

# University Council

MINUTES

JANUARY 10, 2017

3 – 4:35 PM

STUDENT UNION 312

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| MEETING CALLED BY | Harvey Sterns, chair   |               |
| TYPE OF MEETING   | Monthly Meeting  |               |
| PRESIDER          | Harvey Sterns, chair   |               |
| NOTE TAKER        | Kim Haverkamp  |               |
| ATTENDEES         | <p><b>Member:</b> Philip Allen, Linda Barrett, Megan Bodenschatz, Michelle Byrne, Julie Cajigas, Mike Cheung, Jared Coleman, Elizabeth Erickson, Tonia Ferrell, Kristen Giaquinto, Nick Golina, Diane Gorse, Nancy Homa, Kristine Kraft, Chand Midha, Ruth Nine-Duff, Rex Ramsier, Jeanne-Helene Roy, Harvey Sterns, Cassie Verardi</p> <p><b>Absent with notice:</b> Kristin Koskey, Shiva Sastry, Michael Spayd, Matt Wilson</p> <p><b>Absent without notice:</b> Marjorie Hartleben, Isaac Lampner, Marina Pelemis</p> <p><b>Other attendees:</b> Celeste Cook, John Green, Wayne Hill, John Messina, John MacDonald, Barbara Weinzierl</p>   |               |
| Agenda topics:    |  |               |
| 3:00 – 3:05       | CALL TO ORDER  | HARVEY STERNS |
| DISCUSSION        | <ol style="list-style-type: none"> <li>The chair called the meeting to order. He asked for additions to the agenda. There being none, the agenda was approved as distributed by unanimous consent.</li> <li>The chair asked for additions or corrections to the December 6 University Council (UC) minutes. There being none, the minutes were approved as distributed by unanimous consent.</li> </ol>  |               |
| 3:05 – 3:15       | EXECUTIVE COMMITTEE REPORT   | HARVEY STERNS |
| DISCUSSION        | <ol style="list-style-type: none"> <li>UC Chair Sterns discussed the attached <a href="#">letter from BOT Chair Bauer</a>. In response to the UC motion to add UC faculty and staff as non-voting members of the Board of Trustees Committees, the Board decided not to accept the recommendation. UC Chair Sterns said he was disappointed with the decision and he will work with the suggested mechanism and see what happens.</li> </ol> <p>However, BOT Chair Bauer intends to do the following for the remainder of his term as Board Chairman:</p> <ul style="list-style-type: none"> <li>Appoint Trustee Liaisons to attend meetings of both the Faculty Senate and the University Council.</li> <li>Schedule at least one or more “Information Sessions” during the Spring Semester, 2017, with the leadership of the Faculty Senate, University Council and student government.</li> </ul> |               |

