East Tennessee State University
Staff Senate

Meeting Minutes

Date: December 8, 2025
Time: 2:33 p.m. – 3:38 p.m.
Location: Zoom
Facilitator: Cody Morelock, Staff Senate President
Scribe: President Morelock & William Cate, Staff Senate Secretary

Senators Present: Kari Albarado, Sharon Barger, Joe Bidwell, Dan Bishop, William Cate, Rachel Colwell, Jennifer Crigger, OJ Early, David Finney, Kim Ferrell, Archie Fortney, Joy Fulkerson, Brooke Garland, Cody Henson, Suzy Hooven, Ethan Hutchinson, Rachel Kellogg, James Lively, Jenny Lockmiller, Crystal Maupin, Eli Montana, Cody Morelock, Stefanie Murphy, Donna Nelson-Barnes, Gina Osborne, Ryan Parvin, Melanie Peters, Debbie Roach, Rusty Sells, Brayton Siddell, Aneida Skeens, Amy Slaughter, Benjamin Smith, Jessimine Strauss, Liz Thomas-Joseph
Guests: Anna Dampf, Jessica Vodden, Amerrica Duggan-Torbert, B. Dye
Absent: Alycia Birchfield, Vanessa Canter, Wendy Guinn, Skylar Moore, Jeremy Watson

Agenda Overview

1. Call to Order
2. Introduction of Guest Speaker
   a. Jess Vodden, Vice President for Marketing and Communication
3. Approval of Previous Minutes
   a. November Approvals
4. Information Items
   a. President's Report
   b. Treasurer's Report
   c. Committee Updates
5. Old Business & Follow Ups
6. New Business
7. Announcements, *What is on your mind?*
8. Adjourn

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Meeting Notes

1. **Call to Order**
   President Morelock called the meeting to order at 2:33 p.m.

2. **Introduction of Guest Speaker**
   President Morelock began the meeting by introducing Jessica Vodden, Vice President for Marketing and Communication and Amerrica Duggan-Torbert, Web Strategy Manager.
   Vodden and Duggan-Torbert presented information on the University Website Redesign Initiative.
   - The current web platform was last fully redesigned in 2013, and the current design presents reputational risks, technical instability, and a significant likelihood of misinformation remaining accessible.
   - The Redesign Initiative also works to keep ETSU compliant with the new ADA Title II digital accessibility standards (April 2026 deadline), and updated visuals support ETSU's strategic position relative to recruitment and enrollment.
   - Current timelines project the Redesign Initiative to take 36-months, with an estimated $825,000 in one-time costs and approx $100,000 annual recurring expenses.
   - Operational goals relative to the Redesign Initiative include reducing the number of web editors from 600 to 100, reducing the number of web pages from 40,000 to 20,000, and reducing the number of web files from 500,000 to 100,000. Additional operational goals include standardizing templates and syndication for efficiency, with an emphasis on accessibility and mobile-friendly performance.
   - Vodden and Duggan-Torbert shared that 86% of students and 85% of parents rely on the ETSU website as their primary source of information. Focus areas related to content strategy include reducing jargon, improving user navigation, and implementing storytelling/magazine-style page layouts.
   - Once the redesign is implemented, units will designate content leads; academic units will organize by college/department and administrative units will organize by user experience (not hierarchy).
     - Consultants will be hired by the end of January 2026 to finalize the project's roadmap. Once the roadmap is finalized, it will be published so units can track the project's progress.

- A portion of the redesign will include cloud migration. Only informational/storytelling pages will migrate to the cloud – no student or employee data will migrate to the cloud.
  - UMC is partnering with Sherrod Library to archive significant amounts of legacy content in Digital Commons. Vodden and Duggan-Torbert continue to emphasize document cleanup; webpage editors will receive 30-90 days to remove outdated files.
- The Redesign Initiative rollout will be implemented in phased sections. Some areas will remain temporarily on the legacy system. Units will participate in content review to ensure accuracy with minimal delays, and chatbot guardrails will receive ongoing updates as content is migrated.
- Dynamic Forms continues to be recommended for secure data collection, and ATS can provide training for this using/building Dynamic Forms.

3. **Approval of Previous Minutes**
President Morelock presented the November minutes for consideration. No corrections were needed. Senator Strauss made a motion to approve the November minutes, and the motion was seconded by Senator Sittell. The motion carried, and the November minutes were approved.

4. **Information Items**
President's Report
Due to time constraints, President Morelock announced he will send his updates to the senate via email. The President's Report is linked below under *Supporting Documents & Reminders*

Committee Updates
President Morelock and Vice President Albarado provided an update on the Season of Sharing and provided details on donations received from various departments.
- Approx 2,000 items and $800 were donated
- 79 gift cards were distributed, an increase of 30 from 2024
- All surplus food items and gift cards were donated to Buckey's Food Pantry

Vice President Albarado shared impact stories from individuals accepting donations, and B. Dye advocated for a fulltime position assigned to Buckey's

Food Pantry.

5. **Old Business & Follow Ups**
   None.

6. **New Business**
   None.

7. **Announcements,** *What is on your mind?*

   - President Morelock shared the Pancake Breakfast is postponed until December 9 at 9:30 p.m.
   - The Staff Senate Executive Team extended an invitation to Dr. Tony Norman for the February Staff Senate meeting to provide an update on the work of the Voyager Post-Go-Live Taskforce.
   - Senator Hutchinson asked if there was clarification regarding future staff market adjustments
     - President Morelock reiterated that President Noland mentioned Spring 2026 for the next round of adjustments, but no firm details are available yet.
   - President Morelock shared that the university plans to close December 22, 23, and January 2, but an official email from the President's Office will confirm.

8. **Adjourn**
   Senator Sells made a motion to adjourn, and it was seconded by Senator Henson. The meeting adjourned at 3:38 p.m.

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Action Items Summary

Task	Responsible Party	Due Date
None.		

Supporting Documents & Reminders

[University Website Redesign Initiative Presentation](#)

[President's Report](#)

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