STAFF SENATE MEETING
MINUTES
January 13, 2014

Note to Senators: Please share the senate agenda, minutes, and any other enclosures with your colleagues prior to the scheduled meeting. Senate meetings are open to all staff. Agendas, minutes, and attendance rosters are available on the Staff Senate website at http://www.etsu.edu/stssenate/default.asp

PRESENT: Lisa Belcher, Lisa Bell, Brian Bennett, Gary Bishop, Lisa Booher, Kristy Buchanan, Christy Buckles, Lorena Burton, Barbara Chamberlain, Chris Collins, Tim Dills, Ann Eargle, Carshonda Harris, Tom Hill, Sean Hoyle, Katie Jeter, Helen Jones, Chris Loveday, Pam Marston, Candy Massey, Diana McClay, Joe Miller, Laura Morin, Stefanie Murphy, Dianne Pittarese, Linda Raines, Sandra Ritchie, Debra Roberson, David Robinson, David Smith, Kristi Smith, , Edith Tillman, Carla Warner, Josh Whitlock, and Donna Williams.


UNEXCUSED: Freddie Hill.

I. Call to Order – President Lisa Belcher called the meeting to order at 2:30pm.

II. Special Guest – Mr. Brian Henley, Director of Admissions – Mr. Brian Henley was in attendance and provided an overview of the Office of Admissions. He began by sharing personal family experiences of how he has witnessed the power of an education to change lives. In particular, he noted that ETSU has the power to change lives. Mr. Henley shared that the goal of the Office of Admissions is to convince students to enroll at ETSU. He noted that his office uses an enrollment management funnel which is a recruitment model. The model consists of suspects (have an interest in ETSU-names are purchased from testing agencies, etc), prospects (those who explicitly request information), applied (applications received from students), admits (meet admit requirements), commits (signed up for orientation) and enrolled (enrolled students). He shared that in the very near future, the university will be contracting a third-party vendor who will help in identifying suspects. Campus tours, special events, high school visits, etc. are all in an attempt to move the students through to the enrolled status of the recruiting model. Recruiting underrepresented student groups are more difficult to attract due mostly to socioeconomic status. Underrepresented students are typically unaware of academic requirements for college and some believe they couldn’t reach that goal. As a result, the Office of Admissions is ramping up and building middle school programs in an effort to raise awareness and begin the recruiting process efforts early. Mr. Henley shared that the current fall enrollment, even though it’s still early, looks promising. However, Mr. Henley also shared that increased enrollment and the success of the institution is more than the recruitment model and includes effort from everyone on campus as well as alumni. He shared the importance of a smiling face, helpful attitudes, and asking for their name before requesting their E number. As we are out and about in the community, and meeting perspective students, Mr. Henley requested that we forward emails to him with contact information of those students so that his office staff can perform proper follow up. The high cost and purchase of books was also raised. Mr. Henley shared that there are a couple of programs that offer assistance with book purchases and when students are identified as having a need, they are referred to those resources. He also suggested that we, unapologetically, share with students that ETSU is the best deal for a quality education.

III. Approval of Minutes – President Belcher called for corrections to the minutes of December 9, 2013. There were no corrections; the minutes were approved as distributed.

IV. President’s Report – President Lisa Belcher

A. Report from Senior Staff – President Belcher shared a report from Senior Staff. The parking garage will not be available by the start of the spring semester, but quite possibly early February. Public Safety is slated to move into the garage during spring break.
President Belcher shared that Dr. Noland and Dr. Collins were very appreciative and thankful to the employees of Facilities Management for the part they played in the clean up and repair of broken pipes across campus. Discussions regarding the logo are still in progress and an update will be provided as details become available. The Student Government Association (SGA) was in the process of reviewing a student fee proposal for the renovations of the Culp Center. The proposal has been withdrawn and will not be presented to the SGA body.

B. Dollywood Tickets Initiative – President Belcher shared that the Executive Committee, Dr. King, and she met with a Dollywood representative regarding our interest in a discounted ticket program for the park. After a lengthy presentation and discussion, it became apparent that the billing process for the initiative would be a much larger undertaking than is possible at this time, and the proposal would not be tax exempt. As a result, our institution will not be participating in the program at this time.

C. FlexTickets/Department of Athletics – President Belcher reported that the distribution of the Athletics FlexTickets was a success. Staff members were excited about the initiative. There are four pairs of tickets remaining. President Belcher will work with Senator Chamberlain to distribute the remaining tickets, possibly through Facebook. Eleven staff members presented at the Staff Senate Office to retrieve tickets. There is a possibility that we may be receiving another anonymous donation for the purchase of FlexTickets for the upcoming baseball season.

D. ETSU Staff Woman of the Year 2014 – President Belcher commented that information has been distributed for the submissions for the ETSU Staff Woman of the Year Award for 2014. The deadline for nominations is February 3, 2014. President Belcher is working in collaboration with Ms. Harriet Masters, Director of the Women’s Resource Center, regarding the award process. The recipient of the award is recognized at a reception held in their honor and they will also receive a $750 award.

V. Treasurer Report – Senator C. Massey reported the general account balance as $6,765.22; the Holiday Drive account balance is $172.48; and the balance of the Community Benevolence account holds a balance of $4,481.25.

VI. Report on Standing Committees

A. Committee on Committees – Senator Warner, chair, shared that there are three vacancies on the Non-Faculty Sick Bank Committee. Participation on the committee is not confined to only Staff Senators, but any staff member may apply. Two of the vacant positions have a term of one year, and the third remaining position has a term of one year associated with it. Participation on the committee requires full-time employment, as well as being a member of the Non-Faculty Sick Bank. President Belcher will forward information about the vacancies in the very near future. Interested employees are required to send a statement of interest, and what assets they will bring to the committee. There will be a two-week deadline date for submitting interests.

B. Committee on Staff Concerns – Senator Massey, chair, shared that the committee has developed a form for staff concerns. The form will be emailed to Senators for review. There have been several staff concerns of late, and the committee is in the process of responding to the concerns.

VII. Report on Project Committees

A. Blood Drive – Senator Roberson shared that the committee met with the Red Cross liaison, Ms. Gwen Hunter, on January 9, 2014. The blood drive is scheduled for June 3, 2014, 10:00am-2:30pm and will be held in the Culp Center Ballroom. A goal for obtaining 50 pints of blood has been set. Advertising of the event will be extremely beneficial and key for success for the program.
The event will be advertised on monitors around campus and on local television. Reservations can be made via Blood Drive webpage and reservations can be made six weeks prior to the date of the drive. The committee members have proposed a challenge to Senators to not only give blood themselves, but bring two additional donors with them. The committee is asking for volunteers to assist in the drive. Two volunteers are needed, per hour, during 9:45am-3:00pm. Volunteers will be greeting and serving refreshments. The committee also plans to work with the Visibility Committee to help promote the event.

B. **Holiday Drive** – Senator Collins, chair, commented that as agreed at the last meeting, items were purchased for five Christmas Angels. Senator Collins shared that Senators Massey, Ritchie, Harris and she shopped for the items. The families were overwhelmed with the gifts, and very appreciative of the gesture.

VIII. **Old Business** – There was no old business to discuss.

IX. **New Business** – There was no new business to discuss.

X. **Announcements**

There were no announcements.

**Adjournment** – There being no other business to discuss, a motion was made to adjourn. The meeting was adjourned at approximately 3:30pm.

Submitted by Senator J. Ann Eargle

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Secretary