DRAFT: FACULTY SENATE MINUTES
SAM HOUSTON STATE UNIVERSITY
September 29, 2011
3:30 p.m. ± 5:00 p.m.
LSC 304
Members Present:
Tracy Bilsing (CHSS), Len Breen (CoE), Donald Bumpass (CoBA), Erin Cassidy (NGL), Jeff
Crane (CHSS), Donna Desforges (CHSS), Mark Frank (CoBA), Debbi Hatton (CHSS), Renee
James (CoAS), Bill Jasper (CoAS), Gerald Kohers (CoBA), Paul Loeffler (CoAS), Drew
Lopenzino (CHSS), Joyce Mc Cauley (CoE), Sheryl Murphy-Manley (CFAMC), Dwayne Pavelock
(CoAS), Javier Pinell (CFAMC), Sheryl Serres (CoE), Doug Ullrich (CoAS), Pamela Zelbst (COBA)
Members Not Present:
Kevin Clifton (CFAMC), Chad Hargrave (CoAS), Lawrence Kohn (COE), Debbie Price (COE),
Ling Ren (CoCJ), Tracy Steele (CHSS), Ricky White (CoAS)

Meeting called to order by Debbi Hatton at 3:37 p.m.

Guest Speaker:
Kris Kaskel-Ruiz (Associate Vice President of Marketing and Communications) discussed the
social media policy, which has generated quite a bit of press and confusion recently. With her
were Steven Keating (Assistant Director of Marketing), Kevin Flanagan (Director of Marketing
& Communications). Kaskel-Ruiz explained that she spoke to SGA in a private meeting with
Tyler Eberhart and later in an open meeting earlier in WKHZHHN6KHDOVRPHWZLWK'HDQ¶V
&RXQFLORQDQGSODQVWRPHHWZLWK6WDII&RXQFLOH[SODLQLQJWKDWKHU³Eig goal is facilitate
ongoing conversation about the UQLYHUVLW\´

The Social Media Project was commissioned about a year ago to create University Social Media
Platform in cooperation with marketing and social media firm (Weldt). The platform was ³VRIW
launched´LQ$XJXVW There are nearly 32K people LQWKH6+68VRFLDOPHGLDµXQLYHUVH.¶:LWK
regard to the policy, Kaskel-Ruiz explained that she was soliciting feedback and understands
free speech concerns. She stated that she was going to to set u

Senator Jasper suggested that virtually all the fallout was the result of a lack of
communication, that the University community was not told that this was a work in progress.

Kaskel-Ruiz also explained that the impetus for having shared passwords was the Air-Soft gun
incident where the original password holder had graduated, and there was a significant delay
in getting the news out to the University.

Great concern was expressed that the shared password situation had already resulted in at
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was isolated and would not happen again.

Should anyone have concerns, faculty is encouraged to contact Kris Kaskel-Ruiz. She is in
room 120 of Administration Bldg. and at phone extension 3492. Kevin and Steven are in Suite
115. Kaskel-5XL]¶Vnext goal is to organize standing committee to hash out problems with
policy.

Approval of Minutes: Minutes from September 15
th meeting were approved unanimously.

MEANWHILE: An apparent fire at Smith Huston caused some murmurings over the
implementation of KatSafe. No information had been disseminated, but emergency vehicles
were parked outside SH for the duration of the meeting.

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attention, and he agreed that this was the way things should be done. SGA forwarded a
similar resolution, and Staff Council is expected to follow suit.

New Business:

At meeting AFTER next, ALL committees are requested to bring recommendations forward.
The President will be here on 10/13 addressing strategic plan.

Announcement from Senator Kohers: The Excellence in Teaching Committee is currently
meeting and needs a nominee from fine arts.