

AGENDA ITEM /PRESENTER	DISCUSSION/CONCLUSIONS/RECOMMENDATIONS
Total Attendance	A total of 126 faculty members virtually attended the General Faculty Meeting on Monday, July 19, 2021, via WebEx. The attendance log is on file in the Office of Faculty Affairs.
Presiding Officers	Richard Lange, M.D., M.B.A., President of TTUHSC El Paso, Dean of PLFSOM, Presiding Officer Anantha Vellipuram, M.D., Assistant Professor of Neurology, Vice-Presiding Officer
I. CALL TO ORDER	
Anantha Vellipuram, M.D. Faculty Council President-Elect	Having met quorum, Dr. Anantha Vellipuram called the July 19, 2021 PLFSOM General Faculty meeting to order at 12:32 p.m.
II. REVIEW AND APPROVAL OF PREVIOUS MINUTES	
Anantha Vellipuram, M.D. Faculty Council President-Elect	The PLFSOM General Faculty meeting minutes from Tuesday, September 29, 2020 were voted on and approved as presented.
III. 2020 PLFSOM FACULTY GOVERNANCE RETREAT	
Richard Lange, M.D., M.B.A. President, TTUHSC El Paso Dean, PLFSOM	<p>Dr. Lange provided an update from the 2020 PLFSOM Faculty Governance Retreat:</p> <div data-bbox="741 911 1119 1128" data-label="Image"> </div> <p><i>*Please see attached report.</i></p> <ul style="list-style-type: none"> • Marketing TTUHSC El Paso - The pause on elective procedures and in-person office visits during the COVID-19 pandemic allowed for an investment in different areas, including communications and marketing. <ul style="list-style-type: none"> ○ Digital and Print Material <ul style="list-style-type: none"> ▪ A new Texas Tech Physicians of El Paso website launched in Spring 2021. ▪ Beginning September 1, 2021, a new rack card design will feature a prominent physician photo and a QR code leading to additional information and appointment booking.

Governance Retreat Continued...	<ul style="list-style-type: none"> ▪ To help identify new faculty, subspecialties, and resources available, the institution will be developing department-specific marketing. ▪ Other upcoming digital marketing efforts will be carried out in collaboration with EFO Media. This targeted social media marketing will help build search engine marketing and optimization. ○ Campaigns and Messaging <ul style="list-style-type: none"> ▪ Billboards, print ads, and social media ads are being used to promote TTUHSC El Paso’s world-class patient care. Expert excerpts will be used for promotional material and include a branded profile image tied into monthly health-themed tips, news articles, or interviews on social media. ▪ Video/photo stories and testimonials from grateful patients will be added using #TTogetherForElPaso. ▪ Additional marketing efforts include Texas Tech Tuesdays on KTSM, Texas Tech Table Talk, media pitches, general commercials, and social media takeovers. ○ The TTUHSC El Paso marketing and communications team currently includes Andrea Tawney, Ph.D., Vice President for Institutional Advancement, TTUHSC El Paso, Veronique Masterson, Assistant Vice President for Institutional Advancement, TTUHSC El Paso, and Daphne Griffin, Senior Director of Marketing and Creative Services, TTUHSC El Paso (new employee). • Faculty Development, Mentoring, and Leadership <ul style="list-style-type: none"> ○ TTUHSC El Paso Faculty Development programs include the Institutional Faculty Development Program (IFDP), the Institutional Faculty Mentoring Program (IFMP), and the Leadership Development Academy (LDA). <ul style="list-style-type: none"> ▪ The IFDP is a mature program in its 20th year of operations. New faculty hires are advised to enroll in the IFDP within their first year of employment. The program provides tools to help new faculty succeed, specifically on this campus. There has been a great involvement in IFDP during the COVID-19 pandemic, and the number of contact hours has increased by almost 100%. ▪ The IFMP is available to all faculty to help provide the mentorship, tools, encouragement, and follow-up needed to be successful. The program aims to assist women, Hispanic, and underrepresented minority faculty members ▪ The Leadership Development Academy II will begin August 2021, and will include 38 synchronous sessions and 22 asynchronous sessions through which faculty can acquire CME/CNE/educational credit. ○ For additional information, please reach out to the Office of Faculty Development. • Mid-Point Review <ul style="list-style-type: none"> ○ Mid-Point Review is an opportunity for faculty members to receive objective peer feedback of their progress towards future tenure and/or promotion.
---------------------------------	--

