

University Council

Monday, September 13, 2021

Meeting conducted via Zoom

1. Call to Order

Provost Kimberly McCorkle called the meeting to order at 8:30 a.m.

2. Roll Call

Mr. Joe Smith called roll. Those in attendance were Mr. David Atkins, Ms. Bridget Baird, Dr. Bill Block, Mr. Scott Carter, Dr. Cheri Clavier, Dr. Susan Epps, Ms. Joy Fulkerson, Dr. Mark Fulks, Dr. Lisa Haddad, Dr. Nick Hagemeyer, Ms. Meghan Heimbach, Mr. Stephen Hendrix, Dr. Michael Hoff, Dr. Keith Johnson, Dr. Karin Keith, Dr. Chris Keller, Dr. B.J. King, Dr. Bill Kirkwood (*for Drs. Sherlin and Mayhew*), Dr. Kimberly McCorkle, Mr. Mason Mosier, Dr. Brian Noland, Mr. Jeremy Ross, Dr. Don Samples, Dr. Janna Scarborough, Dr. Jeff Snodgrass, Ms. Jessica Vodden

3. Standing Items

3.1 *Approval of August 9 Meeting Minutes.*

No requested changes to the minutes were made. President Noland made a motion for approval; Stephen Hendrix seconded the motion. The minutes were approved.

3.2 *Review of Agenda.*

No changes to the published agenda were requested.

3.3 *Call for Voluntary Reports*

Faculty Senate: President Stephen Hendrix reported that the senate has begun its fall schedule of meetings. The group looks forward to working with Provost McCorkle on policies related to intellectual property. He noted that the senate continues to hear some concerns from faculty regarding the COVID-19 response.

Staff Senate: President Joy Fulkerson began by introducing Anthony Johnson from ITS who will also be attending University Council meetings. She said the senate is kicking off its new year and that she looks forward to presenting information on new projects to the council.

Council of Chairs: Chairwoman Karin Keith reported on plans for an all-chairs meeting in October. She echoed President Hendrix's comments about hearing concerns related to COVID.

Athletics: Director Scott Carter expressed his appreciation to the Council for their help in launching the start of the fall semester. Programs are off to a great start. Mr. Carter

said the September 11 home football set a record at Greene Stadium with an attendance of 9,720 guests.

3.4 *Sub-Council Reports*

Budget and Strategic Planning: Dr. B.J. King

Dr. King presented a high-level review of revenues and expenditures for the university's Education and General (E&G) budgets, also referred to as state funds. Sources of these funds include state appropriations, tuition and fees, and other types of income. The E&G budget review included the main campus as well as Medicine, Family Medicine, and Pharmacy.

Highlights of Dr. King's report included:

- In reflecting over the budgets, Dr. King said a primary recurring theme was how budgets are directly affected by enrollment. Revenues were down on the main campus 3.2%; Pharmacy also saw a decrease in revenue due to a drop in enrollment.
- Expenditures were also down on the main campus by 4.2%, which is consistent with the budget reductions that were made by the university last year.
- Medicine and Pharmacy also had reductions in expenditures.
- In terms of revenues, state appropriations were up 2.5%.
- ETSU received just over \$500,000 in appropriations due to performance with the outcomes formula model.
- Grants, contracts, gifts revenue were up about \$1 million.
- Athletics witnessed significant reductions in revenue.
- Investment earnings were down.
- The closure of the childcare facility resulted in a reduction of revenue.
- Required Pension entries actually reduced pension costs reflected in the expenditures, but the cash payments for pension expense were paid.
- Due to challenges in filling clerical and support staff positions last year, expenditures were down \$1.7 million. Another driving factor for this decrease was the participation of staff in the retirement opportunity that was offered last year.
- Operating expenses were down slightly.
- Scholarships and fellowships were down (also driven by enrollment).
- The institution did not have the same level of money available to make transfers as they have had in the past.
- Auxiliary revenues were down 26.5%. Significant drivers for this reduction were housing and food services, but the CPA and parking services were also down.
- Restricted revenues were up 14%; this was due to the placement of HEERF dollars being placed in restricted fund accounts.

- An \$8 million grant from the City of Johnson City was reflected in equipment expenditures in fiscal year '19; the funds were designed for building construction and equipment purchases for the Martin Center for the Arts.
- Dr. King noted that HEERF funds were used last year to support Auxiliary Services in light of the reductions they experienced. Auxiliaries drive half of ETSU's debt service.

University Governance Organization: Dr. Susan Epps

Dr. Epps thanked Megan Heimbach for her work on the new university governance website. Dr. Epps reported that members of university leadership had received emails informing them of the committees that currently report to them, and that they were encouraged to share this information with committee chairs. Information about processes and procedures has also been shared. She anticipates showing the new website at the next University Council meeting.

Action Items

4.1 Old Business

There were no old business items to discuss.

4.2 New Business

4.2.1 ETSU Mission Profile & 4.2.2 ETSU Mission: Dr. Michael Hoff

Dr. Hoff presented the Mission Profile and Mission statement for approval. No recommended changes for either were made. Dr. Don Samples made a motion to approve both the Mission Profile and Mission statement, and Dr. Janna Scarborough seconded the motion. Both documents were approved.

