

Minutes
University Council
Monday, August 8, 2022
D.P. Culp Center & Zoom

1. Call to Order

Provost Kimberly D. McCorkle called the meeting to order at 8:33 a.m.

2. Roll Call

Mr. Joe Smith led the roll call. Members present were Ms. Bridget Baird, Dr. Joe Bidwell, Dr. Ginni Blackhart, Dr. Cheri Clavier, Dr. Susan Epps, Dr. Joel Faidley, Ms. Joy Fulkerson, Dr. Mark Fulks, Dr. Adam Green, Dr. Lisa Haddad, Dr. Nick Hagemeyer, Mr. Stephen Hendrix, Dr. Michael Hoff, Dr. Leann Horsley, Dr. Keith Johnson, Dr. Karin Keith, Dr. Chris Keller, Dr. B.J. King, Dr. Karen King, Dr. David Linville (for Dr. Bill Block), Dr. Kimberly McCorkle, Dr. Sam Mayhew, Dr. Arpita Nandi, Dr. Brian Noland, Dr. Tony Pittarese, Mr. Jeremy Ross, Dr. Janna Scarborough, Dr. Joe Sherlin, Ms. Jess Vodden.

3. Standing Items

3.1. Approve minutes of the July 11, 2022, meeting

The minutes for the July 11 meeting were presented for approval. A motion was made and seconded to approve the minutes. The minutes were approved.

3.2. Review agenda

No changes to the agenda were announced.

3.3. Call for Voluntary Reports of UC-Essential Action Items from Governance Organizations

Faculty Senate: President Hendrix reported on an upcoming fall retreat which will include a transition to new officers.

Staff Senate: President Fulkerson reported on activities related to recruitment of new senators.

ITS: Chief Information Officer Karen King reported communication taking place with ETSU alumni regarding email accounts held by alumni. She also discussed some of the many projects that her team is addressing prior to the start of the semester.

3.4. Sub-Council Reports – Budget Advisory Committee

Dr. B.J. King provided a report from the Budget and Strategic Planning Committee that summarized financial activities for the university through the fourth quarter of the 2021-2022 fiscal year. She noted that on July 27, a report was sent that was later determined to contain an error in the section on unrestricted funds for the university. She has corrected the report and will send a revised report to the Council.

Her report (?) included revenues for E&G unrestricted funds for main campus, Medicine, and Pharmacy, as well as specific revenue sources. Overall, revenue sources were up. Expenditures were also reviewed for main campus, medicine and pharmacy and explained by natural and functional classification. Dr. King noted on several occasions that the presence of HEERF funding had a significant impact on the institution and will affect year-to-year comparisons both this year and next. Overall, expenditures were down 3.10 percent. Dr. King also reviewed revenues by fund type and revenue source. Recovery of lost revenue and the full reopening of campus auxiliaries had a positive effect on revenue.

Dr. King also commented on the monumental effect HEERF dollars had on the institution. The most recent distribution of financial awards to students took place earlier this year. Approximately \$27 million was appropriated for student emergency assistance, and all of those funds have been spent. For institutional use, \$36 million was made available, and of that \$29 million has been spent, mostly for recouping lost revenue and also for addressing COVID-related expenses. Staff is working to disperse the remaining \$7 million in the appropriate areas within the institution.

She concluded her presentation by noting that the Budget Advisory Committee is working on a new charter.

4. Action Items

4.1. Old Business

There were no old business items.

4.2. New Business

Membership Changes from 2022-2023

Provost McCorkle presented the updated roster for University Council membership. She announced the following new members Dr. Debbie Slawson and Dr. Joel Faidley (Council of Chairs representatives); Dr. Leann Horsley, Dr. Joe Bidwell and Dr. Tony Pittarese (Dean representatives); and Dr. Ginni Blackhart (Faculty Senate; Stephen Hendrix will remain on the Council as Past President). Additional representatives will be announced soon for Staff Senate, the Graduate and Professional Student Association, and Student Government Association.

Annual approval of ETSU Mission Statement

Dr. Mike Hoff presented ETSU Mission Statement for approval. The presented Mission Statement reflected no changes. A motion was made to approve the Mission Statement; the motion was seconded, and the motion passed unanimously.

Annual approval of ETSU Mission Profile

Dr. Hoff also presented ETSU Mission Profile for approval. The presented Mission Profile reflected no changes. A motion was made to approve the Mission Profile; the motion was seconded, and the motion passed unanimously.

4.3. Introduction of ERP Manager Matt Smith

Dr. King introduced Matt Smith, the new ERP project manager, who comes to ETSU from Maryland and who will oversee the migration with Oracle. Mr. Smith discussed the implementation timeline for Finance and for Human Resources.

