Faculty Senate Special Meeting Minutes of October 14, 2014

The meeting was called to order by the Chair Kathleen Wilson with the following Senators and visitors present:

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| **College of Architecture & The Arts** Kathleen Wilson  Shahin Vassigh  **Absent**  Jaime Canaves  Barbara Watts  **College of Arts & Sciences** Dawn Addy  Joan Baker  Whitney Bauman  Laurel Collins  Alan Gummerson  John Makemson  Jean Rahier  Joerg Reinhold  Hassan Zahedi  **Absent**  Gerardo Aladro  Astrid Arraras  Thomas Breslin  John Clark  Piero Gardinali  Paula Gillespie  Sneh Gulati  Krish Jayachandran  Wenzhi Li  Ronn Silverstein  Victor Uribe  Oren Maxwell  Rene Price  Dean Whitman | **College of Business Administration**  Deanne Butchey-*Alternate*  Marc Weinstein-*Alternate*  **Absent**  Elisabeth Beristain – Moreiras  Krishnan Dandapani  Delano Gray  Shahid Hamid  Cliff Perry  Clark Wheatley  **College of Education** Leonard Bliss  Eric Dwyer- *Alternate*  Martha Pelaez  **Absent**  Charles Bleiker  **College of Engineering** **Absent**  Malek Adjouadi  Albert Gan  Mohammed Hadi  Osama Mohammed  Gang Quan  Berrin Tansel  **School of Hospitality**  **Absent**  Jonathan Pernick  Nancy Scanlon  **School of Journalism**  **Absent**  Neil Reisner  Maria Elena Villar  **College of Law**  Jan Oseitutu  **Absent**  Megan Fairlie  **Library**  Lauren Christos  **Absent**  George Pearson-*Alternate* | Patricia Pereira-Pujol  **College of Medicine**  Ferdinand Gomez  Dietrich Lorke  **Absent**  Irina Agoulnik  John Delzell  Richard Lynn  **College of Nursing & Health Sciences** Lucie Dlugasch  Jennifer Doherty-Restrepo  Amy Paul-Ward  **College of Public Health & Social Work** Nasar Ahmed  **Absent**  Marianna Baum  Ray Thomlison  **Guest:**  Mark B. Rosenberg  Yesim Darici  Kenneth G. Furton  Elizabeth Bejar  Pete Garcia  Sandra Gonzalez-Levy  Juneisy Hawkins  Maydel Santana Bravo |

**Faculty Senate Agenda  
Special Meeting of Tuesday, October 14, 2014 – 1:00 PM  
WPAC 150 – Modesto Maidique Campus**

1. **Approval of the Agenda**
2. **Discussion Items:**
3. Miss Universe Pageant

President Rosenberg addressed the group

* Compromise to create a protocol to decide on events to host at FIU, that includes input from Faculty
* FIU is not a host for the pageant, just rental site
* FIU logo has been removed from the Miss Universe pageant website
* Miss Universe pageant is giving airtime for FIU to send a message regarding the role of women in science, leadership, etc.
* Regrets pain and difficulty this has caused some Faculty

Director Yasim Dirici addressed the group

* Still unhappy and passionate about issue
* Rosenberg came to her office and asked what she wanted
* Came to an understanding:
  + Establish protocol for faculty input on future events
  + Airtime to provide positive marketing for FIU and women during pageant
  + Remove logo from pageant website and materials
* Make lemonade from lemons
* Satisfied under the circumstances

