

MINUTES OF THE UTIA ADVISORY COUNCIL MEETING

April 22, 2008, Room 156/157 Plant Biotechnology Building

The meeting was called to order at 8:35 am by acting chair S. Zivanovic. Council members present for all or part of the meeting were E. Bernard (secretary), D. Buehler, D. Edwards (past-chair), D. Hale, J. Harris, C. Heiskell, R. Holland, J. Larson, C. Mendis-Handagama, B. Riddle, A. Saxton, B. Simpson, J. Weigel, D. Yates, and S. Zivanovic (chair-elect). P. Denton attended in place of G. Bates (member-at-large). S. Zivanovic served by prearrangement as acting chair due to the medically enforced absence of chair V. Pantalone. All members were introduced. The agenda (*attached*) was discussed and amended to include the faculty senate representatives. A motion to approve the amended agenda was seconded and approved. A motion to accept the minutes of the September 22, 2007 meeting was seconded and approved.

The council then turned to Old Business. A proposed by-law amendment regarding written unit reports was brought up (*see attachment with current section 10 and proposed revised Section 10*). The most important of these changes were the proposal to change from written to electronic submission and to specifically indicate the UTIA Vice-President as a recipient. Discussion then followed on the value of the reports to their intended targets, since having the VP as a new “target” will probably alter the nature of the reports. P. Denton pointed out that the purpose of this by-law change was for better communication within the council rather than to the administration. E. Bernard moved to approve the proposed by-law changes, seconded by D. hale. The motion failed, whereupon D. Hale moved to table further consideration until the August meeting. C. Heiskell seconded this motion and it was approved.

As there was no other old business, the council moved to new business. Evaluation of deans and associate deans was discussed by S. Zivanovic. It is difficult to evaluate someone without having the facts of their activities, and so an annual report would be helpful. D. Buehler commented that we don't see their whole body of activities, only a small portion; thus a review is more of a gut reaction than informed opinion. R. Holland pointed out that the CVM dean provides an oral update every six months but that 80% of the faculty does not attend. Furthermore, the CVM web site has some past reports posted but not for the last year or so. D. Hale indicated that cumulative staff feeling and opinion about administrative performance should be important. Considerable further comment and discussion was made about this issue. S. Zivanovic summarized by stating that the deans may be doing a lot of positive things, and we want to know about them.

Next, E. Bernard brought up the growing problem with conference and meeting room reservations in Plant Biotech, in which large blocks of time are reserved for meetings that do not take place. J. Larson indicated that a similar problem exists in Morgan Hall. R. Holland indicated that CASNR and CVM can schedule conference rooms in the Vet school through Vet. Med. departments.

B. Simpson asked if the Advisory Council web page was interactive, the response to which was negative. One navigates to the web page as follows: UTIA – Faculty & Staff – Advisory

Council. A short break was then announced at 9:20, and the council reconvened at 9:35 to continue new business.

Lorna Norwood, UTIA Director of Marketing & Communications (M&C), was welcomed. Ms. Norwood discussed UT branding and identity, defining branding as a word or symbol that identifies an organization and distinguishes it from others. For instance, UT currently has an excellent logo. One wants the branding or logo to have instant and(or) powerful recognition, and have it used throughout the entire organization. It is important that UTIA have a brand because everything we do reflects back on UTIA. Should UTIA not become branded, it may come to be perceived as irrelevant. Ms. Norwood further emphasized that logos/brands cause definite reactions on people (witness IBM/Apple comparison advertisements and commercials). S. Zivanovic stated that we need uniform logos we can use. E. Bernard pointed out a failed attempt a few years ago to make the UT logo available for download, but that it was in formats for programs few people had. D. Buehler indicated that we need help in knowing what logo or statement is need for each unit. Ms. Norwood then described the overall approach to a comprehensive branding policy, and asked two things: 1) she would like to have a marketing person added to the advisory council; 2) she asked that M&C be included as a contributor and in the electronic circulation of reports if the Section 10 revision (see above and attachment) is approved.

With Ms. Norwood's request in mind, D. Hale moved to suspend the rules with the intention of revisiting the proposed revision of Section 10. This motion was seconded by C. Heiskell and approved (8 yes, 7 no). D. Hale then moved to reverse the earlier tabling motion, seconded by D. Yates and approved (9 yes, 4 no). E. Bernard then moved to approve the amended by-law Section 10, which was seconded by D. Buehler. In the subsequent discussion, D. Yates asked if M&C could have this done by next meeting, and Ms. Norwood responded positively. Several indicated that for electronically submitted reports, there will need to be a careful estimate of length, what needs to be included, and that guidelines need to be ready 50 days before the VP address. D. Yates commented that we do not seem to be sure what we want out of this by-law change. S. Zivanovic called for the vote which was 5 yes, 10 no. The motion failed.

