

STAFF SENATE MEETING MINUTES

229 Rogers-Stout Hall

November 4, 2019

PRESENT: Yaritza Abdelnour, Jake Allen, Ben Bateson, Gwen Bays, Becky Birdwell, Lisa Booher, Jessica Burlison, Allison Coley, Janet Green, Anthony Johnson, Kimberlyn King, Debbie Marsh, Candy Massey, Crystal Maupin, Don McCarty, Jessica Miller, Kathleen Moore, Skylar Moore, Amanda Mowell, Stefanie Murphy, Gina Osborne, Emily Redd, Evelyn Roach, David Robinson, Hazel Robinson, NaKeisha Talley, Brian Thompson, Libby Tipton, Yvette Whittimore, and Andrew Worley.

EXCUSED: Tim Dills, Joy Fulkerson, Kathi Horne, Trish Lowe, Ronald Mann, Jennifer Mayberry and Kim Miller

RESIGNED: Jake Drumm, GUEST: Heather Levesque, Student Life and Enrollment.

- I. Call to Order: President Massey called the meeting to order at 2:30pm. She introduced our guest speaker, Heather Levesque, with Student Life and Enrollment who gave an update on the changes from Admissions.

Ms. Levesque stated she has been in her new role/responsibilities approximately 7 months ago, along with Dr. Joe Sherlin and Dr. Sam Mayhew. ACRO Consultants came to campus in July for Admissions, Financial Aid and Scholarships review. The report has just come back and the editing process is underway. Once complete, those results will be shared with staff.

ETSU has a processing staff within our unit who process all incoming applications. A second consultant came for a week just to assess our admissions process. Work is underway to reduce what is now almost a two-week turnaround to a 24-48 hour turnaround, all to make the process easier for students without negatively affecting other departments, such as Financial Aid and Scholarships.

Heather and Dr. Mayhew met with all staff during the first month they were in their new roles. Those meetings resulted in a restructuring of the counselor territory map because of advice from counselors. The goal is to have a counselor or two per area, rather than a counselor who has Knoxville area, for instance and has a couple of local high schools. This has been a big, though positive shift for the department. We are presently recruiting students for Fall 2020. Knoxville, local high schools and our border counties in North Carolina and Virginia are our biggest feeder areas. There is one counselor for Knoxville and two for the local high schools. We could benefit from a third counselor. We may be able to do that in the future.

It was determined on advice from the recruiters that during College App Week, ETSU would waive the application fee for prospective students to apply for acceptance to the university.

ETSU was the one university who did not do this according to our recruiters. We participated this year (week of September 18) with free apps for a full week. Applications went from 200-300 apps in one week (with application fee) to 2000 applications (without fee) in that one week. This was offered to all eight counties in East TN and Knoxville. This was also extended to high schools in our border counties when those areas had their College App Week. This created a tremendous workflow, however Admissions is working to working through that process.

Senator Brian Thompson stated we are a regional institution and how will this affect recruitment out of state. Ms. Levesque replied that while we receive applications from other states, we are focused on our border counties in North Carolina, South Carolina and Virginia. We do visit Kentucky and Georgia and right now that is all we can handle with the staff we have right now.

We had a regional recruiter in Nashville, however she left. The department chose not to fill that position right away until it was determined where the position is most needed. We definitely need a regional recruiter for Knoxville. Eventually we hope to have multiple regional recruiters.

Senator Talley asked if during recruitment in the counties if a student comes in and they are from Knoxville and they want to talk to a counselor if the counselor is there, would they be able to speak to the counselor. Ms. Levesque stated that is the goal. A lot of pressure is on the counselors to yield students to get students to come to ETSU and walk them through the process.

In Admissions, the Foundation used to give \$15,000.00 to use to give free app scholarships. Most times, not all of this money was used. Admissions is now giving counselors the application fee scholarships, divided amongst themselves, rather than just handing them out to all students during College App week, some of whom didn't plan to come to ETSU. For instance, the Knoxville counselor will receive 65 application fee scholarships and smaller counties or territories will receive 45 application fee scholarships. These are offered to students in border counties as well. Additional scholarships will be given out as needed. It's up to the counselors to speak to high school counselors to best determine the students they should be given to, develop a relationship with them and follow them through the admissions process.

Senator McCarty asked how active current students are in the recruitment process. Ms. Levesque stated they are not as involved as they should be. She would like to get them involved in every capacity we can. We are looking at our Ambassador program. We hope to pay them in the future as right now, they are currently are not. We want to bring local students to campus to meet with current students. Our students need to be recruiting from their own high schools. The current system is not set up that way; however, we are working on that. Senator McCarty stated that in the DOD 60% of all recruits are recruited by current active duty Marines. The key is to pick the right people. Senator McCarty suggested an incentive program of some sort. Ms. Levesque thought that was a great idea and will keep that in mind moving forward.