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|             | <p>2. UC Chair Sterns reviewed the attached <a href="#">December 13 UC Executive Committee minutes</a>.</p>  |
| 3:15 – 3:41 | <p style="text-align: center;">ACTION ITEMS <span style="float: right;">HARVEY STERNS</span></p>   |
| DISCUSSION  | <p>1. Linda Barrett, chair of the Information Technology Committee, discussed the attached <a href="#">Laptop Replacement Cost Estimate</a>. A motion was made to support the Faculty Senate CCTC Laptop Replacement Resolution (see attached <a href="#">Dec. 6 IT Report to UC</a>, #3).<br/> <b>The motion carried</b> by a secret ballot vote of 15 in favor and 2 opposed.</p> <p>There was a discussion about faculty purchasing their own equipment for classroom use. Faculty must use University encrypted machines to maintain student confidentiality.</p> <p>2. The Budget and Finance Committee discussed suggestions from the survey sent to UC members regarding the UA Strategic Planning and Budget Process Proposal. John Green, member of the Budget and Finance Committee, discussed revisions to the attached <a href="#">UA Strategic Planning and Budget Proposal v2</a>. The purpose of the proposal is to institutionalize the process for developing the University budget. The process is based on a one-year plan update.</p> <p>There was discussion about the need for a five-year strategic plan. Development of a strategic plan is not the function of the UC Budget and Finance Committee.</p> <p>A motion was made to refer the revised UA Strategic Planning and Budget Proposal back to the UC Budget and Finance Committee for review and support before UC takes action.<br/> <b>The motion carried</b> by a secret ballot vote of 16 in favor and 1 opposed.</p> <p>3. The Physical Environment Committee reviewed and approved the attached <a href="#">Space Allocation Form</a> for changes to CAS and CRH and now recommends approval by University Council.<br/> <b>The motion for approval carried</b> by a secret ballot vote of 17 in favor and 0 opposed.</p> |
| 3:41 – 4:00 | <p style="text-align: center;">COMMUNICATIONS IN-DEPTH STANDING<br/>COMMITTEE REPORT <span style="float: right;">JULIE CAJIGAS</span></p>  |
| DISCUSSION  | <p>Julie Cajigas, chair of the Communications Committee, discussed the attached <a href="#">PowerPoint presentation</a>. The following items were discussed:</p> <ul style="list-style-type: none"> <li>• Committee Goals</li> <li>• Student Communication <ul style="list-style-type: none"> <li>○ Research – Conducted in Spring 2016; UA has changed since then</li> <li>○ General Considerations – care, listen, communicate, transparency</li> <li>○ Improve Current Channels – My Akron, Zipmail, social media channels, mobile app</li> <li>○ Interviews with Student Trustees and USG President</li> </ul> </li> </ul> <p>Students are looking for a way to be involved in UA and be heard in a meaningful way.</p>  |

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|             | <p>The Communications Committee has created two subcommittees:</p> <ul style="list-style-type: none"> <li>• Channel Improvement</li> <li>• Campus Culture</li> </ul>   |
| 4:00 – 4:05 | <p>PROVOST’S REMARKS</p> <p style="text-align: right;">REX RAMSIER</p>   |
| DISCUSSION  | <p>President Wilson is not able to attend because he is in Vietnam creating partnerships.</p> <p>The following items were discussed:</p> <ul style="list-style-type: none"> <li>• The Higher Learning Commission visit is February 12 – 15, 2017 <ul style="list-style-type: none"> <li>○ The HLC assurance argument was submitted on time</li> <li>○ The HLC agenda will include a meeting with the UC Executive Committee</li> <li>○ It is important to demonstrate that we understand the issues facing the institution (finance and enrollment), we have a plan to address the issues and we can make the plan work</li> <li>○ We will get a draft report from the HLC team six weeks after the visit</li> </ul> </li> <li>• The Ernst and Young team are on-site and working with people across campus</li> </ul>   |
| 4:05 – 4:35 | <p>STANDING COMMITTEE REPORTS</p> <p style="text-align: right;">STANDING COMMITTEE CHAIRS</p>  |
| DISCUSSION  | <p><b>Communications Committee:</b><br/> White Space Creative was hired to help UA develop a messaging platform. Representatives from White Space Creative discussed the Akron Proud Campaign:</p> <ul style="list-style-type: none"> <li>• Stories are used to describe UA’s uniqueness; to talk authentically about UA</li> <li>• White Space Creative talked to students, faculty, staff, alumni, focus groups, internal/external groups about their experiences to develop the stories</li> <li>• The stories will be used in digital ads and direct emails to targeted audiences</li> </ul> <p>The attached document containing <a href="#">example stories and uses</a> was distributed.</p> <p>A suggestion was made to connect student stories to social media (snapchat, UA Facebook page, etc.)</p> <p><b>Student Engagement and Success Committee:</b> The committee’s goals focus on scholarships. President Wilson has established a committee to evaluate possible changes to scholarships. Therefore, the committee will redefine goals at the January meeting.</p> |
| 4:35 – 4:35 | <p>NEW BUSINESS</p> <p style="text-align: right;">HARVEY STERNS</p>  |
| DISCUSSION  | <p>There were none at this time.</p> <p>The meeting was adjourned at 4:35 p.m. by unanimous consent.</p>   |