

---

## MEETING MINUTES


Wednesday, February 14, 2018 9:00 to 11:00 a.m. Paul Joyce Faculty & Staff Lounge

- I. Call to Order.....Howard
- II. Staff Member of the Month.....Chris Menter  
A big thank you to Delora Shoop (Student Accounts) and Chris Menter (Registrar's)! Also to Karee Head (Admissions.) A new method of fee assessment caused problems with the charges for our American Language & Culture Program students. Delora and Chris not only solved the problem within a few hours, they both looked at each individual record of approx. 50 ALCP students to make sure each one was corrected. Karee helped investigate the mystery with her expertise. We are impressed with their eagerness & speed at finding a solution, and grateful for the time and care they invested into making it all right. Thank you so much!.....Butterfield
- III. Roll Call – Determination of Quorum.....quorum established.....McGarry
- IV. Guest Presentation –
  - a. Johanna Blickenstaff, Director of Marketing – Marketing and Brand Presentation We need to compete for the same market and show a difference and separate ourselves – we need to be louder and more clear.
    - Objective to increase enrollment. We need to stand apart. Want to create a brand that will stand the test of time.
    - Brand book – brand style guide – marketing plan – creative
    - Research contacted future students, alumni, prospective parents, stakeholders, current students, high school counselors, general public.
    - Brand is not broken, just needs to stand out further. People like us but don't know specifics or stand out. Need to be bold and proud and to be moving forward. Message that affordability and academic excellence were most important.
    - Simplified brand spend \$95 K on rebrand including research, not super flashy, but this is building the concrete to build upon. Did small focus groups, so not everyone knew. This foundation should last longer and we shouldn't need to do this again in 5 years.
    - Probably will need to tweak the visual things, but not change the basis. UVP (unique value proposition) in book are foundations. Need to find the things that outside people care about and advertise to that. U of I's archetype. Memorable characteristics. UI came out as the Explorer. Looking at things from a different approach. **Authenticity.** Can be aimless, so we need to be focused. Clear and consistent. Will be showing more vibrancy.
    - Brand position: not a tag line as has happened in the past. For first ad campaign – no tag line so that it won't become part of the brand. I basic message even if it is not said directly. (Idaho's premier research university).
    - 7 UVPs = best things about us
    - Visual identity – former colors were all background colors – needed a bright color – brought back pride gold also keeping metallic gold. 86% preferred pride gold.
    - Tightened up "I" mark – has a wide bold border. 100% preferred the "I" with the word mark. Will have a photo and video style guide.
  - b. Liz Brandt, Faculty Secretary, Faculty, Sc Liz Brandt, Faculty Secretary, Faculty, School of Law - Policies: The path of University policy School of Law - Policies: The path of University policy
    - Shared governance – we are conscious that we need to be careful.
    - Flow charts of policy formation. Both for APM and FSH. (see attached)
    - Timeline: is slow but can move more quickly. General council must review. Then University Faculty meeting must approve – only once a semester.
- V. Executive Committee Reports
  - a. Off-Campus.....finishing up experts on tap, losing mar/com in Cd'A - not too much....Wells
  - b. Communications...The teaser in the January newsletter didn't change the # of click or opens statistically. Opens are decreasing.....Hoffmann
  - c. Treasurer.....absent.....Freitag
  - d. Secretary.....none.....McGarry
  - e. Technology.....none.....Kearney
  - f. Vice Chair Shared government – much has been learned in the past year, our bylaws were not changed an need to bring back to subcommittee to be reviewed. See issue below.....Baker
  - g. Chair...Anyone need get to know you meetings?.....Howard