Opened floor for questions and comments

* Who is paying for airtime?
  + Rosenberg stated that there will not be a commercial during the pageant
  + Opportunity for narrative throughout the pageant
  + FIU not paying for airtime
  + Will be broadcast in 190 countries
  + Group of faculty can sit with Sandy Gonzalez-Levy to help craft message
  + Event will be aired on primte time, Sunday, January 25th
* Concern: airtime during pageant still associates event with FIU
* Rosenberg discussed concern that international enrollment has flattened at UG level and declined at G level
  + He thought those who watched the event abroad would have enough curiosity to go to FIU’s website to learn more about the institution
  + Global exposure such as this is hard to get
  + Committed to diversity, pluralism that brings us together
  + Legitimately there are issues to work through, which is why we are meeting today
* Will the message be screened prior airtime
  + Pete Garcia stated that he always has FIU’s best interest at heart
  + Legally, cannot pick-and-choose who uses facilities
  + Obligation to make facilities available, for a fee
  + Miss Universe Pageant is allowing FIU to tailor the message that will be provided during event
  + Asked to promote 1st generation student scholarships and internships for hospitality management
* How can we establish a protocol if we are not able to pick-and-choose who rents facilities?
  + Pete Garcia mentioned that we need to avoid legal liability
  + Miss Universe pageant offered the opportunity to promote FIU
* FIU as the “host” sounds like there was an invitation with community support as opposed to just renting space
  + Pete Garcia clarified that we are not hosting, just renting
* Are we able to say “No”?
  + Pete Garcia says we can always say no; but, Athletics unable to pick-and-choose
    - University will establish protocol that tells Athletics on how to pick-and-choose
  + Rosenberg added that we could have said no
    - Must consider 1st amendment issues
    - Must consider relationship with Doral
    - Must consider relationship with Trump who hires FIU graduates
* Rosenberg discussed concern over a centralized event approval protocol
  + Wants to allow freedom of decentralized program planning
* Have other academic institutions hosted/sponsored this type of event?
  + Sandy Gonzalez-Levy stated that we have the right to approve/disapprove anything that involves the usage of the FIU brand
    - No commercial
    - Announcements will be made during the telecast
  + Rosenberg did not research to determine if other academic institutions have hosted/sponsored this type of event
  + Dawn suggested we review other protocols at benchmark universities (i.e., UCLA)
* Who is giving the narrative messaging? The host of the pageant or FIU?
  + Sandy Gonzalez-Levy stated that this is undecided right now, but we have final say
* Is the rate to rent the venue standardized?
  + Pete Garcia stated yes. The minimum rent is $4,000/day. Renter may offer more.
* Did anyone consider the possible negative ramifications of this event prior to agreeing to host/sponsor event? For example, the Cuban baseball game?
  + Pete Garcia stated that this is a good point because ACLU got involved over the baseball game. Athletics was put on notice.
  + Doesn’t want to be in the position to pick-and-choose. Wants protocol and will follow protocol. Must be prepared to enforce and defend protocol in court.
* Who is responsible for security?
  + Miss Universe Pageant pays for security
  + $150,000 included in contract for security, clean-up, etc…
* Where does rental fee go?
  + Usually, the rental fee goes to Athletics
  + For this event, the rental fee will go toward 1st year student scholarships
* Protocol is important for how we “market” the event
  + Host?
  + Sponsorship?
  + Endorsement?
  + Impact on faculty, potential donors, etc….
* Must be careful with 1st amendment and censorship
  + Campus should be open to all
  + Public will make distinction/separation on how to craft a message that really conveys FIU’s involvement
* Will Faculty Senate have an opportunity to vet the messaging for this event?
  + No answer
* How, logistically, do we deal with the 2-week disruption of this event? Parking? Impact on student learning?
  + Rosenberg stated that parking is a good problem because that means that people want what FIU has to offer
* Faculty should not be the last to know and should be given the opportunity to provide input
  + May create teachable moments
  + May create research opportunities with access to participants, audience, etc.
  + May create learning opportunities for faculty and students around the event
  + Suggestion to create a Senate oversight committee (ad hoc than possibly standing) to provide input on matters such as the Miss Universe Pageant
* Should be willing to call an emergency meeting for more important issues
  + Equal pay for women?
  + Assault of women on campus?
* Are there any groups that are too obnoxious or noxious for us to allow them on campus?
  + 1st amendment rights
  + Academic freedom?
  + Millions watch the Miss Universe Pageant
* Who is FIU most concerned about in regards to branding?
  + Elite class? Middle class? Working class?
  + Who do we want to impress?
* Messaging will reach those who watch the pageant; therefore, they are not opposed to the event. However, how do we reach those who oppose the event, do not watch the event, and will not hear the messaging?
  + Senate should focus on women’s rights within the University (i.e., equal pay)