

**University Council**  
**July 12, 2021**  
**Meeting conducted via Zoom**

**1. Call to Order**

ETSU President Dr. Brian Noland called the meeting to order at 8:31 a.m.

**2. Roll Call**

Mr. Joe Smith called roll. Those in attendance were Ms. Bridget Baird, Dr. Bill Block, Mr. Scott Carter, Dr. Cheri Clavier, Dr. Susan Epps, Dr. Mark Fulks, Dr. Adam Green, Dr. Lisa Haddad, Dr. Nick Hagemeyer, Mr. Stephen Hendrix, Dr. Mike Hoff, Dr. Keith Johnson, Dr. Karin Keith, Dr. Chris Keller, Dr. B.J. King, Dr. Karen King, Ms. Candy Massey, Dr. Sam Mayhew, Dr. Kimberly McCorkle, Dr. Arpita Nandi, Dr. Brian Noland, Mr. Jeremy Ross, Dr. Don Samples, Dr. Joe Sherlin, Mr. Joe Smith, Dr. Jeff Snodgrass

Those absent: Mr. David Atkins, Ms. Joy Fulkerson, Ms. Meghan Heimbach, Mr. Mason Mosier, Ms. Pam Ritter, Dr. Janna Scarborough

**3. Standing Items**

*3.1. Approval of minutes from June 14, 2021 meeting*

Dr. Sam Mayhew requested a correction to the June 14, 2021 minutes under item 5.2. Housing occupancy for fall 2021 is expected to be up.

A motion to approve the minutes with the noted correction and the motion was seconded; the minutes were approved.

*3.2 Review of agenda*

Dr. Noland reported no changes to the agenda.

*3.3 Call for voluntary reports*

Faculty Senate: President Stephen Hendrix reported that the Faculty Senate is currently working on an in-person, all-day fall retreat for August 17. This will be for all senators, including those who are outgoing.

Staff Senate: President Candy Massey reported that elections will begin on July 12 for new members and will continue through July 30. In August, elections for the executive committee will take place. The staff is currently busy planning the July 26 Staff Picnic to be held in the University Commons. The senate's Blood Drive committee is coordinating its event with the annual picnic. In addition, Committee on Staff Concerns has been working on several issues and has created a newsletter for staff.

Council of Chairs: Chairperson Dr. Karin Keith reported that the council is coordinating a workshop scheduled for August 16 for all chairs. The event will be held at the ETSU/Eastman Valleybrook Campus. She also noted that there has been a positive response in the number of persons signing up for Academic Impressions professional development opportunities.

Information Technology Council: Dr. Karen King reported that the digital signage project is complete and asked UC members to let her team know if they notice any problems with them. Other updates from Dr. King included a change to our Adobe licensure (which is not expected to impact user), the two-factor authentication for VPN goes live on July 15, and review of applications for the Chief Marketing and Communications Officer begins today.

Government Relations: Ms. Bridget Baird reported that since state legislators are out of session, there has not been much activity except for ongoing summer study committee meetings in Nashville. She is planning visits with members later this summer and a reception with legislators in the fall.

Research Council: Dr. Nick Hagemeyer reported that the council will meet on Wednesday (July 14).

Athletics: Scott Carter reported that several student athletes from football, volleyball, and men's and women's basketball teams are back on campus for summer term II classes. He also reported that an announcement about the next head softball coach should be made soon. President Noland requested Mr. Carter and representatives from legal make a presentation at an upcoming University Council meeting regarding changes from NCAA regarding Name, Image, and Likeness (NIL).

### *3.4 Sub-Council Reports/Quality and Effectiveness Sub-Council*

Dr. Cheri Clavier, Director of Institutional Effectiveness and Accreditation Liaison, noted that the last Quality and Effectiveness Sub-Council (QESC) update had been provided to University Council in November 2020. During the QESC's meeting in December, Dr. Mike Hoff provided an overview of the surveys conducted at ETSU, including routine surveys like NSSE and the Alumni Survey, as well as special surveys related to COVID and vaccinations. In February, the group reviewed its charge and purpose along with the activities conducted during 2020 to ensure alignment. Dr. Hoff addressed the Watermark product (Digital Measures and Planning & Self-Study) implementation phases, and Dr. Clavier spoke regarding ETSU's timeline for reaffirmation with SACSCOC, including important dates and milestones.

During the April meeting, the group discussed needs related to the Watermark product roll-out, including verification of department chairs and the importance of continuing to document program and student outcomes using the current system. Staff from Planning and Decision Support is migrating all current academic and administrative assessment plans and results into Planning and Self-Study. Dr. Clavier expects to complete this work by early fall. The group also discussed requirements for ETSU's next Quality Enhancement Plan (QEP) and began brainstorming potential topics. QEP selection will be a priority following the work of ETSU 125 2.0 and the start date of the new provost.

