

University Council

MINUTES

NOVEMBER 9, 2021

3 – 3:51 PM

MICROSOFT TEAMS

MEETING CALLED BY	Tonia Ferrell, chair
TYPE OF MEETING	Monthly Meeting
PRESIDER	Tonia Ferrell, chair
NOTE TAKER	Heather Loughney
ATTENDEES	<p>Member: Katie Cerrone, Laura Conley, Pam Duncan, Ed Evans, Tonia Ferrell, Juliana Fierro, Amy Freels, James Garcher, Marjorie Hartleben, Courtney Johnson-Benson, Grace Kasunic, Kris Kraft, Paul Levy, John Nicholas, Michele Novachek, Linda Saliga, John Wiencek</p> <p>Absent with notice: Jeanette Carson, Eli Eubanks, Katelyn Frey, Gary Miller</p> <p>Absent without notice: Migyeong Jang, Megan Kenworthy, Tim McCarragher, Jennifer Manista, Robert Peralta, Tiffany Schmidt, Shawn Stevens</p> <p>Other attendees: Michele Banis, Toni Bisconti, Chris Boyd, Kate Budd, Brooke Campbell, Kim Cole, Maria Celeste Cook, Lisa Craig, Ruthann Demechko, Kathee Evans, Tammy Ewin, Kim Gentile, Dallas Grundy, Wayne Hill, Judith Juvancic-Hentzel, Kathleen Kaluza Hauenstein, Sarah Kelly, Alexander Knisely, Wendy Lampner, John Messina, John Reilly, Scott Roberts, Michelle Smith, Sarah Steidl, Joe Urgo, Sonya Wagner, Nick Weber, Jessica Whitehill, Bryan Williams</p>
Agenda topics:	
	<p>CALL TO ORDER TONIA FERRELL</p>
	<ol style="list-style-type: none"> 1. The chair called the meeting to order at 3:00 pm. 2. The chair asked for additions or revisions to the agenda. One addition was made to add under New Business discussion of the Food Truck event ad hoc committee. The agenda was approved as amended by unanimous consent. 3. The chair asked for additions or corrections to the October 12 University Council minutes, there were none. The minutes were approved by unanimous consent.
EXECUTIVE COMMITTEE REPORT TONIA FERRELL	
	<p>The chair reviewed the October 26 UC Executive Committee minutes.</p> <ul style="list-style-type: none"> • Chair Gingo and President Miller attended, this was the first UCEC meeting with Chair Gingo. • Topic Submissions – the UCEC held a separate meeting to discuss the submissions and to decide which committees and/or administrators to send them to. As additional are received they will be sent out as well.

	<ul style="list-style-type: none"> • Bylaws review – the UCEC will hold a separate meeting for review and discussion of the changes. • No updates on UC orientation. • UC will start to have guest speaker presentations at future meetings. Future speakers will include emphasis on recruitment and marketing. • Chair Gingo will attend the next UCEC meeting which will be in person in Buchtel Hall. • Campus awards will remain with the ad hoc Special Awards Committee.
<p style="text-align: center;">PRESIDENT’S REMARKS DR. GARY MILLER</p>	
	<p>The President was out of town for this meeting.</p>
<p style="text-align: center;">PROVOST’S REMARKS JOHN WIENCEK</p>	
	<ul style="list-style-type: none"> • Recruiting and Enrollment – college recruiting teams are working with Kim Gentile and great ideas are being shared among colleges, the goal is to get applications up this year and recoup some of our losses. We have increased advertising and marketing in key markets and are seeing a substantial effect. Out of state applications were not great but with our ads in those markets they are tracking with in-region applications. Focus on enrollment is starting to shift to transfer students, Kris Kraft is a provost fellow and works with articulation agreements. Working with Tri-C, Lorain and other community colleges to boost our articulation of students. We’ll see where we are on January 1. • Leadership searches continue – Dean of Law School is close to announcing finalists, College of Business search is underway, College of Health and Human Sciences is also underway. College of Polymer Science leader and VP of Research and Graduate Studies is about to launch. VP for Pathways and Wayne College honors is in progress. • Ad hoc Investment Committee is doing great work, it is difficult work to rank academic programs and they are trying to wrap their heads around the project. • The President and Provost have finished visits to colleges and many non-academic depts, follow up to beginning of year. Went to Wayne campus and visited with part-time faculty. There was a lot of input that is being digested, share with Board of Trustees. • Oracle will be phasing out Peoplesoft and have discussed with Faculty Senate and gotten clear response that this needs to move forward and Board has approved that and ERP is out and we’re now wrapping that up. There is a lot of conversation to be had on this subject and tell everyone to stay tuned, we need your involvement. Committees of UC should discuss if this will touch your committee. Contact John Corby to come into a meeting to discuss with your committee.