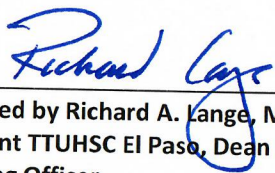
- The non-binding feedback is intended as encouragement for progression towards future tenure and/or promotion, instruction for improvement in any needed areas, and as a cautionary measure if lacking progress.
- The review does not include any feedback from the Department Chair, and is not a summative evaluation or indication of approval for the next application cycle.
- The outcome of the Mid-Point Review is not dependent on or an indication of the Department Chair's recommendation or support.
- While the Mid-Point Review is mandatory for tenure track faculty, non-tenure track faculty are also highly encouraged to participate.
- For additional information, please reach out to the Office of Faculty Affairs.
- **PLFSOM Faculty Statistics (All statistics are projected for 9/1/2021)**
 - PLFSOM Faculty Count
 - Total PLFSOM Faculty: 302
 - Full Time Faculty: 291
 - Part-Time Faculty: 11
 - Total projected new faculty between 9/1/2020 and 9/1/2021: 34
 - PLFSOM Faculty by Rank
 - Faculty Associate: 18 (6%)
 - Instructor: 5 (2%)
 - Assistant Professor: 166 (55%)
 - Associate Professor: 70 (23%)
 - Professor: 43 (14%)
 - The PLFSOM Faculty Rank statistics compare closely to that of the AAMC 2020 U.S. Medical School Faculty by Rank.
- **Research Support and Resources**
 - The Office of Sponsored Programs (OSP) assists faculty and research staff with identifying, obtaining, and maintaining external funding. The OSP is working together with the Office of Institutional Advancement to assist faculty with items related to funding, preparation, and submission. This includes helping to determine if a funding opportunity is a gift or a grant, helping to identify funding opportunities for research, providing personalized emails directed to outlining funding opportunities, and assisting with multiple aspects of the application process. The office also provides workshops and assistance with faculty skillsets and resource databases, identifying gap funding/pilot funding, mock study sections, and the new Cayuse system. The OSP also provides assistance with post-award activities including budget, accessible reporting, mobile dashboards for easy grant finance tracking, and compliance.
 - Dr. Deborah Clegg, Vice President for Research, remains active as a chair on NIH study sections and will help provide up-to-date information on funding trends, granting opportunities, and NIH resources. Dr.

	<p>Clegg is working on creating a pool of research coordinators with expertise on IRB submissions, contracts, compliance, and clinical trials to assist faculty. Planning for collaboration with a private company is in the works to help establish a key infrastructure for clinical trials.</p> <ul style="list-style-type: none"> ○ For help, advice, or mentorship please reach out to Dr. Clegg at dclegg@ttuhsc.edu. ○ A new hybrid (virtual and in-person) Post-Baccalaureate Certificate Program in Clinical Research will be available during the fall and spring semesters. The program will be geared towards residents, fellows, clinicians, nurses, and dentists who are interested in conducting clinical, pharmaceutical, and translational research. The program is designed to prepare participants to conduct independent investigations while learning basic principles of clinical research, reviewing and understanding medical literature, data analysis, and communicating results.
--	--