Ms. Levesque talked about CRM. The system is supposed to help us communicate more efficiently and effectively with students. It is being used with Undergraduate Admissions, Graduate Admissions and Online Programs. Caleb Bennett is in charge of completing

implementation. CRM is just today going out to prospective students informing them of their admission to the university the same day or next day they apply. CRM also tells the students they will receive a letter of acceptance in the mail within the next few days along with giving students next steps to follow. It is very complicated however, proven effective.

Senator Talley inquired about ETSU requiring students to pay a deposit. We currently do not and are one of few who do not. Our thinking is the Orientation fee covers this; however, we are looking at that. We are going to send Orientation invites out much earlier than in the past. If we had a deposit, it could cover things such as Orientation, Preview, etc. Senator Allen talked about the communication stream and how Orientation can help with enrollment. He stated dates for 2020 have been set, however the July 24 and August 8 dates are being hidden online from students to encourage them to commit and attend earlier Orientation dates. Senator Osborne inquired about BIO (By Invitation Only), which is April 18, and what makes that different from the other dates. Senator Allen noted BIO is based on test score and GPA. Students who attend BIO get to register for classes first. Ms. Levesque noted more emphasis is being placed on dual enrollment. We currently have a faculty member teaching dual enrollment classes at Science Hill High School.

Ms. Levesque gave a review of the staff changes within Admissions, noting who had retired or left the university. Ms. Levesque referenced back to the regional recruiter. The position may be renamed as a Diversity Recruiter focusing on Nashville and Memphis areas. This position is posted and hope to have it filled soon. We have another counselor leaving Friday, November 8. We are working to hire that position right away. Dusty Duncan also left not long ago. His position, Associate Director is being restructured and hope to post the position soon.

The Ambassador program is being reviewed and how we can take steps to make it better, such as better training, vehicles to visit Buc Ridge, the VA campus, etc. Senate members are welcome to participate and be a person of contact when the Ambassadors bring students to their buildings during tours. Senator Thompson stated many tours come through Governor's Hall and he always make a point to say hello.

Changes were recently made to the October 2019 (October 5 and October 19) Open House events, personalizing the experiences to students. Look for additional changes to come.

We are hosting two Top Scholars events in the Millennium Center Ballroom on November 4 and November 5. This event used to be held at Shelbridge, giving students only one date to come. Having the event at the Millennium Center offers students a choice of dates to come and gives colleges more room to roll out more to give students a better sense of what it means to be a student in that college. There is a Knoxville date next week.

Senator McCarty inquired if we look for high achieving students over others. Ms. Levesque says that while we do recruit those students, we do not recruit them more than other students. We want to recruit everyone who we think wants to be a student at ETSU. Dr. Noland says we need to be "playing above our weight". This is an institutional thing, where we are not telling our

story. We do not need to be as conservative as we have been. We as an institution need to be out there selling ETSU, telling our story. We have met with the top ten feeder schools and are about to meet with 11-20 schools. Dr. Sherlin has a Quick Facts about ETSU that he tells to students whenever he has a chance. Senator Tipton asked if those facts could be shared. Senator Murphy stated it is on the State of the University Report that Dr. Noland sends out. This would be great for all faculty/staff to have available to tell when they are out in their communities.

Senator McCarty asked if more faculty members are recruited into area high schools to teach. Classes in general and not just dual enrollment classes. A “What Can We Do For You” flyer is given to high schools when we visit them. We have faculty that can come be a guest lecturer for a day; bring your students to an athletic event, we will host them; bring them to a training on campus, etc. Admissions recruiters are encouraged to offer services like this to all schools they visit. For instance, Stephen Marshall is an advocate for recruitment. He was hoping to host a Digital Media Communications conference on campus, and while the conference did not pan out, recruiters got his flyer out to high schools stating what he can do. A high school in Knoxville is having him come for a full day.

II. Approval of Minutes: Senator Thompson moved to approve the October 2019 minutes as presented. Following a second from Senator D. Robinson, the motion passed.

III. President's Report: Due to time constraints, President Massey stated she would email her report to the Senate, which is included with these minutes.

III. Vice President's Report: Due to time constraints, Vice President Worley shared highlights of his report and will email his report to the Senate. It is also included with these minutes. Some items of interest: President Massey stated our CBC Committee goal of 250 baskets for the Thanksgiving Food Drive.

SGA Senator Noah McGill announced a resolution on Religious Absences Policy is in draft form. SGA is looking to collaborate with Faculty Senate and possibly Staff Senate.

Faculty Senate is investigating the idea of a grade forgiveness program.

