



I. Call to Order

President Massey called the meeting to order at 2:30pm via Zoom on Monday, 8-March-2021.

II. Guest Presenter – *Heather Levesque, Director of Undergraduate Admissions*

Gave a presentation and hosted a Question and Answer discussion on the updates, changes, and initiatives within Undergraduate Admissions as they work to recruit for the fall semester.

III. Roll Call – *via Zoom Reporting*

Members present: *Abdelnour, Yaritza; Bays, Gwen; Booher, Lisa; Drew, Chasity; Early, OJ; Finney, David; Fulkerson, Joy; Greene, Cody; Horne, Kathi; Hooven, Suzy; Lowe, Trish; Johnson, Anthony; King, Kimberlyn; Mann, Ronald; Massey, Candy; Maupin, Crystal; Mayberry, Jennifer; McCarty, Don; Metcalf, Cathy; Miller, Jessica; Miller, Kim; Moore, Skylar; Mowell, Amanda; Murphy, Stefanie; Redd, Emily; Roberson, Veronica; Robinson, David; Robinson, Hazel; Scalf, Christie; Street, Tory; Talley, NaKeisha; Thomas-Joseph, Liz;*

Members absent with permission: *Canter, Vanessa; Ly-Worley, Barbi; Marsh, Debbie; Thompson, Brian; Whittemore, Yvette*

Members absent: *Roach, Evelyn;*

Guests present:

IV. Approval of Previous Meeting Minutes

President Massey called for a motion to approve the minutes from the last meeting.

Motion: Senator Greene to approve

Second: Senator Moore

Discussion:

Pass/Fail: All members present and eligible voted in favor. The motion **passed**.

Abstentions:

V. President's Report – *Candy Massey*

1. Town Hall

- i. We are going to sponsor another one on April 16 at 2:00 pm
- ii. Theme idea "Bringing the campus back together"

2. Met with Dr. Noland on February 12th

- i. Governor's state of the state



1. Budget looks good
 - ii. They will be doing some upgrades on Shelbridge using State Deferred Maintenance dollars
 - iii. The Humanities building was skipped on the capital projects plan
3. Spring Semester plans
 - i. They will be having farmers market
 - ii. Intermural sports will resume
 - iii. Commencement will take place as an in-person activity
4. Provost Search
 - i. March 9th they will be providing us with all the candidate material
 - ii. March 19 narrowed down to 8 to 10 Candidates
 - iii. March 24 and 26 we will conduct initial interviews
 - iv. March 26 will identify 4 finalists
 - v. Weeks of April 5 and 12 campus interviews
 - vi. Offer extended end of April
5. Public Safety
 - i. Communications Update
 1. The perpetrator was never caught
 2. No desk alerts were pushed because the event did not take place on campus

VI. Vice President's Report – Joy Fulkerson

1. Sub-council on University Governance has been created and Lisa Booher will be the Staff Senate representative. As the Sub-council continues to meet, seek feedback, and prepare their report for April, Senator Booher will be providing updates.
2. Budget updates from Dr. B.J. King.
 - a. The Governor's budget does include some provisions for salary increases, however, plans have not been finalized and guidance has not yet been issued.
 - b. Projecting a minor tuition increase as well as some various fee increases
 - c. The current budget is based on potentially losing up to 100 students for the coming academic year.
 - d. The University has received some CARES Act funding with about half of the allocations going directly to students in the form of grants
 - i. CARES dollars are audited heavily by the State and Federal entities
3. Enterprise Resource Planning update from Dr. Karen King



- a. Currently looking into issuing an RFP in order to be ahead of the ending contract with the University's current provider.
4. Advancement working to continue raising funds to meet their goals for the current campaigns in place.
 - a. ETSU Day of Giving will be April 15-16th. *Resources from University Advancement are attached.*
5. Updates from Dr. Noland
 - a. Committee of 125 v. 2.0 will consist of five task forces which will consist of representation from staff, students, and faculty. More information will be coming out about and from this committee in the coming weeks.
 - b. Multiple opportunities coming up from Dr. Noland's standpoint in attaining some designations, classifications, and recognitions on a national and international level.
 - c. Founder's Day will be celebrated in October

VII. Treasurer's Report – Crystal Maupin

1. Accounts balances
 - a. Main Account – \$9,384.00
 - b. Community Benevolence Committee - \$2,481.25
 - c. Holiday Drive - \$2,627.58

VIII. Committee Reports

Standing Committees

- Committee on Staff Concerns

Project Committees

IX. Old Business

X. New Business

XI. Announcements

- University Sub-Council on Governance – *Lisa Booher*
 - Initial report has been submitted for review and the committee will discuss any updates that come from the review

XII. Adjournment

The meeting was adjourned at 3:36pm.



