

Connections

The University of Akron

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Human Resources Office

Administrative Services Bldg (ASB)
185 Mill Street
Akron, OH 44325-4733

Phone: (330) 972-6583

Editor

Mike Kimble

mkimble@uakron.edu

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Creating Buzz

Let's give them something to talk about

By Barbara O'Malley, AVP and Chief Communications Officer

National research indicates that word-of-mouth is often the most effective form of communication. No matter how sophisticated our culture becomes with new media and emerging communication tools, bottom line is that people listen to other people. They chatter in the hallways. They visit over lunch. They talk on cell phones. And technology has opened up an entire universe for communicating digitally. Once called "the grapevine," word-of-mouth is a powerful form of communication and if galvanized properly it can be an effective way to get the word out about the incredible achievements happening at The University of Akron.

According to *The Influentials*, published in 2003, Jon Berry and Ed Keller write that one out of every ten people takes great pleasure in telling others where to eat, what to buy, how to think and what's going on where. So if the authors are correct and with our 4,500 faculty and staff members and 24,000 students – we have 2,850 influencers right here on our own campus. Each has access to his/her own network of friends and col-

leagues across town, across the country and around the world. Let's get them talking about us!

What's the Buzz?

The University of Akron was just designated to host one of the 48 current Confucius Institutes in the U.S. This is a prestigious appointment that will help build awareness of UA as an international leader in higher education. For more info, visit www.uakron.edu

Stay in touch with the latest UA buzz and pass it on. The Buzz will be posted on the homepage of the new University Web site which will launch soon. Know something that you feel is buzz worthy? Let us know! Send your e-mail to omalleb@uakron.edu

Remember, good buzz is provocative, factual and memorable.

buzzworthy**buzz-wer-thee***adjective*: that of uncommon interest or extraordinary achievement that will get people talking

Ask Human Resources Email

The Human Resources Department has established an email address where you can send any questions you may have concerning hiring processes, employee relations, benefits, affirmative action/equal employment opportunity, information systems, or professional development.

We will respond to all questions within five business days.

Frequently asked questions will be reprinted anonymously in the Connections newsletter.

Please email any questions you may have to AskHR@uakron.edu

Connections

Carol Rife and Shirley Kalavity Retire

By Keren Childers



Carol Rife's family joined HR in her retirement celebration.

Carol A. Rife, HRIS Assistant, has elected to retire effective May 31, 2008. Carol has been with the University of Akron for 30 years. Ms. Rife first started with the University in 1978, working in the Chemical Engineering Department, as a Typist II. She transferred to the Human Resources department

in 1982. Carol is looking forward to her retirement and plans to spend quality time with her family, especially her grandkids. We will surely miss Carol's bubbly personality.

Shirley Kalavity, Administrative Assistant, in the ADA/AA/EEO department has elected to leave the

University effective June 30, 2008. Shirley has worked for the University of Akron for 25 years. She is looking forward to spending time with her family and doing projects around the house.

We wish Carol and Shirley the best.

Finance & Administration Summer Event

Wednesday

July 9

12:00 pm to 3:00 pm

Location to be announced

Quote of the Month:

"Coming together is a beginning, staying together is progress, and working together is success."

-Henry Ford

Registrar Office's Military Services Center

The Military Services Center at the University of Akron serves as a liaison between the UA student veteran/dependent and the U.S. Dept. of Veterans Affairs (DVA).

We assist students with:

- Completion and submission of all DVA forms.
- Advisement on certain procedural requirements.
- Certification of enrollment to the DVA.
- Questions regarding eligibility and benefits.
- Collection and reporting of Selective Service Numbers.

- Instructions to receive credit for military training and experience.
- Information on all enrollment services available at the University of Akron.

If you or any of your students have questions regarding veteran's benefits, credit for military experience or training, or any other question, please contact us at:

Military Services Center

Office of the University Registrar
Simmons Hall Rm 120
Phone: 330-972-7838
Fax: 330-972-6097
veterans@uakron.edu

University Board of Trustees Approves Salary Increases

At the May 19th Board of Trustees meeting, a salary increase pool of 3.5% was approved as part of the 2008-09 budget. This pool will be distributed to non-bargaining unit, regular employees hired before January 1, 2008 based on their 2007 performance reviews.

Additionally, per bargaining unit contracts, the CWA, IATSE, and FOP bargaining units will receive an increase as well. These increases will be reflected in the July 18, 2008 pay for employees paid biweekly and in the July 31, 2008 pay for employees paid monthly.