5. Information Items/Presentations

5.1. *University Marketing & Communications Update*

Jessica Vodden, Chief Marketing and Communications Officer, provided an update on the institution's comprehensive marketing and communication strategy. The Office of University Marketing and Communications has aligned its work with the goals of the institution's strategic plan as well as with the recommendations of the Committee for 125 Chapter II. She reviewed the six priorities – empowering employees and supporting excellence in teaching; supporting strategic enrollment growth; supporting scholarly excellence; ensuring operational efficiency; promoting regional stewardship; and ensuring diversity equity and inclusion – and discussed the measurable goals with each as well as the KPI.

Ms. Vodden spent time explaining how “brand” is, for ETSU, a perception of how the world views the university. For ETSU, she addressed the “how,” “what,” and “why” of university's brand and how to build brand awareness. She gave an overview of some of the campaigns being led by the office and discussed how these campaigns communicate the aspects of the brand. She introduced the new overall campaign called “Go Beyond.”

In terms of programs/offerings that will be the focus of marketing strategies, Ms. Vodden said she would be working with the deans and Provost McCorkle to develop a priority listing of programs. These that will be considered are those programs that are “first, best, or only,” as well as those where ETSU can be competitive and/or have high workforce demands. Her goal is that within the next 2.5 years, each ETSU program will have a unique landing page and a unique marketing page that will be rich with videos and photos. Ms. Vodden also showed the three-month work plan for the office and highlighted some of the current tactics being employed.

5.2. *Fall Opening*

Dr. Sam Mayhew gave an update on the opening of the fall 2022 semester. At this time, first-time freshman enrollment is expected to be up and that transfer enrollment will likely be down, which is expected based on declining community college enrollment. The fall semester will also see Housing at full occupancy, and dining services is reporting having some 2,300 students on meal plan. Dual-enrollment is also up approximately 38%.

Housing move-in has already begun, with some groups and additional groups to move in soon. Traditional move-in days begin on Aug. 16 with Quest, followed by freshman move-in. Preview is expected to have its largest Preview class with over 1,700 students expected. There is no longer a fee for attending Preview. Dr. Mayhew also discussed the

upcoming convocations, Welcome Week events, and the opportunities for faculty and staff to help with move-in or with staffing welcome tables.

5.3. Academic Advising Initiatives for Fall 2022

Dr. Megan Roberts reviewed upcoming academic advising initiatives for the new year. She began by giving an overview of the current advising structure on campus. With the university's decentralized advising structure, most advising centers are located within the colleges. Two units – Undergraduate Student Advising and the University Advisement Center – are part of the Student Life and Enrollment team. ETSU has approximately 35 advisors, along with over 100 faculty members who serve as advisors to juniors and seniors.

Dr. Roberts discussed recent enhancements to the overall advisement system, including moving all advising work to the EAB system and identifying and implementing best practices for campus advising.

Upcoming initiatives for the new year include conducting early outreach and early success plans for at-risk students, building graduation plans on Degree Works, and expanding the coordinated care network on EAB Navigate.

5.4. FYE Course Initiative

Dr. Bill Kirkwood gave a report on the first-year experience courses offered to ETSU freshmen. The number of first-year experience courses have increased in recent years. Enrollment has also been on the rise, with over 1,400 already enrolled in fall 2022. These include students in university-wide first-year courses, as well as those offered within the colleges. Students in these courses meet with a peer mentor twice each semester and, for a grade requirement, attend campus activities and events. Students also give information on their respective majors and learn time management and study skills.

6. President's Report

Highlights of President Noland's report include:

- Commented on earlier reports on the anticipated enrollment growth and the full capacity of residence halls;
- Noted that budgets are balanced, and that a salary enhancement proposal will be taken to the Board of Trustees in November;
- Capital projects are moving forward;
- HURON review is also continuing (the first phase was assessment of budget model, and the second will review of operations);
- Very pleased with the work to move advising activities to EAB Navigate;
- He is looking forward to working with new presidents at Walters State Community College and Northeast State Community College on the new MoonShot initiative and other activities to improve college-going rates in the region;

- Discussed various equity and inclusion initiatives for the upcoming year, and added that implementation of the Committee for 125 Chapter II initiatives will continue; and
- Commented on new initiatives to deepen research and scholarly activities.

7. Announcements

Dr. Cheri Clavier gave an update on the SACSCOC report. Approximately 77.5 percent of ETSU reports are complete. The report will be sent in early September, and an off-site team will review the report in November. ETSU will host an on-site team April 3-6, 2023.

Dr. Keith Johnson reported on the release of the Equity and Inclusion newsletter and the new “Community Voices” publication. He added that registration is open for the Equity and Inclusion conference.

Dr. Sam Mayhew reported on the new name of ETSU Veterans Affairs, which will now be called Military and Veteran Services.

8. Adjournment

Provost McCorkle adjourned the meeting at 10:23 a.m.