4.2.3 Clery Act Compliance Policy: Kay Lennon-McGrew

Ms. Lennon-McGrew introduced Marlina Rogers, who provided an overview of the Clery Act Compliance Policy.

4.2.4 Leave Transfer Policy; 4.2.5 Leave Policy – Annual Leave; 4.2.6 Leave Policy – Sick Leave; 4.2.7 Voluntary Separation from ETSU Policy; & 4.2.8 Involuntary Employment Separation Policy: Lori Erickson

Lori Erickson provided an overview of the human resources policies related to leave and separation from the university.

Jeremy Ross made a motion to approve all of the policies, and Dr. Epps seconded the motion.

Information Items/Presentations

5.1 Campus Free Speech Protection Act: Dr. Mark Fulks

The Campus Free Speech Protection Act requires that information about the act is shared with the campus on a regular basis. It is shared via email, on websites, and in faculty and student handbooks.

Dr. Fulks referenced page six of the handout provided to University Council that outlines rights for faculty and students on campus. He noted that his office is available to answer any questions a member of the university community might have.

5.2 Bridging the Students' Digital Divide: David Atkins and Jonathan Wilson

Dean David Atkins began his presentation by introducing Jonathan Wilson and Jeri Paddock from Sherrod Library. His presentation focused on a lending technology and personal librarian program that has been underway at ETSU for the past year and a half. It began as part of ETSU's COVID-19 response to provide technology for students and connect them with other services on campus, particularly the library. When ETSU moved online in March 2020, many students did not have access to laptops, and many did not have fast, reliable internet access at home.

The new program is a collaboration between Sherrod Library and other units on campus. Funding was made possible through the CARES Act and the Student Library Fee. Additional laptops and hotspots were purchased and made available to students who needed them. To access a laptop or hotspot, students must submit an application. Once approved, the students are assigned a personal librarian who is available to support them. The program has continued to grow. In fall 2021, Sherrod Library has already had 209 students check out a laptop or hotspot.

Jonathan Wilson, who serves in the role of personal librarian, outlined the work he does to assist students. He checks in with them weekly and provides them information about workshops and services available at the library.

Survey results indicate that student feedback has been very positive. Mr. Wilson said staff with the program already have been asked to share the success of the program at conferences and will be writing a book chapter for the ALA. He also talked about other outreach efforts to assist first-generation and transfer students at ETSU.

6. President's Report: Dr. Brian Noland

Highlights of Dr. Noland's report:

Committee for 125 Chapter II – Staff members have been engaged in a significant amount of work. Over past four weeks, he has participated in several employer roundtables. These external meetings will continue for the remaining of month, and in October he will begin holding internal focus groups. He has received draft reports from each of the task forces and will be updating the Board of Trustees on the Committee for 125 Chapter II initiative later this week.

COVID-19 response: Dr. Noland provided a review of current COVID-19 data at ETSU. He commended everyone for the work they are doing to keep others safe. He noted that contact tracers have been hired and that he feels good about the mask compliance efforts he has observed on campus. Testing continues to be available, as are opportunities to receive the COVID-19 vaccine. While ETSU is unable to require vaccinations, there may be some locations (such as teaching hospitals) where there are vaccine requirements.

Board of Trustees Update: The Trustees will have retreat later in the week, followed by a meeting on Friday.

Enrollment Update: Dr. Noland turned the program over to Heather Levesque, who reported that first-time freshman enrollment in fall 2021 is 1,865, a 12.4 increase (205 students) from last year. In addition, transfer students are up 66 students (6%), and increases were reported in the number of students participating in dual enrollment (2.4% increase) and the number of international students (82.6% increase). She was also pleased to have over 1,600 students register in Preview, which is a significant increase from the last time ETSU held an in-person Preview event.

Ms. Levesque reviewed some of the changes that her office has, or is in the process of, implementing. These include elimination of test scores, participation in Application Month, increased diversity recruitment, heightened branding efforts, more dual enrollment engagement, and stronger transfer and international recruitment. She also gave an overview of current recruitment operations, and that one important takeaway has been that offering personal, one-on-one interactions is essential. Other activities she highlighted included increased tele-counseling, development of an integrated marketing plan, the creation of 13 new print pieces, redesign of the admissions website, creation of a new student tuition and fees simulator site, increased communication flow, and the development of a new acceptance packet that is sent to newly accepted students. She also gave an overview of numerous recruitment events that are planned for the upcoming year.

Dr. Hoff noted that out-of-state enrollment is up around 200 students, which includes some 100 freshmen. This is important given the new incentives in place that lowered tuition costs for applicants in states beyond the border counties.

7. Announcements

Dr. Keith Johnson noted that the Equity and Inclusion Conference set for September 20-22 has a registration deadline of September 15. Over 500 registrations have already been received.

Ms. Jessica Vodden discussed THEC's "Why Apply" social media campaign and encouraged those interested to share why they feel students should apply to ETSU.

8. Adjournment

Provost McCorkle adjourned the meeting at 10:14 a.m.