

University Council
Monday, September 9, 2024
East Tennessee Room

1. Call to Order

Provost Dr. 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: Dr. Ginni Blackhart, Dr. Joe Bidwell, Dr. Joel Faidley, Mr. David Finney, Ms. Joy Fulkerson, Dr. Mark Fulks, Ms. Christy Graham, Dr. Adam Green, Dr. Nick Hagemeyer, Dr. Mike Hoff, Dr. Chris Keller, Dr. Karen King, Ms. Tricia Korade, Dr. Dharendra Kumar, Dr. Sam Mayhew, Dr. Kimberly D. McCorkle, Dr. Brian Noland, Dr. Rob Pack, Dr. Tony Pittarese, Mr. Jeremy Ross, Ms. Pam Ritter, Dr. Richard Sander, Dr. Joe Sherlin, Dr. Alan Stevens, Dr. Sarah Thomason, Mr. Hunter Turgeon, Ms. Jess Vodden, and Dr. Lynn Williams.

3. Standing Items

3.1 Approve Minutes of the August 12, 2024, meeting

A motion was made to approve the minutes from the August 12, 2024, meeting. The motion was seconded; the minutes were approved.

3.2 Review Agenda

3.3 Consent Agenda Items

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

3.3.1 Collection of Accounts Receivable policy

3.3.2 Email Use policy

3.4 Call for Voluntary Reports of UC-Essential Action Items from Governance Organizations

Athletics: Dr. Richard Sander reported that more than 2,000 students were in attendance at the first home football game. This week, ETSU plays North Dakota State. In addition, Athletics will announce an exhibition basketball game to raise money for charity.

SGA: Mr. Hunter Turgeon reported that SGA hosted its second annual SGA/CPA Pool Party during the first week of school, with incredible attendance and engagement from first-year students. Last year, 220-250 students attended the event; this year, 415 students attended.

3.5 Sub-Council Report: University Governance Organizations

Dr. Ginni Blackhart reported that University Governance Organizations has been updating its website. When university governance organizations have vacancies, Dr. Blackhart encouraged University Council members to let her know so that the website can be updated and the announcement appears in the BucWire newsletter.

4. Action Items

4.1 Old Business

There was no old business to come before the council.

4.2 New Business

Provost Dr. Kimberly D. McCorkle noted that since the University Council's November meeting falls on Veterans Day this year, the meeting would be rescheduled for another date in November.

5. Information Items/Presentations

5.1 Fall 2024 Enrollment Update

Dr. Heather Levesque reported that ETSU's incoming class is currently at 2,138 students. She reported that in light of the FAFSA challenges, the work that was accomplished to reach this number is significant. She also reported that ETSU hosted Preview to welcome students to campus, with a record attendance of 1,900 students. The Admissions team has entered the 2025 recruiting season. September is Free Application Month for in-state applicants. This year, ETSU will do a Free Application Month for out-of-state students in October. They are also working closely with high school and community college partners. Plans include hosting a Top Golf event for high school counselors and community college partners. Last year's Top Golf event in Greenville, South Carolina, was successful, with approximately 60 in attendance. They will host another one this year, as well as Top Golf events in Nashville and Knoxville. They are exploring other ideas, including the potential of overnight visits for high school students, as well as a scavenger hunt for elementary and middle school students. She also noted that Admissions has revamped the viewbook, as well as some other Admissions materials. Finally, she mentioned that Admissions will be accepting bids for a new search partner.

Dr. Joe Chappell reported that preliminary enrollment for fall 2024 is up approximately 142 students. Fall-to-fall retention is 76% this year. Undergraduate enrollment was up by 198

students. Graduate enrollment was down 78 students. Quillen College of Medicine is up 12 students, and Bill Gatton College of Pharmacy is up 10 students. Dr. Chappell also provided a comparison of other Tennessee universities' enrollment numbers.

Finally, ETSU is up 250 students in the residence halls and up 300 students on meal plans.

5.2 Overview of the Center for Rural Education & Development

Dr. Janna Scarborough and Dr. Dawn Rowe provided an update on the ETSU Center for Rural Education & Development, which is housed in the Clemmer College of Education and Human Development. The center is a strategic response to the urgent need for tailored solutions to empower rural communities and close the achievement gap. Dr. Scarborough discussed how the center aligns with ETSU's mission and values. Dr. Rowe provided an overview about how the center will address rural education challenges. They also covered some of the collaborative opportunities with internal and external partners.

6. President's Report

At the onset of the fall 2024 semester, President Dr. Brian Noland provided reflections on ETSU's strategic mission and vision. He set the fall achievements and plans in the context of the Committee for 125. He reviewed the five-year and 10-year goals and discussed how they had been met. Next, he discussed the creation of ETSU 125 Chapter II, which brought a plan to the ETSU Board of Trustees for approval in 2022. Reviewing each of the pillars (Access, Success, and Impact), he shared a list of goals that have been accomplished in the two years since the plan was put into place, as well as the work still left to be done. He reviewed immediate initiatives and goals that have been met, such as a recruitment goal of 2,100 new students; campus housing and residence life programming/facilities plans, renovation, and infrastructure improvements; and many others. He thanked the University Council for its work to help achieve these goals.

He reviewed ETSU's work to align unit plans within the strategic plan framework, as well as the alignment of campus budget, planning, and institutional effectiveness. This purposeful focus on structure helped lead to no findings in last year's SACS-COC reaccreditation process. He also presented photos illustrating changes that have occurred on ETSU's campus in recent years. These changes represent beautiful new spaces, unified branding, and enhanced student experience.

Looking ahead to the fall semester, Dr. Noland highlighted and applauded many efforts, including the university's handling of the FAFSA roll-out, the work to recruit the incoming class, the records set in housing, academic initiatives including the new Compass Core Curriculum, the Voyager implementation, and the balanced campus budget. He mentioned that faculty and staff salaries remain a priority moving forward, and the university will continue to prioritize people and free up resources to invest in faculty and staff salaries.

8. Adjournment

Provost McCorkle adjourned the meeting at 9:27 a.m.

The next meeting is scheduled for October 14, 2024, at 8:30 a.m.