



**PHILADELPHIA  
UNIVERSITY**

TO: Faculty, Staff and Academic Administrators  
FROM: Patricia Brennan, Coordinator of Academic Affairs  
RE: May 11, 2017 Faculty Meeting Minutes

**Approval of the Agenda**

Professor John Pierce chairing the meeting, called the meeting to order on Tuesday, May 11, 2017 at 12:32 p.m. in the Kanbar Performance Space. The agenda was approved.

Each meeting is recorded and posted on the Provost's website [<https://www.philau.edu/provost/meetings/>] for any faculty not able to attend. However, there was a malfunction with the recorder and as a result, no recording is available for the May 11, 2017 meeting.

**Approval of the Minutes of the April 18, 2017 Full Faculty Meeting**

Professor Pierce presented the minutes, which were acknowledged and submitted.

**Faculty Voices**

Carol Hermann suggested that next year we look into the student experience, i.e., integrated academic policies and procedures for the merged institution as well as a revised Student Handbook.

**Report of the Provost/ Dean of the Faculty**

**M. Baker**

Provost Baker reported the following Promotions, Sabbaticals and Retirements:

**Promotions:**

Masoodi, Reza	Promotion to Associate Professor
Parakkal, Raju	Promotion to Associate Professor
McCoy-Deh, Marcella	Promotion to Associate Professor
Bradford, Paul	Promotion to Associate Professor
Laine, Evan	Promotion to Associate Professor

**Sabbaticals:**

Baumbach, Lauren	Approved for one semester during 2017-2018
Herczyk, Edward	Approved for one semester during 2017-2018
Kradel-Weitzel, Maribeth	Approved for one semester during 2017-2018
Lim, Chae Mi	Approved for one semester during 2017-2018

**Retirements:**

Frampton, G. Creighton  
Messinger, Alexander  
Mariotz, Elizabeth

Provost Baker also reflected on his past two years as Provost. His presentation was attached to the meeting agenda in Adobe.

## Reports of the Standing Committees

### Academic Opportunities and Oversight Committee

V. Hanson

Valerie Hanson reported that the AOOC Fall 2017 Submission Schedule was published.

## Special Reports

### New Professional Development Opportunities

S. Place and J. Ashley

The presenters directed attendees to the presentation materials which are available on the Provost's Office website.

### TJU Research Services Integration Workshop Report

J. Ashley and Ron Kander

The presenters directed attendees to the presentation materials which are available on the Provost's Office website.

## Unfinished Business

None at this time

## New Business

Katharine Jones noted that after the Community Forum, she heard that students were upset and felt that PhilaU had been, "swallowed up" by a larger entity. She requested suggestions for how to help students? She also commented that the Middle States web page refers to the merger as an "acquisition."

Dr. Spinelli challenged the rhetoric of "swallowed up." He acknowledged that there may be a level of concern among some students, particularly those who identify with certain disciplines and majors. He suggested that the faculty should attempt to dispel rumors. He continued, "what we are and what we do will remain the same." Pat Baldrige will send communication points to faculty this afternoon so that they know how to reply to students.

[After the Faculty Meeting, PR distributed to all Faculty and Staff a 2-page list of talking points, which are included as attachment 1.]

Professor Jones asked Dr. Spinelli about the annual salary increase for 2017-18. Faculty expressed concern about competitive compensation and about historical increases. Dr. Spinelli requested that Pat Baldrige send information about the salary increases and bonuses for the last 10 years. [After the Faculty Meeting, PR distributed to Faculty and Staff the Fac/Staff Compensation Adjustment information, which is included as attachment 2.]

Valerie Hanson asked for clarification regarding junior faculty contracts and integration planning. Specifically, if a faculty member was hired on either a practice or tenure track, will that person continue to follow that track? In addition, for those on a tenure contract, will the criteria used to determine tenure be the same as when they were hired? She also asked for confirmation of three items previously discussed by President Spinelli at multiple community forums and faculty meetings:

- Will tenured faculty keep the same kind of tenure after the merger?
- Will any possible future changes to tenure only apply to new hires?  
Will current tenure track faculty acquire the same form of tenure as currently tenured faculty members?

Matt Baker replied that junior faculty will be evaluated for tenure/long-term contract according to the criteria in place at the time of their hire. Jefferson's tenure criteria are not the same as PhilaU's.

This issue will be discussed during faculty affairs integration planning. A new faculty manual and procedures should be in place by July 1, 2018, per Middle States.

**Faculty Conferral of Degrees**

**R. Parakkal**

Professor Parakkal made a motion to approve appropriate degrees be conferred to all undergraduate and graduate student who successfully completed their requirements this academic year. The motion was voted on: the motion was seconded: no opposition.

**Report of the President**

**Dr. S. Spinelli**

Dr. Spinelli reported on Faculty compensation and compensation increases.

**Announcements**

Adjourned at 1:53 p.m.

