

UNCG Staff Council November 10, 2005

Present: Joella Anderson, Linda Anderson, Linda Bennett, Karen Christensen, Jennifer Clark, Pat Combs, Sarah Cottrell, Mary Early, Judy Lillis, Kathleen Mooney, Lee Odom, Angela Scott, Marcia Terrell, Evan Wade, Setenna Wyatt

Alternates Present: Erin Fox, Brenda Hemphill, Robin Kallam, Diane Logan, Amy Moore, Karen Ritter, Scott Walser

Ex-Officio Present: Ronnette King, Gary Rosenkrantz

Absent with Notice: Lisa Benatti, Amy Berrier, Karen Core, Kerry Hinshaw, Sherri MacCheyne, Kelly Meris, Cheryl Sarratt, Trina Smith, Paula Terrell, Glenn Vignola,

Absent: Jodi Barber, Thomas Everett, Linda Nolte, Lillie Russell, Bob Snyder, Cindy Webster, Bill Zahn

Visitors: Deb Carley, Debbie Schallock and Terri Burris

Roll Call: The roll was passed. 15 members and 7 alternates were present.

Call to Order: The meeting was called to order by Karen Christensen at 10:05 am.

Minutes of the October Meeting: The minutes were reviewed and changes are still being made.

Human Resources Update – Deb Carley:

- Deb shared that the deadline for NCFlex enrollment had passed – it was Friday, November 4. The Program started about 8 years ago and has seen a good increase in participation. You can sign up for a convenience card which is like a “NC Flex visa”. This gives you the ability to go to the doctor and use the card with no immediate out of pocket expenses.
- She shared that in his speech on Friday, Nov. 4; Erskine Bowles did not see our benefits as a positive. The HMO is still being reviewed for next year with a hopeful July 1 effective date. There is some information from the healthcare initiative that will be incorporated and the study group that was established is still reviewing options.
- There are a lot of exciting things coming forward from Human Resources. Deb indicated that she will be sharing more about this in our December and January meetings. She did mention the updated Supervisors Training series.
- Fall-n-for Fun Fest was a huge success with close to 600 participants.
- The Human Resource website has been updated.

UNCG Marketing Campaign – Debbie Schallock:

- Debbie Schallock presented a PowerPoint presentation about the UNCG Marketing Plan. She shared the results and future steps of the marketing campaign.
- Points of interest:
 1. Published in Our State, Media Network Series – Time, Newsweek, US News and World Report and Sports Illustrated.
 2. There were three advertisement pieces: Economic Impact Ad, Montagnard Tutoring Ad and the Tinnitus Clinic Ad.
 3. Return on Impact –
 - a. Economic Impact Ad – Awareness was elevated, WFMY Ch. 2 provided some media coverage and a scholarship supporting internships was endowed by John Lomax, local businessman

- b. Montagnard Tutoring Ad – Student base of this program grew from 12 to 125. The program has served 7 nationalities and the volunteer pool has expanded as a result of the ad.
 - c. Tinnitus Clinic Ad – Phone calls tripled regarding the clinic, the clinic is fully booked through December and it received a special achievement award.
 - 4. Debbie shared many statistical results including that we placed 2nd for Ad recall, UNCG ranked 1st for most read ad and we placed 3rd for brand recognition. The bottom line is that our message is getting through.
 - 5. The effects on the reader included that 48% had a positive feeling about UNCG, 29% took action – made a donation or became involved, and 26% remember the other ads (not only the one they saw and responded to).
 - 6. The future Plans include continuing what they are currently doing. They will be launching a new Marketing campaign to include the School of Nursing Health Center and the School of Education Leadership Institute.
- For additional information, you can email Debbie Schallock and she can email the PowerPoint presentation to you.

Faculty Senate Liaison – Gary Rosenkrantz:

Gary was introduced and shared that he will do all that he can to share our thoughts and concerns with the Faculty Senate.

Capital Campaign - Terri Burris:

- Terri facilitated questions and the discussion regarding the staff options in the upcoming capital campaign and brochure. Descriptions will be given in the brochure for each individual line item – so staff will understand where their funds can be allocated. The campaign will be kicked off to staff via coffee kiosk events.
- We will have three options:
 1. Emergency Loan Fund – will remain as it currently operates
 2. Staff Scholarship – R. King shared that the committee has been meeting and will finalize the scholarship name, and other details of the qualifications of the applicants next Monday, November 14.
 - a. Name suggestions have included a UNCG Memorial Scholarship Fund, Staff/Family – Honor Fund, etc.
 - b. Have finalized a few details. Applicants must be enrolled in good standing, must be a 5 year employee of the University and the scholarship will not be renewable.
 3. Staff Enrichment – the Employee Enrichment Committee shared their thoughts on this and will be in charge of creating a committee to manage this fund to include key members outside of staff council.
- A motion was made by Linda Anderson and seconded by Mary Early to add Staff Enrichment/Professional Development as a line item in the Students 1st Campaign in addition to the Emergency Loan Fund and the Staff Scholarship Fund. The name will be Employee Enrichment Fund.

Vice-Chair report – Karen Christiansen:

- Karen shared that the Staff Council Brochures were on the table and that 200-300 were distributed at the Staff Day.
- Karen thanked everyone for their participation in the Fall'n for Fun Fest event. The raffle winners were: Va Cherry, Housekeeping, Vivian Welch, Gove Student Health and Mary Oyewole, Provost Office.
- She shared that she attended the Board of Trustees Meeting, Faculty Senate meeting, Erskine Bowles presentation.
- The Staff Council website has been updated to include committee lists, etc.

Chair report – Angela Scott:

- Angela attended the Board of Trustees meeting and had the opportunity to see Judge Hassell install Steven Hassenfelt as a member. Discussion was held primarily about raising tuition.
- Angela reminded everyone of the 11th annual Will Read for Food event to be held at 7 pm on Nov. 16 in the Weatherspoon Auditorium. Proceeds to benefit the Greensboro Food Bank.
- Angela also reminded everyone of the GTCC Dinner on Thurs., De. 1 at 7 pm. Cost is \$7.50 – checks need to be made out to the GTCC Culinary School – deadline is prior to Nov. 21.
- Angela thanks everyone for their support. Teamwork is key and there is no way we can lose when we all work together. We then did an activity connecting all of us by holding hands and providing energy to light a ball that Angela/Karen held together.

Committee Reports

Finance: No report

Public Relations: No report

Elections: Ronnette King reported that there will be a meeting in January to be coordinating elections.

Employee Enrichment:

- Brenda Hemphill and Amy Moore reported that there will be a resume workshop on Dec. 13. Flyers are on the table.
- The committee met with Deb Carley to discuss how HR and our committee can work together. The committee will be viewing the Rosita Perez video at our next meeting on December 6 at 12 noon in the Career Services office.
- We have plans to offer Red Cross Training as well as bring Bill Dyer back to campus sometime in the spring.

Outreach:

- Pat Combs reported that their next meeting is Wed., November 16 at 1 pm.
- Staff Stars are going well.
- Staff Excellence Awards committee will meet January or February.
- Staff Council collected 948 books for the book sale to benefit Animal Rescue. This will be held on Friday, Nov. 11 and Saturday, Nov. 12 at Hinshaw Methodist Church.
- Fox 8 – gifts for kids will be coming up soon. Details to come.

Adjournment:

Joella Anderson made a motion to adjourn, with Sarah Cottrell seconding.

Next Meeting:

The next Staff Council meeting will be held on December 8, in the Virginia Dare room in the Alumni House 10 am -12 noon

Respectfully submitted,

Amy Moore for Karen Core