

University Council
Monday, May 9, 2022
East Tennessee Room/Zoom

1. Call to Order

Provost McCorkle called the meeting to order at 8:34 a.m.

2. Roll Call

Mr. Joe Smith called the roll. Members present were Mr. David Atkins, Dr. Bill Block, Mr. Scott Carter, Dr. Cheri Clavier, Dr. Susan Epps, Ms. Joy Fulkerson, Dr. Mark Fulks, Dr. Adam Green, Dr. Lisa Haddad, Dr. Nick Hagemeyer, Mr. Stephen Hendrix, Dr. Michael Hoff, Dr. Keith Johnson, Dr. Karin Keith, Dr. Chris Keller, Dr. B.J. King, Dr. Karen King, Dr. Bill Kirkwood (for Dr. Joe Sherlin), Dr. Kimberly McCorkle, Mr. Mason Mosier, Dr. Brian Noland, Mr. Jeremy Ross, Dr. Don Samples, Dr. Janna Scarborough, Dr. Jeff Snodgrass, and Ms. Jessica Vodden.

3. Standing Items

3.1 Approval of minutes of the April 14, 2022 meeting.

A motion was made and seconded to approve the minutes. There were no requested changes. The motion passed.

3.2 Review agenda

There were no changes requested for the agenda.

3.3 Call for Voluntary Reports

Faculty Senate: No report.

Staff Senate: President Joy Fulkerson reminded members of the upcoming Staff Picnic on May 17 and thanked Dr. Noland for his support of the event.

Council of Chairs: Chairperson Keith thanked Provost McCorkle for sponsoring the recent chairs' social event.

Athletics: Director Scott Carter reported that 61 student athletes were part of the Class of 2022, and that the men's golf and tennis teams recently won championship games.

ITS: Dr. Karen King reported that Dr. Michael Lehrfeld has been named as ETSU's information security officer.

SGA: President Mason Mosier thanked everyone for making the Miranda Lambert concert a huge success.

3.4 Sub-Council Reports – Budget and Strategic Planning Committee

Dr. B.J. King gave a high-level financial update report reflecting the February 2021 – February 2022 time period. She recently presented this information to the ETSU Board of Trustees. Highlights of her report:

- The revenue for E&G restricted funds (state budget) were up on the main campus; tuition/revenue was down but state appropriations were up. At the Quillen College of Medicine, tuition/revenue and revenues were up, and for Gattton College of Pharmacy, tuition and revenues were down.
- State appropriations were up 10%.
- Grants/Contracts were up, primarily due to funding for the Blue Sky Institute and also an in-kind gift made to the engineering program.
- Other revenue increases were driven by athletics operations, medical resident income, and the return of ground-based activities.
- With expenditures, the main campus saw a decrease based on the transfer of HEERF dollars from restricted funds. HEERF dollars are transferred from the restricted funds and considered a negative expenditure. The medical school was flat, primarily due to savings realized from the prior year from the voluntary retirement program. Pharmacy was down, which aligns with the decrease in revenue.
- The increase in campus activities has led to an increase in operating expenditures.
- Scholarships are down with out-of-state tuition reset.
- Looking at functional classification, instruction and enrollment are down, while research, physical plant, and student services are up.
- The presence of HEERF had a dramatic impact on overall revenue and expenditures.
- ETSU has engaged with Huron to do a review of the institution's budget. A report is expected by the end of month.
- In addition, Huron has been asked to do an administrative effectiveness review. This will help ETSU identify opportunities for making organizational efficiencies.

4. Action Items

4.1 Old Business

There were no old business matters requiring attention.

4.2 New Business

Dr. Mark Fulks introduced Carly Weaver, who is a new member of the Office of University Counsel. Ms. Weaver is replacing Lisa Williams and is a graduate of Liberty University. She will be overseeing work related to contracts and immigration.

Dr. Fulks presented three new policies for approval by University Council. He was joined by Dr. Karen King and by Dr. Mark Jee who were available to answer any questions.

4.2.1 *Enterprise Information Systems Update Policy*. A motion was made and seconded to approve the policy. The motion passed.

4.2.2 *Information Security Awareness Training Program Policy*. A motion was made and seconded to approve the policy. Dr. King noted that auditors frequently asked for information about this policy.

4.2.3. *Hazardous Waste Management Policy*. A motion was made and seconded to approve the policy. The motion passed.