The Research and Development Taskforce are working on two deliverables. Job description for VP of Research and role of this position in the university structure.

In the Advancement Workgroup, a Consultant produced an ETSU focused report on how to improve University Advancement. Implementation taskforce to take report and determine how to operationalize the findings.

Dr. Bishop still has the list of volunteers and wants Faculty and Staff Senate to know that work is happening, however slowly to transition to the Provost Office.

The Policy on Policies and Reporting and Investigating of Wrong Doing passed. They are now on to the Board of Trustees for final approval.

IV. Treasurer's Report: Senator Maupin announced we have \$10,351.25 in our main account.

We have \$3,081.25 in the CBC account. We have \$1,836.77 in the Holiday account. We are \$670.00 short of our goal for the food baskets. Senator Massey expressed her thoughts that we would receive the funds needed, as money seems to come it at the last minute.

V. Committee Reports:

CBC Committee: Senator Birdwell reported the schedule for sorting/distributing food baskets. Food will be sorted on the 18th, at Central Receiving. It will be sorted/bagged on the 19th. Shopping will be done on the 20th, with the 21st and 22nd as pick up dates. November 25th will be used as a pick up date if needed. We have enough food right now for 35-40 baskets, so there is much work to be done to have enough for our goal of 250. Senator Birdwell distributed a sheet for senators to sign up for volunteer shifts. She did receive \$805.00 (\$400.00 in cash) on the way to the Senate meeting. Food City gift cards have been purchased. Senator Massey reminded everyone this is a Senate event, not just the Holiday Committee. All senators are encouraged to participate and to have boxes in their respective offices for food collection. We are down on pumpkin and cranberry sauce donations. We have more green beans than anything however, not enough to meet our goal. Senator Maupin asked all senators to have the flyer posted in their offices. Senator McCarty inquired about boxes, if we use anything special or receive boxes. We are encouraged to use any box we can find and attach the flyer to it. Senator Murphy asked for the email to go out one more time before the end of the drive. President Massey stated the flyer would go out again on Wednesday with where we are and where we need to be. Senator Abdelnour asked if people could donate Visa gift cards. They can and will be used for shopping for needed items.

Staff Awards Committee: Senator Booher announced the committee was busy the past month with the nomination/selection process for the All SoCon Team staff member. Jay Seehorn was selected as this year's recipient. He will be recognized by the Conference at a home basketball game of their choosing. The committee will meet immediately after this senate meeting to discuss the duties of the committee and when the nomination process will begin for Staff Awards 2020.

Committee on Staff Concerns: Senator Redd announced the committee met for the first time. Senator Redd gave an update to new members of the committee on communication, including anonymous communication. She also has an update for her committee on the Ombudsman person, which she will be sharing with them.

Staff Elections Committee: No report

Staff Development and Evaluation: VP Worley reported a member of Human Resources attended the committee's meeting and gave an update on the various training opportunities available to staff.

Committee on Committees: No report

Communications and Website Committee: Senator Mowell reported they are in the process of updating the website.

CBC Committee: Report given during the meeting.

Liaison Committee: Senator D. Robinson reported he attended a Faculty Senate meeting in which a Safety and Emergency Procedures presentation was given (VP Worley confirmed the presentation will be given to the Staff Senate during our December meeting), as well as a presentation on Naloxone, a drug overdose prevention drug. We should have a representative from the Gatton College of Pharmacy come to speak to the Senate regarding this topic. The Legislative session does not pick up again until January, although the House is holding budget hearings next week, which is unusual.

Visibility Committee: Senator Allen reported the committee has been in communication via email. He encouraged everyone to attend the ETSU Connects events. He noted some senators attended, which is a good way to get ourselves out there and let people know about Staff Senate.

Picnic: Senator Maupin reported a date for the picnic would be announced soon. The picnic will be held in the Dome.

Blood Drive: No report

VI. Old Business: None

VII. New Business: President Massey announced our next meeting of December 9, which will be on the VA campus. She gauged the senate's thoughts on having a cookie swap during the meeting. Senator Murphy made a motion to have the cookie swap. Senator Thompson seconded the motion. Motion carried. A reminder will be sent to the senate.

VIII. Announcements: Senator Moore stated that all Facilities employees, including GAs would have to watch the Active Shooter video. She encourages everyone to watch it. VP Worley noted it was shared with all faculty, staff and students at the beginning of the semester in an email from the Office of Administration, acknowledging that very few people probably watched it. It will be shown again at our December meeting.

IX. Adjournment: Following a motion by Senator D. Robinson and a second by Senator Murphy, President Massey adjourned the meeting at 3:30pm.

Respectfully submitted,

Lisa Booher, Member at Large