans, faculty members, staff and students to identify news and feature stories to be communicated to the news media and the campus community.

There is a new University News website featuring news and events and sports information. Each day RIT faculty are placed in national publications. RIT media placements have been: CNN, AP, Rochester Business Journal, The New York Times, ABC, The Chronicle of Higher Education, USA Today, CBS, D&C, MSNBC, etc. A chart was shown that indicates placements are on the rise over the past 5 years as well as one that showed the geographic activity of articles in major publications (outside of Rochester and Upstate NY), which changes all the time. He reported that there were 2,400 placements in 2006.

Paul Stella reported on Profnet, a site that allows queries about topics to be directed to faculty experts in different schools. When the bridge collapsed in Minneapolis, Abi Aghayere from Civil Engineering was contacted and his insights appeared in national publications.

Q: T. Policano asked if there are mechanics for faculty to reach out to UNS?

A: There are 9,000-10,000 placements per year through faculty here on campus and UNS.

UNS reported on this summer's student project (White Cane Label) which is a talking website for the blind to purchase clothing on line. The students were taken to Rome and the placement of this story was worldwide.

A 2006 analysis of benchmarking RIT was shown (the source being Google News Alerts). RIT ranks very high when compared to peer universities in terms of news placements on the Internet, one metric of measurement. RIT is consistently above Drexel University, Clarkson, Case Western and UB. The leaders month to month have been Cornell University and Carnegie Melon, but RIT is not far behind.

Highest in media distribution has been print placements but they know that internet placements will be expanding in days to come. Newspaper circulation is dropping and readership among young people is very low.

RIT has an opportunity for news topics the public pursues in cyberspace. The D&C used to have a Science and Tech writer and they do not have this anymore. People do want science and tech news. The traditional news site has a litany of links to news releases but UNS wants their web site to be a direct news supplier. They can become their own newsroom and this is a wonderful opportunity for RIT. This can change the dynamics of how things are done at RIT (i.e. research can be done on this site, there will be science and tech news on this site, etc.).

It was asked if UNS would be becoming international and Paul Stella said yes, this is one of their goals.

Dawn Tower-Dubois said the pie charts of the colleges don't reflect schools like CIAS. Paul responded that the information could be broken down by college and generated to reflect specific schools.

Barbara Birkett asked about positive and negative stories. Bob Finnerty said they do keep track of both positive and negative stories such as the rugby story of last spring, when UNS goes into a crisis mode.

UNS has one writer assigned to two colleges who meet with the deans and work closely with Development officers. In the summer during the planning week they meet with faculty as well. UNS encourages RIT people to contact them with stories.

Abi Aghayere commended John Follaco, staff of UNS, for the marvelous job he did in managing the many media requests for Abi Aghayere in Civil Engineering after the bridge collapse.

Bob Finnerty commented that there are a number of new, young faculty members on campus and that it is important to identify them so that they can tap into their expertise. Emails will be going out to all at RIT regarding placements and to remind people if they wish to get their news stories to UNS.

Tom Policano said he is intrigued by the concept that UNS will become a news source not only for RIT but for the world. Bob Finnerty said because of the internet, this allows UNS to rapidly get out news stories, not only science and tech but social networking as well. Since UNS is now a direct news provider they have control all aspects of this system. UNS has been working with Sue Barnes, Neil Hair and others in GCCIS. Co-ops from colleges are used as well in their department. Bob Finnerty welcomes any suggestions and input from the community as they want to stay on top of everything.

RIT EMERGENCY COMMUNICATIONS:

Candice Fischbach, Assistant VP of F&A- Global Risk Management Services and Lynn Daley, Director of the Business Continuity Office, were the presenters today.

Candice reported that earlier this year executive leaders granted support for the establishment of a new Business Continuity Office (BCO) to provide leadership in business continuity and emergency response planning for the university. While some plans already exist, this office will lead efforts to enhance and collect them for consolidation into an enterprise-comprehensive plan. The BCO's mission is to achieve a sustainable university with operational resiliency to respond to and recover from any critical event. Lynn Daley, in her new role, will be working with departments on campus; her military background provides her with good experience in dealing with this type of plan development. Lynn reported that since the Virginia Tech incident the question often heard is "what do we do in case of an emergency?" She said good planning will prepare us. This should include looking at our risks and planning what we should do during and following the incident to bring our university back to normal operations.

Lynn presented a business continuity program model representing the various stages of development, including pre-incident planning, emergency response, crisis management and operational recovery. This effort is supplemented with training, testing and auditing of the program. A goal is to assess the crisis, take recovery steps and return to running order as quickly as is deemed reasonable.

