

looking inward, thinking about what might be improved about ourselves to attract more students.

- Pinisetty noted that the campus had recently turned to an enrollment consultant, and Castro informed us that Chancellor's office had given support to that hire.
- Castro noted our progress toward becoming an HSI. (Hispanic Serving Institution)
- Wood recommended looking at our selling points and focusing on them. Need a story to tell, and he thinks we have a good one.
- Isakson noted that it is an important thing for us to make a distinction between the merchant marine and the military. We are not the military. Maritime industry is very big and very diverse but also quite mysterious and unknown to most of the population.
- Yip said that he came to the campus completely ignorant of the maritime industry. Noted that word-of-mouth has often been the way we attract students, but we've clearly reached the limit of that as a strategy. Yip also said that the non-license programs need recognition and support, we're in the SF Bay Area - there's an economic engine to tie into there.
- Hanson – one of the challenges we face is that students have a sense of involvement and ownership of the campus, which is good. However shared governance is something that the campus is still working on. Administration decisions can sometimes be opaque and murky, and students and faculty have difficulty understanding the rationale and results.
- Castro offered that he as President of Fresno presented on the budget twice to Faculty Senate, answered all the questions he could, and conversations continued in their Budget Advisory Committee.

Post Chancellor Meeting

- Pinisetty and McNie had a meeting with the President and discussed the ARC reviews of Graham Benton (AVP), Michele van Hoeck (Dean of Library), and Sam Pecota (Captain of the Training Ship).
- There was some disagreement on whether the ARC survey instrument and process was accomplishing its goals, with the President asserting that it was not working well (both in terms of the process and the survey instrument) and Pinisetty/McNie pushing back against these criticisms.
- McNie - one positive thing is that now that we've done a few of the ARC reviews, we can look to improve the structure and/or the survey itself.
- McNie – the President brought up the idea that the Center for Creative Leadership or another 3rd party might be a better option for reviewing administrators. The President offered to pay for these services.
- Fairbanks - noted the lack of specific criticisms of the survey instrument, which mildly offends him due to his participation in drafting it. Clear criticisms would be welcomed so that the instrument could be improved.
- Pinisetty said that he will continue to raise the issue with the President so that the ARC reviews continue and continue to improve.
- Pinisetty also asked the President about hiring more people in Advancement/Foundation. (example: Terry Moran's position) President offered to explain to Senate how the position(s) are funded. They are apparently budget neutral. There are audit reports (twice a year), which (others in the meeting noted) would go a long way to allaying concerns from faculty if they were open and available.

- Trevisan said that we need to press on the various proposed athletics hires, because those are coming as we're losing tenure-line hires.
- Pinisetty also brought up the (un)reliability of communications between HR, President's Office, IT, and faculty. President took it seriously, apparently will talk with Cabinet. Noted some issues (related to the CSUEU union) in IT, HR being overloaded with new hires and union-related stuff, and Brig is apparently overloaded. There was some discussion regarding whether the situation was likely to improve.
- Next meeting 5/6. Pinisetty will invite Kathleen McMahon.

Meeting Adjourned