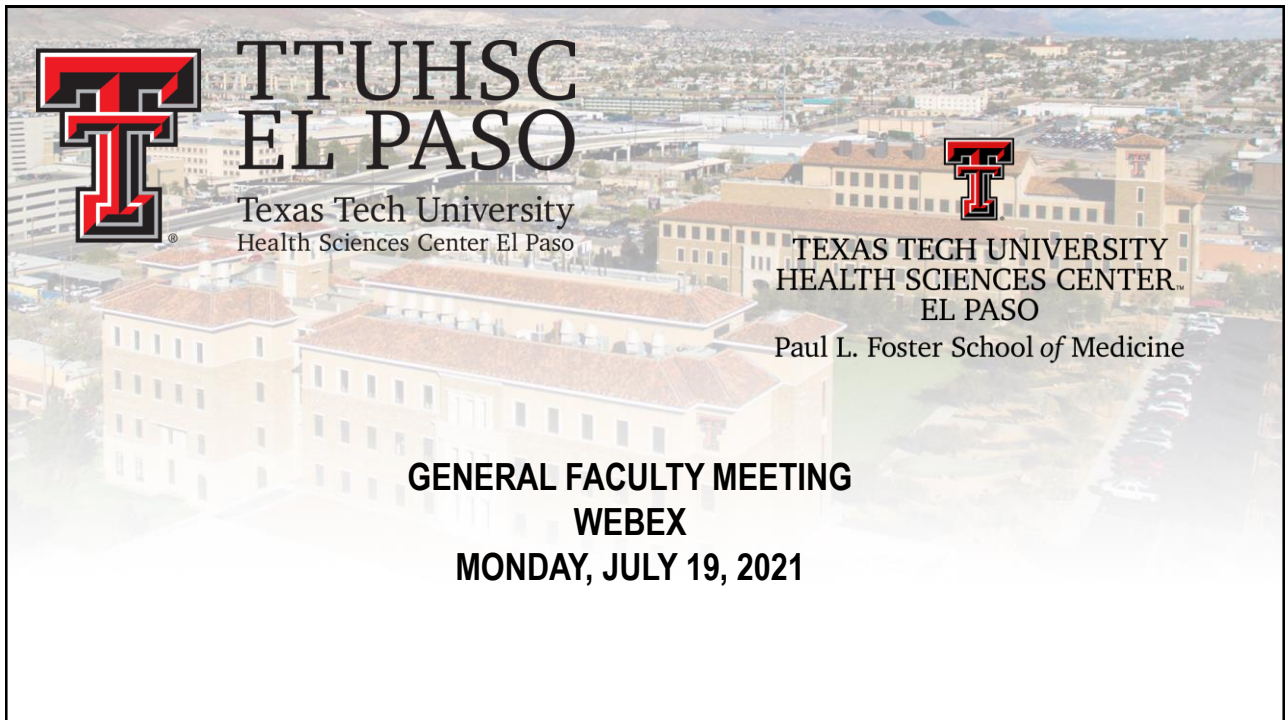
IV. QUESTION AND ANSWER SESSION

<p>Richard Lange, M.D., M.B.A. President, TTUHSC El Paso Dean, PLFSOM</p>	<p>Dr. Lange opened the floor for questions:</p> <p>Q: What is our contribution to El Paso immunization? A: The percentage of TTUHSC El Paso faculty and staff who are immunized is unknown. This information is not collected due to confidentiality. Dr. Lange noted that from his personal experience, a large percentage of the campus seems to be immunized.</p> <p>Q: Would you recommend getting a third COVID-19 vaccination at this point? A: No, current vaccines appear to be 90 – 95% effective in preventing serious infection, hospitalizations, and death. At this particular time, with the current Delta variant, a third booster is not recommended.</p> <p>Q: What is the timeline for the strategic plan? A: The plan has six major areas, three to four of which are well-developed. The remaining areas need to be further developed, as they were a bit broad. The goal is to have the plan completed within the next 60 days.</p> <p>Q: Are Mid-Point Reviews shared and discussed with Department Chairs, providing them with data on how they can assist with faculty success? A: Yes, the report generated is shared with the Department Chair.</p> <p>Q: The AMC released a statement urging the vaccination of employees. Will the school be considering this recommendation? A: As a state institution, vaccination cannot be mandated. Vaccination is strongly encouraged, along with social distancing, wearing masks, and handwashing.</p> <p>Q: Can the Office of Faculty Development assist with the development of mentoring programs for departments that do not have this resource yet?</p>
--	---

	<p>A: Dr. Sanja Kupesic, Associate Academic Dean for Faculty Development, noted that the Office of Faculty Development is available to assist faculty members in this situation. If a departmental resource is not available within the institution, they can approach resources for potential extramural mentoring. There have been very successful outcomes for the faculty who have participated in extramural mentoring, such as publishing three times more papers than when they were on their own. Faculty with this issue are highly encouraged to approach the Office of Faculty Development.</p> <p>Q: In regards to department-specific marketing, is each department required to contribute financially? If so, is there a way for departments that are less financially endowed to participate at a similar level?</p> <p>A: The marketing will not be dependent on the finances of a department.</p> <p>Q: In regards to research, there is great infrastructure coming along. Across campus, there are some departments with a more developed research infrastructure. Are there any ideas for making these resources available to all departments, or creating a standardized approach?</p> <p>A: There are some departments that have a more developed research infrastructure. Dr. Clegg is working to make sure everyone has the resources needed to be successful, and some of this will be embedded in the department (ex: developing research coordinators). In addition, the private company mentioned will help provide services to all departments. This is a great opportunity to improve upon the resources available.</p>
V. ADJOURNMENT	
Anantha Vellipuram, M.D. Faculty Council President-Elect	Dr. Vellipuram reminded attendees that the next Faculty Council meeting is scheduled to take place July 18, 2021 from 12:00 – 1:00 pm. He then adjourned the meeting at 12:59 p.m.



