



**Academic Assembly Meeting No. 4  
Monday, October 17, 2022  
2:05 – 3:35 p.m.  
ADAL Stuart T. Rolfe Community Room & Zoom**

**MINUTES**

**Members Present:** Carol M. Adams, Connie G. Anthony, Mark Cohan, Marc Cohen, Douglas Eriksen, Nalini Iyer, Angie Jenkins (*ex-officio*, Staff Council), Benjamin Jones-Rice (*ex-officio*, SGSU), Shane P. Martin (*ex-officio*, Provost), Margit McGuire, Carrie Westmoreland Miller, Jodi O'Brien (*ex-officio*, Associate Provost), Kyle Peet, Russell Powell, Gayle Robinson, Bryan Ruppert, Patrick L. Schoettmer, Frank J. Shih, Gregory Silverman, Kirsten Moana Thompson, Phillip Thompson, Rev. Michael Reid Trice, Glenn Yasuda and Valentina Zamora.

**Guests:** President Eduardo M. Peñalver, Colette M. Taylor, Amelia Derr and Katherine Raichle.

**I. Opening Remarks, Frank J. Shih** **2:10 – 2:12 p.m.**

Meeting was called to order at 2:10 p.m.

**II. President Update, Eduardo M. Peñalver** **2:11 – 2:53 p.m.**

President Peñalver visited the Academic Assembly to share insights from his first year at Seattle University.

To grow our institution, Seattle University needs to become more resourceful to attract and retain excellent students, faculty and staff. We currently rely on tuition revenue – we can do better. Higher education national reputation seems to depend on the resourcefulness of an institution, e.g., increasing funds by endowments. More resources can increase our retention rates, which help us increase our national ranking.

This vision will require institutional changes that may bear the risks of failure. But we should not rest in the comfort of mediocrity and inertia. A long-term goal is to define Seattle University's monetary goals and initiatives. Our short-term goal is to increase tuition revenue with an emphasis on graduate-level learning experiences. This goes without saying, the University will continue to focus and support undergraduate excellence. Projections suggest tuition revenue from UG and GR enrollment will be about 50-50 in the future. Across the University, chains of supervision are noticeably deep for a small, private institution. This structure fosters poor collaboration and organization, and in turn inconsistencies and higher costs. Seattle University can do less while making more of an impact.

The University needs to invest in Marketing and Communications. We are currently working on centralizing efforts so campus events do not conflict with each other. We are also working on rebuilding our website to have a clear focus on marketing programs for prospective students.

**III. Annual Performance Review Updates, Jodi O'Brien and Colette M. Taylor 2:53 – 3:35 p.m.**

The Annual Performance Review (APR) Working Group is rebuilding the APR process. Please note, there is not a draft APR, yet. This work is addressing APR's transparency, biases, inconsistencies and burden on faculty workload. The focuses include, but are not limited to the following: student evaluations, promotions and merit pay. A major goal of the revised APR process is cultivating diversity, equity and inclusion. Therefore, the APR Working Group is collaborating with RSD Goal 4 working groups. Another goal is to award faculty who are doing well and to identify faculty who may not meet expectations.

Currently, we are developing the blueprint for the Pilot APR. The pending APR website is still in the works. Unfortunately, the construction of the website is not a product of the APR Working Group so they can only provide its estimated time of arrival.

*Meeting was adjourned at 3:35 p.m.*

*\*Due to technical difficulties, some portions of this meeting were not fully captured.*

*Minutes taken and submitted by the AcA Administrative Assistant,  
Caroline Pedro, Senior Administrative Assistant, Office of the Provost*