

FACULTY SENATE EXECUTIVE COUNCIL

Resolution on Signature Programs

WHEREAS SIUC's enrollment continues to be flat or declining; and

WHEREAS SIUC has continuing problems in retaining students who do enroll; and

WHEREAS SIU has embarked recently on a new marketing initiative; and

WHEREAS the Chancellor has begun a conversation to stimulate/enhance enrollment, under the rubric of "Signature Programs"; and

WHEREAS the Graduate Council and other campus constituency groups have expressed concerns regarding such "Signature Programs"; and

WHEREAS the Faculty Senate wishes to engage in the conversation on "Signature Programs";

THEREFORE BE IT RESOLVED that any initiative from the Chancellor's office regarding "Signature Programs" embrace the following guidelines:

1. In order to preserve the identity of SIUC as a full-scale research university, "Signature Programs" be identified from all areas of the university.
2. To qualify, a "Signature Program" must:
 - a. Belong to a significantly large universe of competitors across the country
 - b. Be ranked highly in that universe of competitors
3. That "Signature Programs" thus recognized be used for marketing and enrollment enhancement purposes only and not for resource reallocation.