

**UNIVERSITY OF SOUTH ALABAMA**  
**Faculty Senate**

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**Faculty Senate Executive Committee-President's Council**  
**Aug. 15, 2024, 3:00 p.m.**  
**MCOB 101**  
**MINUTES**

Present for FS Executive Committee: Christina Wassenaar (presiding), Bret Webb, Vicki Tate, Donna Streeter, Michael Black, Clay Davidson, Yvette Getch, Marie Migaud (Z), Sinéad Ni Chadhain, Andrei Pavelescu, David Turnipseed (Z), Laura Vrana, and Sean Walker (Z).

Present for President's Council: Jo Bonner, Andi Kent, Charlie Guest, Nick Lawkis, Jim Berscheidt, Michael Mitchell, Peter Susman, Michael Chambers, Buck Kelley, Kristin Dukes, Joel Erdmann, and Joél Billingsley.

**New Business -- Problems with JagPack access to class textbooks**

Chris Cleveland (Assoc. VP for Auxiliary Services) introduced Noah Channell, bookstore general manager, who addressed the group regarding the problem of courses not being provisioned with the textbooks that were ordered. Sinéad outlined the problem that faculty in Biology were having with the system. E-books that have been ordered are not showing up in Canvas, even though the faculty have set up JagPack in Canvas, following the directions they got from Macmillan. Also, materials from Pearson, such as MyLab Math, do not work well because of the access codes. There is a problem with the student access not being available until the first day of classes. Instructors or students should not have to wait until the 1<sup>st</sup> day of classes to see if there is an access problem. Access should be turned on a few days before classes.

**Old Business – Status of the Search for Dean of Engineering**

At this point in time Academic Affairs could not divulge the name of the person who will be the new Dean of engineering, but did acknowledge that an offer has been extended. So, it is going through the process. There is an expectation that enrollment will be seeing a big growth in the College of Engineering. One reason being is that there will be a new aerospace engineering undergraduate degree starting this fall.

## **New Business – Status of DEI programs on campus**

Joél Billingsley and Nick Lawkis have been working for months on compliance to the new law. The Office of Diversity and Inclusion has closed. Joél's position has returned to the Office of Community Engagement. Compliance to the law needs to be done by October 1<sup>st</sup>. The internal deadline for the University is Sept. 16<sup>th</sup>. There is a website initiative where web pages with the words “diversity, equity, and inclusion” together are being reviewed for content and asked to change the narrative. There will be a representative from National Science Foundation (NSF) coming to the campus to help make sure those in research & grants have the resources that they need, within the compliance with state law. The Innovation in Learning Center (ILC) will be having workshops for faculty on this issue.

Marie asked where do we go, regarding DEI-related topics, to make sure that we are compliant both with the institution and with the reviewing body and that we are doing the right thing? Joél indicated that there will be a form that will be given out to those doing research/grants and it will be reviewed by a group so they can give guidance. Marie suggested that it would be valuable for the grant-support officers in all the colleges to be proactive and give the form to the PIs, whether or not there is a need for the form so researchers don't miss anything that is needed. All of the deans should have the form, or at least the specific link to it. The Senate can help in promoting it to all faculty.

## **Old Business – Update on the USA Branding/Marketing Campaign**

Jim Berscheidt went over the branding positioning that the University has been working on for the past two years and is starting to be implemented. The platform will be leaning heavily on the “Flagship of the Gulf Coast” motto. There will be town hall meetings for the campus community to outline what the new platform is and that it will be focusing on programs, people, place, and purpose. Street banners have already started going up around campus. Billboards will be placed strategically around the state and along the gulf coast. The tag line for the marketing campaign will be: “Ready, South, Go”. The primary colors will still be red, white, and blue but will be refreshed with new secondary/accent colors. There will be 30-second spots associated with televised football games.

Meeting adjourned at 4:10 pm.

Minutes compiled by Vicki Tate, Faculty Senate Secretary.