## **Attachment 1**

### **Talking Points from PR**

#### **PHILADELPHIA UNIVERSITY + THOMAS JEFFERSON UNIVERSITY**

##### **I. BRAND OBJECTIVE**

Our objective was to develop a brand strategy for the transformed university that:

1. Adds the most value for current and future students and alumni
2. Successfully propels students into their careers
3. Preserves and enhances the existing brand equity of each institution
4. Maximizes our reputation across stakeholders, and
5. Positions the transformed university for growth across our educational ecosystem

##### **II. THE EVOLUTION OF OUR BRAND**

For Philadelphia University, we have been evolving since our founding in 1884.

Colleges and universities have changed their names for a variety of reasons – major donations, university status, mergers, and expanded academic offerings – as a more accurate reflection of what they are and what they are becoming. Since 2000, there have been nearly 140 college/university name changes in the U.S. alone.

Each decision to change our name over the past 133-year history has signaled the elevation of the institution for the benefit of our students, faculty, staff, alumni and employers. The decision to merge with Thomas Jefferson University will exponentially enhance this university because of greater scale, more opportunities for innovation, access to a greater alumni base, more resources, and a quest for providing our students with more value.

##### **III. ARRIVING AT OUR NEW BRAND IDENTITY**

To arrive at the brand that enables us to achieve our objectives, we engaged a global branding firm, FutureBrand, to conduct extensive quantitative and qualitative research over the last year and to develop a powerful brand strategy.

Through the research analysis, it was determined that Thomas Jefferson University has the stronger brand and to not leverage that would put us at a disadvantage. The Jefferson brand also has the potential for building a stronger national and international reputation vs. a more regional reputation

- Once we have received regulatory approvals and have finalized the combination agreement our official name that was approved by both Philadelphia University

and Thomas Jefferson University Boards of Trustees will be Thomas Jefferson University. It also is the name that will be on the diplomas beginning in 2018.

- We will refer to ourselves as **Jefferson** – think Princeton University and Princeton
- **Kanbar College of Design, Engineering and Commerce** and **Sidney Kimmel Medical College** will retain their names
- The Philadelphia University colleges will be an important part of the comprehensive university that is focused on the professional careers of the 21<sup>st</sup> century.
- The Philadelphia University brand will be preserved and elevated through the establishment of **The Philadelphia University Honors Institutes and a Philadelphia University Design Institute**
- Our brand architecture includes strategies to promote expanded academic program areas of excellence
- The combined university mascot will be the Ram. We will still be the Rams!
- Maroon will be in the color palette, particularly for athletics

#### IV. NEXT STEPS FOR BRAND

- We are in the process of developing a comprehensive communications and marketing plan and a new visual identity that will leverage our brand equities and celebrate our forward momentum
- We will have a soft-launch of the visual identity and announcements on our website this summer when we expect to regulatory approvals and sign the final agreement
- We will have a fuller brand roll out and deployment of marketing strategies, including Phase I of our new university website later this summer after we become one.
- Phase II of our new website, which will be [www.jefferson.edu](http://www.jefferson.edu) is slated for the beginning of 2018.
- Jefferson Health will have a new website separate from the university site – [www.jeffersonhealth.org](http://www.jeffersonhealth.org)

#### V. WHY ARE WE MERGING?

- Students have a very different idea of value than what they did even a decade ago and that evolving definition of value must be addressed for the university and our students to remain relevant and vibrant.
- We are doing this to be in an even stronger position to deliver on the promise of our mission, and to prepare students for the careers of the 21<sup>st</sup> century.
- We will benefit from scale, including the ability to market ourselves more aggressively to students, employers, industry partners, the press, the higher education community, and funders.

- We will focus on innovation and we will meet the needs of students as lifelong learners

## **VI. IS HEALTH ALL WE DO?**

- No. This merger is about creating a comprehensive university focused on a model professional education for the 21<sup>st</sup> century. It is **not** all about health. In fact, Jefferson made the decision to become a comprehensive university with multiple disciplines outside of the health and science areas.
- Think of other universities that also have a medical school and strong health sciences. Penn, NYU, UVA, Johns Hopkins, etc... They are comprehensive and have built reputation for excellence in areas well beyond health and science. We will, too.
- We will be preeminent and work to elevate our reputation in architecture, business, design, fashion, engineering, health, liberal arts, medicine, science, textiles, and more.

Attachment 2.

Year	CPI*	Average Salary Increase %	Bonus %
2007	4.1	3.0% + \$250K Faculty Pool	
2008	0.1	3.5% + \$100K Faculty Pool	
2009	2.7		2.0% (Fall 2009)
2010	1.5	3.0%	
2011	3.0	1.5%	
2012	1.7	1.0%	
2013	1.5		1.5% (June 2013)
2014	0.8	2.0% (November 2014)	
2015	0.7		2.0% (June 2015) + 2.0% (December 2015)
2016	2.1	1.5%	1.0% (October 2016)

\* Consumer Price Index