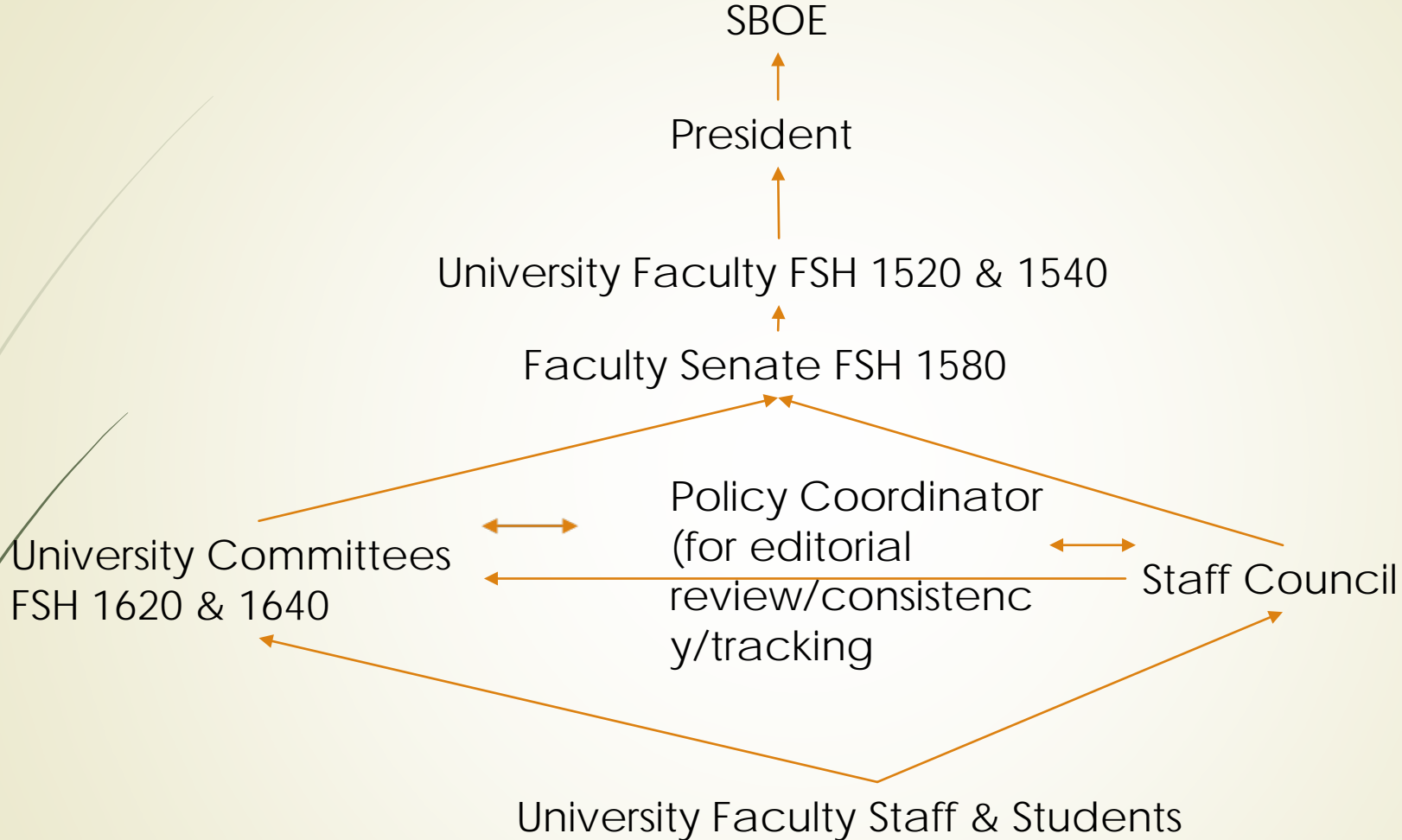
- VI. Advisory/Other Reports
  - a. Faculty Senators.....not much to report – getting talking points...communication of what happens at Faculty Senate .....Tibbals/Mahoney
  - b. Human Resources...after the current annual evaluation process HR will start a review of them.....Matthews
  - c. Finance & Administration.....Foisy
  - d. Professional Development & Learning.....Business process to get training ready for banner update Supervisory training on hold Fall redeployment of required trainings Off campus training – following up. Who is required to take the required training? Can we get an extra notification email for employees? Some supervisors don't want one. ....Keim
  
- VII. Subcommittee/UI Committee Reports
  - a. Staff Awards & Recognition...Nominations are closed – 9 team nominations, 11 staff nominations, 11 McBride nominations, 5 staff nominations, total 73 staff nominations. The committee will discuss at the end of the month. Pres. Staben reduced the amount that his office provided. Gifts are ordered. All is going well .....Leibbrandt
  - b. Joint Policy Committee ...none, the last meeting canceled... will discuss educational benefits.....Neilson
  - c. Communication none.....Hoffmann
  - d. Strategic Plan.....plugging away, not dealing with restructure talk.....Soelberg
  - e. Elections ...Hana Long affirmed as Advancement representative Budget and Finance committee....Crossland
  - f. Restructure.....Baker
  
- VIII. Old Business – January minutes need corrections
  
- IX. New Business
  - a. We are determining the 'Who' of our constituents.
    - i. Have new employees be directly contacted by their SC representative
    - ii. In-person New Employee Orientation – quarterly
    - iii. Discussion: Changing Faculty senate to University senate with more staff representation. Our voice is heard in current Faculty senate representation. Do we increase that representation or work on staff council's role – Exec. Meeting came to the conclusion that we just need to better promote ourselves. We are working with HR to get a list of new employees. We will get a list of our 50 representors. We are revamping new employee welcome. Creating flyer for that welcome. For consistent message. Logistical nightmare to try to assign 50 for each staff council member, needs to be more general. More getting us known out there. Everyone should be able know who are the reps and that they can bring issues. 1 to 50 is OK, but areas are not represented Liz Brandt, Faculty Secretary, Faculty, School of Law - Policies: The path of University policy
    - iv. If you have more input, please contact Patricia soon.
      - 1. Will deliver our elevator speech, provide handouts and SCMagnets
  
- X. Good of the Order
  
- XI. Adjournment 11:04 a.m.