Following Dr. Fulks' presentation, Dr. Michael Hoff inquired about the possibility of future policy approvals being included in a consent agenda. Any member of University Council could request that a policy be pulled from the consent agenda for discussion; otherwise, the policies would be part of the consent agenda. This would expedite the time required for policies to be reviewed and voted upon. Provost McCorkle was supportive of this concept, and Dr. Hoff agreed to write the necessary language to have this change made.

5. Information Items/Presentations

5.1 *Introduction of Carly Weaver, Esq., Staff Attorney* (see 4.2).

5.2 *Introduction of Jenny Lockmiller, Director of University Career Services*
Dr. Bill Kirkwood introduced Jenny Lockmiller who is the new Director of University Career Services. Jenny brings an extensive and diverse background in workforce development and has been active various community engagement initiatives, including the Blue Plum Organization and the Johnson City Planning Commission.

5.3. *New Student Enrollment Update*

Dr. Heather Levesque began her presentation by introducing Timothy Lewis, who, this past January, joined the ETSU community as Director of New Student and Family Programs. Mr. Lewis comes to ETSU from the University of South Carolina where he was assistant director of the school's new student/family programs.

Dr. Levesque began her presentation reviewing the key messaging that her staff and others across campus are using as part of their recruitment and outreach efforts. The four pillars are academic quality, affordability and access, location, and the experience that students receive at ETSU.

New student orientation numbers are up from last year by 23% among first time freshmen and 8% across the transfer population. Application numbers are still up with an increase of 12% in applications and 14% in admits. Transfer numbers are still down

but orientation numbers among transfer applicants are up. Contact is being made with these students to keep the orientation numbers trending upward.

Dr. Levesque noted that housing registrations are up by 249. Both housing numbers and orientation registrations serve as key indicators to how fall enrollment may look.

The Office of Undergraduate Admissions has just completed an Intent to Enroll campaign. Students who indicated they intended to enroll at ETSU, or who indicated “maybe” received contact from the admissions staff every week. In particular, staff asked those who indicated “maybe” what their questions or concerns were in order to make a final decision. Staff gave the names and contact information to the respective offices on campus in order for those students to get their questions answered. Dr. Levesque noted that this has proven to be very successful; just last week, 112 students who were a “maybe” eventually signed up for orientation.

Admissions is now in its Yield Season and is working closely with University Marketing and Communications on outreach efforts. Dr. Levesque invited University Council members to join her staff at upcoming orientation events and meet new students and their families. She said that during her doctoral research study on first-generation college students, she found that the personalization efforts by ETSU have had a very positive impact on enrollment. College leads are getting information each week on students who have been admitted and have not signed up for orientation.

International applications are up by 86% and have risen by 91% in undergraduate student admits. Drs. Sherlin and Mayhew are currently at a recruiting event in Saudi Arabia, and they have reported that ETSU is well represented with its branding and messaging.

Preview and Quest are coming up soon. When asked about how proposed changes with the HOPE Scholarship will affect incoming students, Dr. Levesque reported that once these new changes are signed by the governor, the Office of Financial Aid will spend 3-4 days “repackaging” each student’s award, the new awards will be posted in the student’s Goldlink account and a new award letter will be sent. The Admissions staff will also reach out to students by text and/or phone call. Because the proposed changes with the HOPE Scholarship provide an increase in awards to students, this could be a game-changer to students in terms of them making a final decision. University Marketing and Communications will also be pushing messaging on social media.

6. President’s Report

As part of the President’s Report, Dr. Noland:

- Thanked those who took part in Commencement and commented on how nice it was to see the Ballad Health Athletic Center nearing capacity during the events on Saturday.
- Expressed his appreciation to those who helped plan the event.
- Thanked Dr. Levesque and her team for their work in recruitment. He noted that housing numbers for the fall semester are currently at 2,828. In comparison to numbers from previous fall semesters, this reflects a strong increase.
- Commended Dr. Michael Hoff on his work in overseeing the Committee for 125 Chapter II visioning process.
- Commented on the working being done by Huron (see 3.4). One of the primary reasons why this review of operations is needed is reflective of the changes in how universities and other organizations operate differently now.
- Encouraged everyone to take time to rest. The past several weeks have been extremely busy. He underscored the importance of self-care and taking care of each other.

7. Announcements

Dr. Cheri Clavier reported that work is progressing on the SACSCOC report.

Dr. Keith Johnson announced that a new publication from the Office of Equity and Inclusion called *Community Voices* is now available.

Dr. Janna Scarborough reported on an upcoming news conference that will provide opportunities for ETSU.

Dr. Noland added that more information will be provided at the next University Council meeting regarding a new initiative related to equity and inclusion.

8. Adjournment

Provost McCorkle adjourned the meeting at 9:30 a.m.