Approved by Richard A. Lange, M.D., M.B.A.
President TTUHSC El Paso, Dean PLFSOM
Presiding Officer



**TTUHSC
EL PASO**
Texas Tech University
Health Sciences Center El Paso

**TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER
EL PASO**
Paul L. Foster School of Medicine

**GENERAL FACULTY MEETING
WEBEX
MONDAY, JULY 19, 2021**

Dean's Report

- **Marketing TTUHSC El Paso**
- **Mentoring**
- **Research Support and Resources**



**TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™
EL PASO**
Paul L. Foster School of Medicine

Digital and Print Collateral



- **New TTPEP Website**
Launched Spring 2021
- **Rack Cards**
New design beginning Sept 1.
Prominent physician photo, QR code
- **Specific Department marketing**
Identification/selection determined by Patty McCarroll and Dept. Chairs
- **Digital marketing with EFO Media**
Targeted social media marketing to build SEO and SEM

Campaigns and messaging

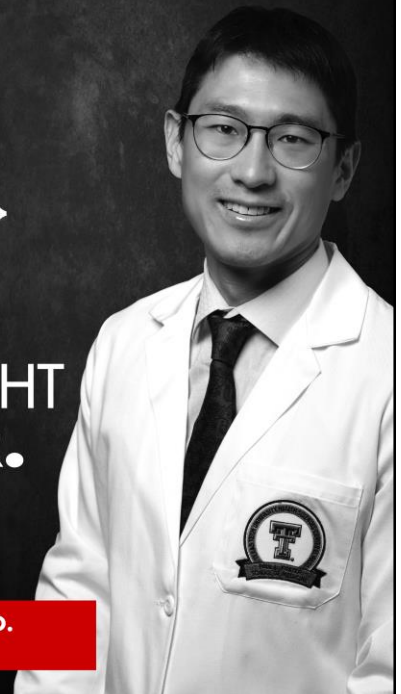
- **World Class Patient Care**
Billboards
Print Ads
Social Media ads
- **Expert Excerpts**
Branded profile image tied into monthly health themed-tips or news article/interviews on social media
- **Grateful Patient**
Video and/or photo stories/testimonials on social and pitched to media branded
#TTTogetherForElPaso

**TEXAS TECH
PHYSICIANS
— OF EL PASO —**

**WORLD-
CLASS
PATIENT
CARE**

**THE WEIGHT
IS OVER.**

**SHINTARO CHIBA, M.D.
BARIATRIC SURGERY**



- **Texas Tech Tuesdays on KTSM**
Twice each month, health-themed or WCPC-themed
- **Texas Tech Table Talk**
Community-interest based health topics with a panel of experts.
- **Media pitches** for health awareness/topical health issues
- **General Commercials**
for telehealth and TTP EP general advertising
- **Billboards**
for telehealth and TTP EP general advertising
- **Social Media takeovers**



Recurring programming

Marketing and Communications

Andrea Tawney, PhD
Vice President
Institutional Advancement
andrea.tawney@ttuhsc.edu

Veronique Masterson
Assistant Vice President
Marketing and Communications
veronique.masterson@ttuhsc.edu



Daphne Griffin
Senior Director
Marketing and Creative Services
dapgriff@ttuhsc.edu

Faculty Development Programs

TTUHSC El Paso Faculty Development Programs

Institutional Faculty Development Program (IFDP)

Institutional Faculty Mentoring Program (IFMP)

Leadership Development Academy (LDA)

Faculty Mentoring

Search



▼ Institutional Faculty Mentoring Program

[Home](#) > [Paul L](#)
[Office of](#)
[Home](#)
[About Us](#)
[Faculty Dev](#)
[Online Lear](#)
[Newsletter](#)
[Faculty Dev](#)
[Additional C](#)
[Event Calen](#)
[Contact Us](#)
[elpasofacul](#)
Office o

5001 El Paso Drive | MSC 21007
El Paso, TX 79905
Phone: 915-215-4380
Fax: 915-783-6214

Women, Hispanic and underrepresented minority faculty members are known to lag behind other faculty in achieving scholarly activities that are essential for career development and tenure and/or promotion. To address this disparity, the Office of Faculty Development has developed a promotion-oriented mentoring program, the IFMP. The most appropriate mentors are identified to assist mentees in completing the following four objectives within the 24-month program:

1. Mentee to present at least one abstract or oral presentation at a national scientific meeting related to the mentee's expertise;
2. Publish at least one article in a peer-reviewed journal;
3. Develop and implement an educational scholarly activity that can achieve the meritorious level according to the institutional guidelines for tenure and promotion;
4. Present a research project at a regional or national meeting or obtain an intramural/extramural grant. The majority of faculty mentees successfully achieved or exceeded the objectives.