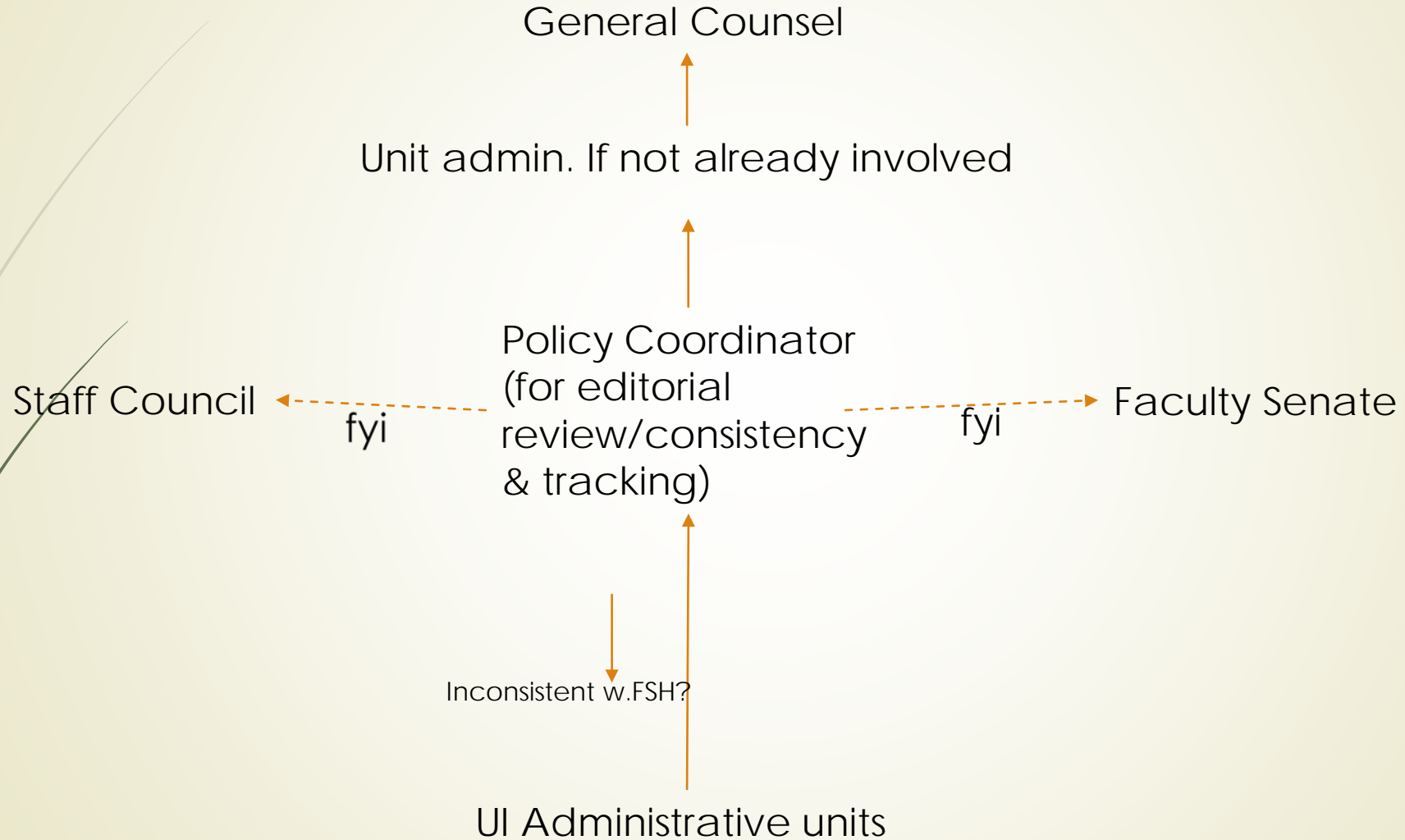
# Shared Governance

- ▶ Territorial Act (1889): The faculty, the president, and the regents are jointly responsible for governing the university.
  - ▶ NWCCU, Standard 2.A.1: (The institution) decision-making structures and processes make provision for the consideration of the views of faculty, staff, administrators, and students on matters in which they have a direct and reasonable interest.
- 

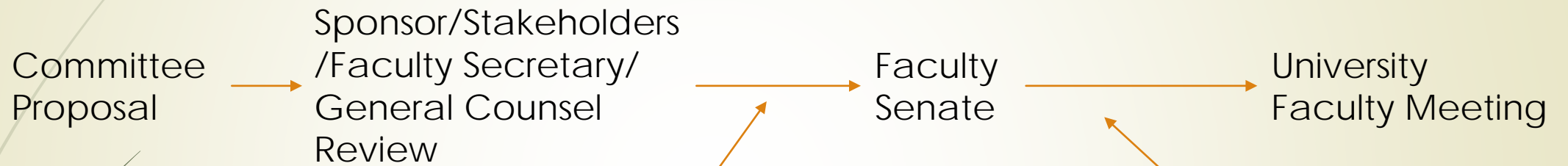
# FSH Flow Chart



# APM Flowchart



# Timeline



Allow a minimum of 2 weeks for FS & GC review – longer if they have not been previously consulted on the policy!

The last Faculty Senate meeting at which policies can be approved for inclusion on the UFM Agenda is 2 weeks prior to the UFM.