There were no questions for the Provost.

PRESENTATION

TAMMY EWIN

Tammy Ewin, VP/Chief Communications and Marketing Officer, shared a PowerPoint presentation.

Resources for telling the UA story-

University ads, ABJ, tv ads, expanded marketing to other markets. Other things UCM is doing with Admissions to be able to promote and do things on a more concentrated level. Colleges heavily involved in marketing and recruiting as well. A lot of folks working hard to get to goal of 9,600 applications by Jan 1. Many have asked what they can do. Very simple things everyone can do. Some of the simplest things is to speak positively about UA within your neighborhoods, with other parents at school events, think about what sets your program apart from other programs, create your own talking points that will help you share with prospective students. When you see a tour group walking through introduce yourself and welcome them. Anything you can say during encounter helps. Post to your personal social media accounts, talk about it on social media.

UCM working to equip employees to become ambassadors of UA

- quarterly points of pride document
- -promote admissions visit days – in today’s Digest will be a mention of a pre-med visit day. Be aware of more people on campus and greet visitors.
- Good news with Gary – Beginning this month and every other week, producing 1-2 audio clips of good news in university focused on student experience. Stories are student focused with standardized intro and exit. Like a podcast. Included in email Digest, UA webpage. Recording first one on Thursday.
- Promote referral program – every two weeks we remind employees of referral program, visit website to get future information about UA, ran on 10/27 and got 20 referrals, most in one day.
- key contact information card – producing a business size card that has web links for financial aid, visiting, general info. Print for colleges to take to admissions events. Asked for this several times so we’re getting those out.

UCM is working to create an electronic toolkit to equip academic areas to better promote themselves –

- Tips to deliver compelling presentations to prospective students and families
- Tip sheet on best practices of social media
- Tip sheets for what makes a good media story and for preparing for media interviews
- Opportunities for individual or group media training for colleges and key departments
- Opportunity to spotlight faculty research on website

Plan to have all this up in November.

Questions –

Evans – one of the things that would be very useful for us would be boilerplate responses to certain questions. Safety on campus for example. If your office could generate responses to questions that could give us a better answer that would be great.

Second was highlighting research, would encourage you to think about scholarly activity instead of just research. Not all fall under research, want to promote entire campus.

	<p>Ewin – we have in fact in points of pride, the efforts we’re taking in safety. Focus on what we’re doing to address safety, expanding UAPD officers, new director of off-campus safety.</p> <p>Ferrell – love idea of Good News With Gary, any time we can have the voice of our president in the community is good.</p>
	<p>COMMITTEE REPORT TONIA FERRELL TONIA FERRELL</p>
	<ul style="list-style-type: none"> Awards – an email digest item will be coming out soon and in student email, anyone who would like to nominate someone can go to the website https://www.uakron.edu/uc/awards and enter someone.
	<p>CONSTITUENCY REPORTS TONIA FERRELL</p>
	<ul style="list-style-type: none"> GSG – no report. USG – Grace Kasunic reported that USG is busy; focusing on Diversity Week – featuring resource spotlight for minority students, hosting talk on microaggressions on Friday, Thursday minority student fair. Excited to be hosting great diversity week events. Excited to meet with new director of campus safety, we turned that into a monthly meeting. We will implement a feedback submission form. In talks on safety walks, these could be monthly potentially. Also beginning Dec 3rd launching mental health roundtables, 1st with Athletics, bringing in speakers from Active Minds. Presenting on different topics relevant to those students. CPAC – Courtney Johnson-Benson reported that about the highlight of last CPAC meeting, successful bingo and will be continuing that. Talked about updates to website, working with that. Scheduling a meeting with Dr. Miller. The group also talked about putting a survey out to CPAC members to gauge concerns. SEAC – no report. Faculty Senate – Ed Evans shared action items from FS meeting; passed a motion for formation of ad hoc academic investment committee, has significant work to do moving forward, approved 41 course and program proposals, approved a list of graduates for fall commencement. Deans – no report. Chairs – Chair Levy reported that chairs have been focused on recruiting and enrollment, now switching to recruiting and watching spring schedules, emails from students who can’t get their classes. Talking with admissions and how we can do a better job of sharing across the board.
	<p>UNFINISHED BUSINESS TONIA FERRELL</p>
	<ul style="list-style-type: none"> None

	NEW BUSINESS	TONIA FERRELL
	<ul style="list-style-type: none"> • An ad hoc committee is to be formed; Social Engagement/Food Truck Committee – volunteers from UC or suggestions of those who might want to participate can be sent to Tonia or Heather. UA Foundation to support financially. Need someone to fill the shoes of Anne Bruno. 	
	GOOD OF THE ORDER	TONIA FERRELL
	<ul style="list-style-type: none"> • None • The meeting was adjourned at 3:51 pm. 	