Committee on Staff Concerns

Chair: Emily Redd

- Flyer sent out
- Meeting with Keith Glover was postponed to March 9th, going to plan a committee meeting for late March to discuss that and a few new agenda items.
- Reported Concern(s):

1. Concern received by Candy, Sent to Emily 2/16/21: Can a staff member keep their ETSU email upon retirement?

Answers from ITS:

Maybe, if they fit the criteria being alumni or emeritus. They might be able to keep their email account. There are some exceptions:

- If their department decides to keep the address.
- They could get a new alumni address.
- If they have confidential information in their mailbox it may be wiped and they would get a blank mailbox.

- 1a. Emily's follow-up question: We are aware that students and some faculty with emeritus status can keep their emails after they leave. If a staff member was a student but lost their ETSU email upon retirement, who is the contact to get this reinstated?

Answers from ITS:

They could contact the helpdesk to request an alumni account.

Now all this is up to change. There is a large cost for the infrastructure for spam and malware filtering. I have proposed the creation of an alumni domain. Where alumni still have an email account, but it would be handled differently. Some of the email delays we have seen where spammers are blasting all the email accounts they have collected over the years and we receive 100K messages in a 20-minute window.

- 1b. 2nd follow-up question: If an employee is about to retire and requests an alumni account to replace their ETSU account, can contacts and archived emails be moved over to that account by ITS before the ETSU account is terminated?

Answers from ITS:

This would be up to the department (maybe university council), as there may be FERPA/HIPAA data in the account. Due to limitations, you can only have one email address listed in banner per E#. We can export mail/contacts to a PST file, but the user is responsible to import the data into the new account. This is a very manual and time-consuming process for my team.

The Staff Concerns committee reviewed this concern and were satisfied with the answers. The information was sent to the staff member and it was received with appreciation.

ETSU Day of Giving - April 15, 2021

Talking Paper for Leadership

What is Day of Giving (DoG)? Marketing efforts and other activities designed to leverage modern means of communication (e-mail, web, social, video, etc.) to identify and engage donors and receive new/continuing annual support for ETSU. We intend this to be an annual event.

What is the Theme? We will use Bucky and “Flat” Bucky (a mail-able version) to promote Day of Giving. We will ask alumni/friends to take pictures with Bucky and post to social media using #FlatBucky and #ETSUDayofGiving. A video on a similar theme will be produced to release just prior to Day of Giving. We will run virtual competitions (an at-home scavenger hunt). Winners will get to direct \$1,000 in funding to ETSU areas.

When Will This Take Place? April 15, 9:00 a.m. until April 16, 8:59 a.m.

What is the Goal? We aim to exceed 800 donations during Day of Giving.

How Will We Achieve This? We will apply techniques/tools to build excitement, gamify the giving experience, add elements of competition, and develop a sense of urgency among all potential ETSU supporters. We will identify “lead gifts” and publicize those, offering early access to our closest friends and partners. We have a cross-university committee leading the initiative. Advancement will send a series of e-mails and social media posts centrally and we are asking all units, faculty, and staff to share with their alumni, friends, parents, partners, and friends.

Key Events:

- *April 1, 2021, Soft-launch* – committee, DoDs, Foundation, All-Stars, and leadership will be invited to create online accounts, make plea videos, and consider matching/challenge gifts.
- *April 1, 2021, 10 a.m.* – release video featuring Dr. Noland and Bucky (re-shoot may be needed).
- *April 8, 2021, 10 a.m.* – all faculty/staff will be invited to visit the GiveCampus portal to make gifts, post videos, and share.
- *Throughout DoG* – e-mails/social media posts; progress updates.
- *April 8, 2021, 8 a.m.* – GiveCampus portal open to everyone.
- *April 16, 2021, noon* – Thank You e-mail/video to all donors (cards/letters to follow).

How Can Leadership Help?

- Make sure your unit participates and has plans for April 15-16.
- Starting April 8:
 - Create an account: [\[link TBD\]](#).
 - Make a gift, preferably a match or challenge. Can also do by Payroll Deduction.
 - Consider encouraging faculty/staff in your unit to give.
 - Create and upload a personal plea video.
 - Follow @AdvanceETSU on Facebook, Instagram, and Twitter.
- April 15 – share your videos, share gifts you have made, leaderboards, heat maps, etc. using the social media, e-mail, and texting links provided on the portal.
- Help recognize achievements and thank all donors.



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