

**University Council**  
**Monday, January 9, 2023**  
**East Tennessee Room**

**1. Call to Order**

Provost and Senior Vice President for Academics Kimberly D. McCorkle called the meeting to order at 8:30 a.m.

**2. Roll Call**

Melissa Nipper led the roll call. Members present were Ms. Bridget Baird, Dr. Ginni Blackhart, Dr. Joe Bidwell, Dr. Bill Block, Dr. Cheri Clavier, Dr. Joel Faidley, Ms. Joy Fulkerson, Dr. Adam Green, Dr. Lisa Haddad, Mr. Stephen Hendrix, Dr. Mike Hoff, Dr. Leann Horsley, Dr. Keith Johnson, Dr. B.J. King, Dr. Karen King, Ms. Candy Massey, Dr. Sam Mayhew, Dr. Kimberly McCorkle, Dr. Arpita Nandi, Dr. Rob Pack, Dr. Tony Pittarese, Ms. Pam Ritter, Dr. Richard Sander, Dr. Janna Scarborough, Dr. Joe Sherlin, and Ms. Jessica Vodden.

**3. Standing Items**

*3.1 Approve minutes from the December 12, 2022, meeting*

A motion was made to approve the minutes from the December 12, 2022, meeting. The motion was seconded; the minutes were approved.

*3.2 Review agenda*

Dr. Kimberly McCorkle announced that the President's Report would be removed from the agenda since President Brian Noland is traveling on university business. She also announced that the General Policy update by Drs. Mark Fulks and Kay Lennon-McGrew would be tabled until the next meeting since the internet in the meeting room was down and they were unable to present via Zoom, as planned.

*3.3 Consent agenda items*

A motion was made and seconded to approve the two items on the consent agenda (listed below). The motion was seconded and approved.

3.3.1 Mercury Management Policy

3.3.2 Longevity Policy

*3.4 Call for Voluntary Reports*

*Council of Academic Chairs:* Dr. Lisa Haddad reported on upcoming chair training.

*Staff Senate:* On behalf of the Staff Senate, Joy Fulkerson thanked Facilities for their work to mitigate the damage during the inclement weather over the holiday break.

*Athletics:* Dr. Richard Sander encouraged council members to attend games and noted the recent success of the Women's Basketball team.

*IT:* Dr. Karen King reported that the Voyager implementation was progressing as planned, and HR sessions were going smoothly. She noted that there will be a formal kick-off the week after spring break.

### *3.5 Sub-Council Reports*

Dr. Cheri Clavier reported that the Quality and Effectiveness Sub-Council has transformed over the past few months into the QEP Assessment Committee. The committee has almost completed the Quality Enhancement Plan, which is due to SACSCOC on February 20, 2023. Dr. Clavier noted that they are on target to meet that deadline and are looking forward to the on-site visit in April 2023. She noted that they will organize preparation sessions for those who are involved in the visit.

## **4. Standing Items**

### *4.1 Old Business*

There were no old business items to discuss.

### *4.2 New Business*

There were no new business items to discuss.

## **5. Information Items/Presentations**

### *5.1 Overview of brand standards and procedures*

Ms. Jessica Vodden presented an overview of ETSU's brand standards and procedures. She discussed the three Cs of effective branding: consistency, clarity, and character. She also mentioned risk management considerations, including trademarks and licensing, endorsements and associations, and tax liabilities.

She highlighted some of the elements in the creative refresh that the Office of University Marketing and Communications (UMC) has implemented and pointed out some common mistakes people use when using the logo. She reminded the Council that anything that uses the ETSU logo must go through identity approval, and departments should work only with licensed vendors when ordering merchandise.

For an overview of brand standards and a list of resources available, Ms. Vodden highlighted the new brand standards page at [etsu.edu/brand](https://etsu.edu/brand).

Dr. McCorkle asked Ms. Vodden to speak about standard signature lines on emails. Ms. Vodden pointed out that university email accounts are state accounts, therefore employees should refrain from putting information that is political or a personal viewpoint. If employees wanted a branded signature line, templates are available on the Marq template system maintained by UMC.

## 5.2 General Policy Update

This presentation was tabled until the next meeting.

## 6. President's Report

This item was removed from the agenda.

## 7. Announcements

*Legislative Update:* Ms. Bridget Baird reminded the Council that the Tennessee Legislative Session begins tomorrow (January 10, 2023) at noon. The State of the State Address has not yet been scheduled. Ms. Baird requested that when the Council receives the Legislative Report, please review it and let her or Tammy Ward know if there are any issues that could potentially impact ETSU.

*Admissions Update:* Dr. Sam Mayhew updated the Council on the drop for non-payment. He noted that going into the weekend, the numbers were comparable from spring to spring, even with five fewer registration days. At the time of the meeting, there were 778 drops compared to 772 last year.

*Moon Shot for Equity:* Dr. Keith Johnson announced that several workshops were planned and would be announced for the Moon Shot for Equity initiative. In addition, the Students of Color Symposium is scheduled for February 27, with more information coming soon.

*Dr. McCorkle's Updates:* On behalf of the President and administration, Dr. McCorkle thanked staff and faculty for their efforts to mitigate and isolate the damage to campus caused by the freezing temperatures in December. Dr. Sherlin noted that approximately 15-20 students in Buc Ridge were impacted by the damage. Dr. Johnson noted that the fountain at Borchuck Plaza was destroyed and mentioned that they were using this time re-envisioning what the fountain could look like as it is built back.

Dr. McCorkle mentioned that an announcement about ETSU's next Chief Financial Officer would be coming soon and thanked those who were able to participate in open sessions with each candidate.

Finally, she thanked Dr. B.J. King for her years of service at ETSU. This meeting was Dr. King's last University Council meeting.

## 8. Adjournment

Provost McCorkle adjourned the meeting at 9:22 a.m.