Lynn reported that the emergency mass notification system task force is in the final stages of implementing an emergency mass notification system to alert the community if various conditions arise, such as a general campus emergency, campus/building closure, severe weather emergency, etc. This technology will deliver emergency communications to the campus community and RIT emergency response teams as needed. Service will be provided by 3n and integrated with a business recovery planning software. The notification system can provide rapid communication to students, faculty and staff via SMS text messages, instant messages, email and voice messages (mobile or land-line). Staff at NTID has reviewed the text message system for the deaf and hard of hearing.

Discussion continued, including why RIT calls it the Business Continuity Office rather than the Crisis Management Office. Lynn explained that the name "business continuity" implies a broader scope of activities. It crosses all phases of a critical incident starting with actions to maintain operations during the crisis as well as dealing with plans for resumption back to normal operating conditions.

Other concerns raised included whether there will be loud announcements in case of emergency given our classroom situations. Candy said RIT is looking at supplemental solutions which may include using the existing PA system with outside sirens. Any communication solution also needs to consider our deaf and hard of hearing community members. Lynn said there implementing a "building marshal" program would aid in addressing emergency response actions within each building. The automated notification system will target cell phones and other devices to get the immediate alerts out.

Discussion continued on capability of classrooms to be locked. Public Safety is conducting that review in the broader context of examining other campus crime trends and related security strategies to address crime occurring on campus. The Virginia Tech incident generated discussion on how RIT and other universities can enhance appropriate response strategies in that context.

Tom Policano mentioned the need to have less complicated messages to the community in case of an emergency and suggested going to a web site that would help everyone. Lynn indicated there is a new "emergency.rit.edu" website available as well as distribution across campus of a new poster highlighting emergency response steps that community members can refer to. Lynn said technology is great but emergency communications technology can sometimes fail in a crisis so traditional communication methods are still important.

Warren Koontz said during orientation it was clear that parents are tremendously concerned about emergency preparedness and safety and this is high on the priority list of many parents.

Steve Diehl asked if faculty or anyone from the Academic Senate are involved as this is important. Candy mentioned that there has already been a meeting with members of Academic Senate's Long Range Planning Committee to connect with the BCO on emergency preparedness and planning. She and Lynn will keep those representatives apprised of critical points in the planning process to provide the Senate with updates and suggest ways in which faculty can assist on specific initiatives.

Candy acknowledged the Provost's longstanding support for business continuity planning. Last year she presented before Academic Council on the subject and the deans showed keen interest in the evolving stages of business continuity planning for their colleges. A Business Continuity Project team is being formed and its ultimate work efforts will include many faculty and staff. Faculty can and should become engaged in this process to provide input to their college representative as to what is essential in their area should a crisis arise (i.e. important research projects that need power etc.).

Provost Stan McKenzie said this is a very overwhelming issue as the crisis can be anything from the bird flu to terrorism to a nuclear explosion. He said he has been very happy with Lynn's and Candy's operational approach. Sue Provenzano has been appointed to serve as his rep on the BCP project team. Further work direction for the deans is expected once the project team first meets.

Eli Saber said the loss of life is his main concern; RIT needs to establish a very active response system. He suggested RIT could benefit from other faculty/staff who have prior background (military or law enforcement) to utilize their skills in dealing with life safety issues. He said they had a medical response team at Xerox that worked so well together. Lynn noted that there will be RIT volunteers that will go through Monroe County's citizen's emergency response training program for basic emergency response techniques. Their skills can be utilized should a campus emergency arise. Candy mentioned that on October 16th President Destler is sponsoring a workshop to demonstrate RIT's commitment to a safe environment. The program will bring together deans, directors and department managers and student leaders to discuss early intervention guidelines and campus resources for recognizing disruptive behaviors.

L. Reznik asked if there is something in place to prevent hacking of computers. Candy indicated RIT's Information Security Office is aware of the threat environment and works with ITS and campus system administrators to address these threats.

Tom thanked Lynn and Candy for coming and giving such a comprehensive presentation.

FACULTY STATS:

Tom Policano reported that faculty stats can now be found on the main page of the Academic Senate website. Presently at RIT there are 1, 376 faculty. Twenty-two faculty retired in AY2006. The breakdown is as follows: 790 tenure track faculty at RIT (614 tenured, 176 non-tenured); 238 in the non-tenure track (EDF 53, Research 2, Other 183); and 348 adjunct faculty.

Meeting Adjourned: 1:45 p.m.

Respectfully submitted,

Eileen Feeney Bushnell, Communications Officer
Vivian Gifford, Staff Assistant

9/24/2007