S. Zivanovic then called on Mike Keel, UTIA Director of Facilities, to discuss items of importance (*see attachment*). Mr. Keel emphasized that parking issue are becoming critical, with all lots oversubscribed, but also described measures being taken to ease the problem, such as carving out about 150 new spaces on the west campus. A parking garage on the west campus is possible by 2013. Some spaces will be temporarily lost during the Brehm renovation. Mr. Keel also pointed out that vigorous enforcement of parking regulations resulted in about 4,000 issued parking tickets during fall semester. Mr. Keel also discussed the status of various UTIA-related projects. Ellington Hall and McCord Hall will be renovated in the next 5-6 years if funds are made available. Also, the 4-H facility at Milan may be replaced by a new facility at Brownsville.

S. Zivanovic invited UTIA Vice-President Dr. Joseph DiPietro to make his comments. Dr. DiPietro pointed out that the dean evaluation survey instruments provide him with knowledge to help make evaluations. D. Hale indicated that institute employees do not see the broad picture for the purposes of evaluation. D. Buehler stated that it is hard to respond to survey instruments

because we do not have the necessary information for the various survey evaluation lines and sections. Dr. DiPietro indicated that about 30% of the evaluations are returned.

Dr. DiPietro reviewed staffing and space plans. The extension dean search is well underway, and the CVM dean search is rolling along, with a May 15 closing date. A search for an executive director of the UT gardens continues. With regard to use of available space, the Cherokee campus has about 2.6 million square feet. The plan is to tie university education to private enterprise. Plans should be ready by late fall, with infrastructure started by early 2009.

The VP expressed his displeasure with the process for reviewing department heads as described in the faculty handbook (see attachment), and pointed out that the process is not set up to be positive. Dr. DiPietro expressed the opinion that faculty input should come before, not after, dean recommendations, and that he wanted to avoid the “administration vs. faculty” perception of this process. He stated that he will ask that this issue be reviewed by the faculty senate committee for handbook revision.

With regard to the biofuels initiative, the VP indicated that the Bioenergy Task Force was meeting every two weeks, and was charged with recommending what was needed. He emphasized that UTIA needs to be ready to serve the biofuels industry.

Dr. DiPietro reviewed the sorry shape of the state budget, with an anticipated shortfall of \$225-300 million, due in large part to reductions in federal child health care funds and a decline in sales tax revenue. Formula units would get some relief due to tuition increases, but nonformula units will have to make cuts.

Acting chair Zivanovic then asked CASNR Dean Dr. Caula Beyl to report on college activities (see handout). Dean Beyl displayed the new “grassoline” poster that would be used to publicize the Biofuels Initiative and associated academic programs. Dean Beyl then reviewed the high qualifications of students entering CASNR, but pointed out problems with admissions that she is trying to correct. For instance, an applicant with honors courses, a 4.0 GPA, and a 22 ACT was denied admission. She has requested more information on the admissions process, underrepresented counties, and criteria for acceptance. She pointed out that students can appeal decisions. P. Denton asked about acceptance rates from junior colleges. Dean Beyl stated that some junior colleges are viewed more favorably than others. D., Hale praised the efforts of Ms. Anna Filipek, CASNR program coordinator for recruitment, for her efforts in recruiting via 4-H. This is possibly the first time that extension personnel have been contacted and added to the recruiting process.

Dean of the Experiment Station (UTAgResearch) Dr. Tom Klindt was then asked about experiment station activities (see attachment). Dr. Klindt announced that the Phase 1 greenhouse complex was up and running, and that the other two phases were on schedule. Four persons were chosen for the Lead 21 leadership program (also four last year, four next year). A task force on Use of facilities in Consulting Activities had been appointed and was developing policies. Broadly stated, UT facilities cannot be used for outside activities without remuneration to the university. The dairy facility will be defunct by August 2008. Most of the cattle will be relocated to middle Tennessee, and some embryos are being stored. At the time of this meeting,

\$26 million had been allocated for the bioenergy facility, with additional funds to growers for switchgrass establishment.

UT Extension Dean Dr, Charles Goan then gave his comments (*see attachment*). UT Extension personnel documented 4.6 million contacts in 2007. The biggest issue for Extension is starting salaries for agents (dead last in southern states, 13th out of 13). The average starting salary in the south is \$33,000 for a B.S. and \$38,000 for an M.S; UT currently is at \$30,000 and \$33,000, respectively. However, extension was able to allot \$85,000 for professional development; 65 awards were made, including awards to three secretarial staff going for CPS certification.

Acting CVM Dean Dr. Leon Potgieter then provided a few comments. CVM has been preparing for accreditation by AVA. The college received a good review, although there were some capital improvement issues. The vote and written report were expected within the next month. Especially needed was an expansion of the large animal hospital. Dr. Potgieter was proud to announce the new naming of a facility – the John and Ann Dickle Small Animal Hospital. With regard to enrollement, the new class will consist of 85 students, of which 60 are Tennesseans and 25 are out-of-state.

As time was nearly exhausted, S. Zivanovic called for distribution of unit summary reports prepared by Advisory Council representatives (reports attached).

Dr. DiPietro reminded council members to meet for lunch at the Green Hills Grille. The meeting adjourned at 11:45 am.

Respectfully submitted,

A handwritten signature in cursive script that reads "Ernest Bernard". The signature is written in black ink and is positioned above the typed name and title.

Ernest C. Bernard
Secretary