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:

|  |  |  |
| --- | --- | --- |
| **College of Architecture & The Arts**Kathleen WilsonShahin Vassigh**Absent**Jaime Canaves Barbara Watts**College of Arts & Sciences**Dawn AddyJoan BakerWhitney BaumanLaurel CollinsAlan GummersonJohn MakemsonJean RahierJoerg ReinholdHassan Zahedi**Absent**Gerardo AladroAstrid ArrarasThomas BreslinJohn ClarkPiero GardinaliPaula GillespieSneh GulatiKrish JayachandranWenzhi LiRonn SilversteinVictor UribeOren MaxwellRene PriceDean Whitman | **College of Business Administration**Deanne Butchey-*Alternate*Marc Weinstein-*Alternate***Absent**Elisabeth Beristain – MoreirasKrishnan Dandapani Delano Gray Shahid HamidCliff PerryClark Wheatley **College of Education**Leonard BlissEric Dwyer- *Alternate*Martha Pelaez**Absent**Charles Bleiker**College of Engineering****Absent**Malek AdjouadiAlbert GanMohammed HadiOsama MohammedGang QuanBerrin Tansel**School of Hospitality** **Absent** Jonathan PernickNancy Scanlon**School of Journalism****Absent** Neil ReisnerMaria Elena Villar**College of Law**Jan Oseitutu**Absent** Megan Fairlie**Library**Lauren Christos **Absent**George Pearson-*Alternate* | Patricia Pereira-Pujol**College of Medicine**Ferdinand GomezDietrich Lorke**Absent**Irina AgoulnikJohn DelzellRichard Lynn**College of Nursing & Health Sciences**Lucie DlugaschJennifer Doherty-RestrepoAmy Paul-Ward**College of Public Health & Social Work**Nasar Ahmed**Absent**Marianna BaumRay Thomlison**Guest:**Mark B. RosenbergYesim DariciKenneth G. FurtonElizabeth BejarPete GarciaSandra Gonzalez-LevyJuneisy HawkinsMaydel 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)