

# HUMBOLDT STATE UNIVERSITY

Office of the President

## University Executive Committee Meeting Notes September 13, 2012

Rollin Richmond  
Ken Ayoob  
Peg Blake  
Brooke Fiore  
Denice Helwig  
Anna Kircher  
John Lee  
Burt Nordstrom  
Steve Smith  
Bob Snyder  
Eric Van Duzer  
Frank Whitlatch  
Rhea Williamson  
Patty Lindley, Staff Support

### **Guests:**

Scott Hagg  
Alex Hwu  
Jan Marnell  
Tom Schallert  
Lynne Soderberg  
Noah Zerbe

### **President's Report**

President Richmond expressed appreciation for Burt Nordstrom's many years of service to HSU, as Vice President Nordstrom plans to retire. Newly-hired Vice President, Joyce Lopes, will begin on October 1.

President Richmond requested input on the recent New Faculty Reception. It was suggested that events may be better attended if held on a Friday and that those contemplating a plan for campus scheduling consider incorporating a weekly block of free time. It was agreed that the event would be expanded next year to welcome all new employees.

President Richmond accompanied other CSU colleagues at a recent meeting with Apple representatives in Cupertino to discuss education initiatives and improved learning in the higher education and K-12 systems. In an effort to improve the reading proficiency of local third-graders (55% of Humboldt County 3rd graders are not proficient in reading), President Richmond has arranged a meeting with Humboldt County Office of Education administrators to discuss a proposal for Apple consideration.

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## Campuswide Active Shooter Training Proposal

Chief Soderberg and Jan Marnell distributed a pamphlet, "Guidance for Surviving an Active Shooter Situation" and discussed being prepared for such an incident. It was requested that the University Executive Committee support the training by assisting in notifying the campus community of available online training which will be included on the campus training site. The importance of identifying individuals (and notifying Student Affairs) who are in need of assistance – prior to an incident – was discussed. There will be a test of HSU's PA system on October 11, which is the main method of notifying the campus if an event occurs.

## Other Reports

### *Dean Williamson reported:*

- a celebration for PI's (Principal Investigators) is planned on Thursday, October 4, 4:00-6:00, in the College Creek Great Hall. All are welcome to attend.

There were no other reports, due to lack of time.

## Enrollment Update

Scott Hagg, Director of Admissions, provided an update. The student body total this semester is 8,142, slightly above last year. Enrollment and other data may be found at: <http://pine.humboldt.edu/~anstud/>

The recent CSU change to the WUE (Western Undergraduate Exchange) program which no longer includes WUE students in resident student targets (effective Fall 2014), HSU will be taking steps to increase its enrollment. Activities being considered include BBQ/College Fairs at community colleges to increase transfer enrollments and implementing a calling campaign to potential students. It was suggested that student/faculty teams (from strategically considered majors) attend the community college events, along with admissions staff.

## Northern California Community Blood Bank

Tom Schallert, Administrator of the Northern California Community Blood Bank in Eureka, provided an overview. He noted that HSU students make approximately 1,000 donations annually, one of the highest percentages of student participation in the state. He asked that HSU consider implementing blood drives to include faculty and staff and he will work with the President's Office to make these plans.

## Developing Social Media Guidelines – Proposed Working Group & Timeline

CIO Anna Kircher reported that the working group members will include Robin Jones, Ellyn Henderson, Nancy Resnick, Jená Burges, Anna Kircher, Marcom representative, and a faculty representative if needed. They plan to draft guidelines for vice president review this semester.

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## Distance and Extended Education Update

Alex Hwu, new Associate Vice President for Distance and Extended Education, shared plans for HSU's participation in Cal State Online and expanding HSU's distance learning program, stressing the importance of streamlined "one-stop shopping" for students (with the distinction between "stateside" and "extended education" support not being an issue). He noted that development will take one to two years as HSU builds capacity in course and program levels and creates business processes with the assistance of Information Technology Services. He also reported that they are considering various incentives for faculty who develop online courses. Alex explained his vision for bringing a "Humboldt signature" to its online program, differentiating it from the many other online programs.