At the June meeting, Dr. Hoff provided information on various types of data available to faculty and staff, including student success and financial sustainability. Dr. Clavier asked for volunteers from QESC to attend the SACSCOC summer institute, which typically features in-depth programming related to QEP requirements. Drs. Jeff Snodgrass and Leah Adinolfi (who will serve on QESC following Dr. Jeff Howard's departure) will participate as representatives from QESC, along with Drs. Mike Hoff, Adam Green, Megan Quinn, Ginni Blackhart, and Dr. Clavier. QESC members were asked to submit topic suggestions for an annual calendar for QESC meetings. The next meeting is scheduled for Wednesday, July 14.

#### **4. Action Items**

##### *4.1 Old Business*

There were no old business items.

##### *4.2 New Business*

There were no new business items for the council to consider.

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

##### *5.1 Enrollment Update – Dr. Sam Mayhew, Dr. Mike Hoff*

Dr. Mayhew provided an enrollment update to the council. Orientation sign-ups for incoming freshmen and transfer students are strong in comparison to past years. With the current process, there are multiple points of contact to assist new students with orientation activities. Students pay a fee to attend orientation and sign up and are then directed to the respective academic advisor to register for classes. The goal is to ensure students are registered for fall classes, students either register prior to arriving on campus for orientation or they register with their academic advisor on campus during orientation. This summer, there are 21 orientation sessions.

For those who do not respond, ETSU is contacting them by phone, email, or text to invite them to a future orientation date. The names of students who have not registered is also being shared with the academic advisor. Beginning this week, the occupancy for orientation events has been expanded, and the focus remains

on course registration. A campaign is now launching to leverage EAB Navigate, a student success management system, which will target non-registered students. These students will receive two emails and a text from Navigate.

Dr. Mike Hoff explained that data show students are registering later than they have in the past. With the encouraging number of freshmen and transfer students, he anticipates ETSU's fall enrollment being within the budget confidence intervals. He said the most important thing everyone should be doing is to identify ways to encourage students to enroll as quickly as possible.

### *5.2 Committee for 125 Chapter 2 Update – Dr. Mike Hoff*

Dr. Hoff reported on a SWOT analysis conducted by the Committee for 125 Chapter 2 that was presented during the June 16 meeting. Strengths identified included geography; depth of programming; leadership; regional commitment; and the role of the university in creating a path for economic mobility; while potential weaknesses were a lack of focus on key priorities; inadequate funding; aging facilities; localized reputation and proximity to competition. Opportunities identified by the committee included the out-of-state tuition model; health programs; public/private partnerships; defined areas of excellence; the enhanced and expanded "Culture of Excellence;" and the multiple enrollment pathways. The SWOT analysis viewed declining freshmen population; state support; tuition affordability; political climate; structure of the organization; increased competition; and the public perception of the value of higher education as Threats. In summary from the meeting and the analysis, the committee felt that the university is facing the same challenges as many regional publics; that the university has already begun the process of becoming more affordable; a focus on health programs leading the university brand into markets could help buffer the declining population; and that reputation matters.

Dr. Hoff gave a brief update on the work of the six task forces. In terms of next steps, the task forces will develop draft visions, which will be reviewed through the beginning of the fall semester. The Committee will meet again in August to begin drafting one vision for the university. During the fall semester, presentations will be made of the findings as well as the ideas that have been generated. Community presentations and discussions are planned, and the work will be shared with the university in October and with the Board of Trustees in November.

## **6. President's Report**

President Noland began his report with a construction update on Lamb Hall. Disruptions to the space have begun with the placement of fences around the building. Ground has been broken on the entrance to the building. The RFP has closed for the new academic building and the design work will begin. Mr. Jeremy Ross and Dr. Joe Bidwell are leading this project. The state made planning

money available this year for the academic building. ETSU's next capital project will be a renovation to Brown Hall. Work has begun to develop a prospectus that will be sent to THEC. This likely will be a two-phase project, with the first component focusing on codes and labs.

Dr. Noland expressed his appreciation to Dr. B.J. King and her staff for their work in getting the one-time bonuses processed in the June paychecks. He also thanked unit leaders for their assistance in closing out the fiscal year. As we move through the next month tracking fallout dollars, his recommendation is that we continue as we have done in the past by placing a priority on moving these funds into reserves.

In closing out his report, Dr. Noland called on Provost Kimberly D. McCorkle, who is beginning her first day at ETSU. Provost McCorkle thanked everyone for the warm welcome she has received and said she could not be more excited to be joining the ETSU family. She enjoyed hearing the updates and reports from the committee members and is especially pleased to be arriving at the time when the Committee for 125 Chapter 2 is conducting its work. Provost McCorkle added she is looking forward to welcoming the students and faculty back to campus for the fall.

#### **7. Announcements**

There were no announcements.

#### **8. Adjournment**

President Noland called for an adjournment at 9:30 a.m.