The OFD encourages department chairs to nominate new faculty members for participation in the IFMP. Please refer to the manual of the IFMP for the details of this program.

➤ Community Faculty Development Program

38 SYNCHRONOUS SESSIONS

(38.0 CME/CNE/educational credits)

Weekly Teleconferences, Panel Discussions and/or
Face-to-Face Workshops*(Wednesday and Friday noon – 1:00 pm)*General and
Administrative
Leadership
Course

9 credits

Clinical
Leadership
Course

8 credits

Educational
Leadership
Course

10 credits

GME
Leadership
Course

8 credits

Research
Leadership
Course

3 credits

**22 ASYNCHRONOUS
SESSIONS**

Canvas Courses/Modules

(22.0 CME/CNE/educational credits)

10 credits

Succeeding
and
Advancing
as Faculty

7 credits

Leadership
Skills
Course

5 credits

Conflict
Resolution
and
Negotiation*2nd LDA will begin August 2021***Leadership Development Academy II****Office of Faculty Development**

5001 El Paso Drive | MSC 21007

El Paso, TX 79905

Phone: 915.215.4513

Email: elpasofacultydevelopment@ttuhsc.edu

MID-POINT REVIEW

To provide faculty members with peers objective feedback of their progress towards future tenure and/or promotion

IS	IS <u>NOT</u>
<ul style="list-style-type: none"> ❖ <u>Peer's</u> feedback ❖ <u>Formative</u> assessment ❖ Guidance for preparation of <u>future</u> Tenure/Promotion ❖ Dependent on <u>Faculty's decision</u> ❖ <u>Mandatory</u> for tenure track faculty (pre-tenure) ❖ <u>Non-binding</u> and intended to <u>encourage</u> faculty making solid progress towards future promotion/tenure, <u>instruction</u> to faculty needing improvement in certain areas, and <u>cautionary</u> for faculty lacking progress. 	<ul style="list-style-type: none"> ❖ <u>Department Chair's</u> feedback ❖ <u>Summative</u> evaluation ❖ <u>Approval</u> for next application cycle ❖ Dependent on Chair's recommendation support ❖ <u>Mandatory</u> for non-tenure-track faculty but <u>highly encouraged to participate</u>

PLFSOM FACULTY STATISTICS

Full Time Faculty: **291**

Part-Time Faculty: **11**

Total PLFSOM Faculty: **302**

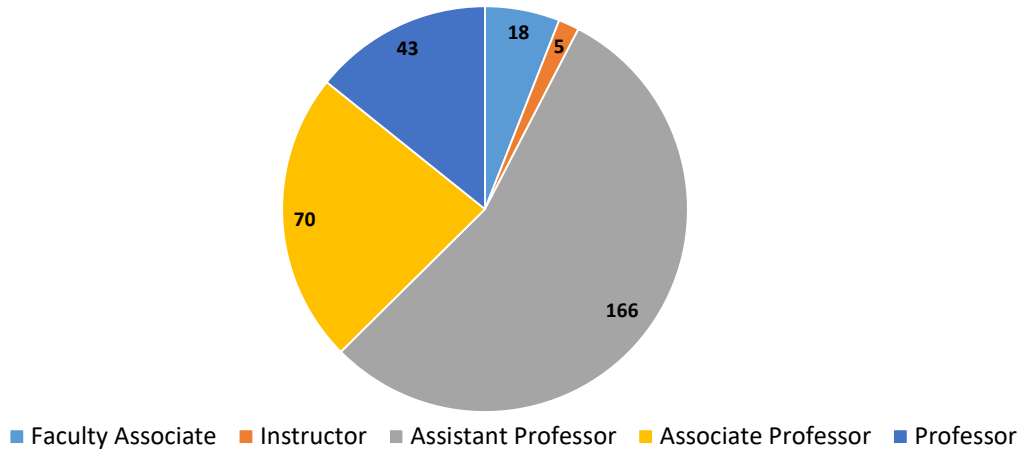
Total Projected New
Faculty Between
9/1/2020 and 9/1/2021:

34

**All statistics are projected for 9/1/2021*

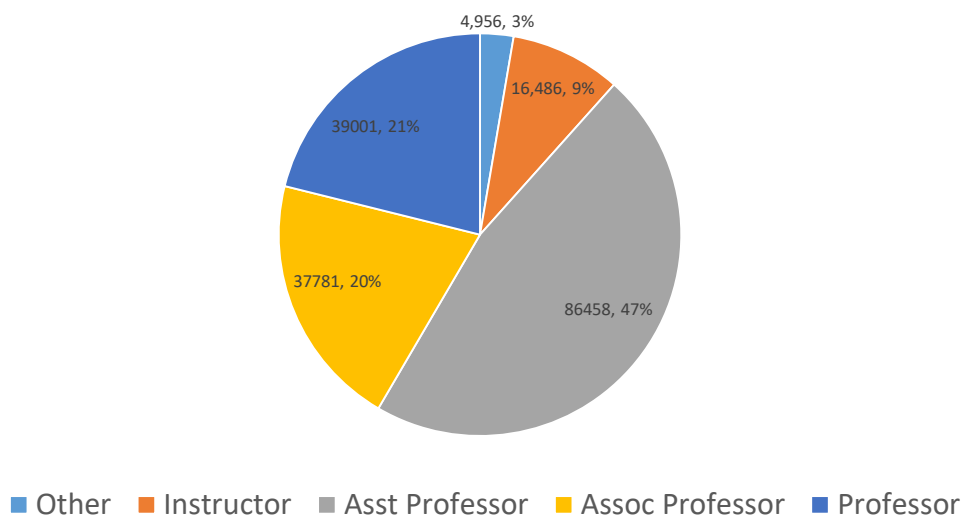
PLFSOM Faculty Statistics

Faculty by Academic Rank



**All statistics are projected for 9/1/2021*

U.S. Medical School Faculty by Rank (AAMC, 2020)





Funding/Preparation/Submission

- OSP/IA :
 - Determine if a funding opportunity is a gift or a grant
 - Help identify funding opportunities for research
 - Provide personalized emails directed to outlining funding opportunities
 - Assist with applications
 - edits
 - external reviewers evaluating application
 - *formatting*
 - *biosketches*
 - *scientific rigor*
 - *specific aims page*
 - *'sizzle'*

Funding/Preparation/Submission

- OSP:
 - Provide workshops on moving nascent ideas into fundable applications
 - Assistance in writing application
 - Create database of faculty skillset and resources
 - Gap funding/pilot funding
 - Mock study sections (i.e., what happens following grant submission?)
 - NEW Cayuse system to assist with all aspects of granting 'experience'

Funding/Preparation/Submission

- VPR continues to Chair and sit on NIH study sections
 - up to date information on funding trends
 - granting opportunities
 - NIH resources
 - what 'works' with respect to grantsmanship
- VPR is creating a pool of research coordinators who have expertise with IRB/contracts/compliance and will assist you with clinical trials

Infrastructure





Post Award

- OSP:
 - lead role to assure budget, effort reporting, reports are easy to access and develop
 - will provide dashboards accessible on your phones for easy tracking of your grant finances
 - will work with researcher on budget to assure compliance

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

Thomas A. Edison

Before you give up – contact Dr. Clegg (dclegg@ttuhsc.edu)
She is here to help/advise/mentor!!!!

About the Program

Post-Baccalaureate Certificate Program in Clinical Research

- For residents, fellows, clinicians, nurses, and dentists who are interested in conducting clinical, pharmaceutical and translational research.
- Prepares program participants for independent investigations
- Teaches basic principles of clinical research, reviewing and understanding medical literature, data analysis, and communicating results.
- Hybrid program (on-line and in-person)
- Two semesters (Fall and Spring)
- Tuition fee for the program is ~ \$5,000

Program Syllabus

Post-Baccalaureate Certificate Program in Clinical Research

- Introduction to Clinical Research
- Historical Perspective on Clinical Research
- Ethical, Regulatory and Legal issues
- Biostatistics and Epidemiology
- Technology Transfer, Protocol Development, Funding and Other Issues
- Critical Assessment of the Medical Literature
- Writing and Communicating Results



