

University Council
Monday, April 11, 2022 – 8:30 a.m.
East Tennessee Room (Culp Student Center) and Zoom

1. Call to Order

Provost McCorkle called the meeting to order at 8:31 a.m.

2. Roll Call

Mr. Joe Smith called the roll. Those 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, Ms. Meaghan Heimbach, Mr. Stephen Hendrix, Dr. Michael Hoff, Dr. Chris Keller, Dr. B.J. King, Dr. Karen King, Dr. Sam Mayhew, Dr. Kimberly McCorkle, Mr. Mason Mosier, Dr. Arpita Nandi, Dr. Brian Noland, Ms. Pam Ritter, Mr. Jeremy Ross, Dr. Don Samples, Dr. Janna Scarborough, Dr. Joe Sherlin, Dr. Jeff Snodgrass, and Ms. Jessica Vodden.

3. Standing Items

3.1 Approval of the March 14, 2022 Minutes

A motion was made and seconded to approve the minutes. The motion passed unanimously.

3.2 Review Agenda

Provost McCorkle announced three revisions to the agenda: the removal of 4.2.2., which was the proposed General Receipts of Material and Surplus Personal Property Policy; the addition of a presentation from Jessica Vodden to Information Items; and moving the Committee for 125 Chapter II Strategic Vision presentation to Old Business since it requires a vote.

3.3 Call for Voluntary Reports

- Faculty Senate: President Stephen Hendrix reported the Senate will hold its final meeting of the academic year the following week and will elect new officers. Planning work for a fall retreat has also begun.
- Staff Senate: President Joy Fulkerson invited members to participate in the upcoming Campus Beautification Day. A call for nominations for the Distinguished Staff Awards will be sent to the campus soon. The annual Staff Picnic will be on May 17.
- Council of Chairs: Dr. Jeff Snodgrass announced an upcoming social event for department chairs on April 29. The council continues to work on a policy related to stipends for chairs.

- SGA: President Mason Mosier expressed his excitement about serving as President of the SGA for the 2022-23 year.
- ITS: Dr. King provided an update on ERP. ETSU is in the process of entering the order for our purchase of Oracle ERP and HCM systems in alignment with the Oracle State contract. An RFP for the implementation partner is in progress, and discussions around process improvement have started in Human Resources, Finance, and ITS.

3.4 Sub-Council Report – University Governance Organizations

Dr. Susan Epps expressed her appreciation for the positive response from employees who were willing to serve on committees. She is working with committee chairs to ensure updates to their committee structures are being made. Conversations are taking place regarding the future responsibility of the committee.

4. Action Items

4.1 Old Business

Approval of ETSU Committee for 125 Chapter II Strategic Vision – Dr. Mike Hoff

Dr. Hoff began his presentation by discussing the original vision of the ETSU Committee for 125 Chapter 1 and some of the many outcomes from that initiative. A number of changes in the landscape, such as changes in state policy, necessitated the need for a new “chapter” for this visioning process.

The Committee for 125 Chapter II encompassed a number of opportunities for engagement and for persons to provide feedback or ask questions. Feedback from these meetings, presentations, and town halls were used to make revisions to the Committee for 125 Chapter II vision in areas such as enrollment, salary enhancement, research, veteran enrollment, regional development, chair training and development, and sport science and coach education.

The report offers transformational initiatives in the areas of access, affordability and efficiency, quality, research and community impact. Next steps would be to communicate the strategic vision across campus and the community and begin implementation and integration activities that allow units within ETSU to develop strategic plans that will achieve this vision outlined in the Committee for 125 Chapter II.

A motion was made and seconded to approve the report from the Committee for 125 Chapter II. The motion passed unanimously. The report will be presented to the Board of Trustees for final approval.

Members of the council commended Dr. Hoff and the task force team on the excellent work of the committee.

4.2 New Business

Dr. Mark Fulks presented the following policies for approval by University Council. Copies of the proposed policies were included in the meeting materials. Staff members from respective areas were available to answer any questions that were presented.

4.2.1 Access Control Policy: A motion was made and seconded to approve the policy. The Access Control Policy passed unanimously.

4.2.3 Laboratory Chemical Fume Hoods Policy: A motion was made and seconded to approve the policy. The Laboratory Chemical Fume Hoods Policy passed unanimously.

4.2.4 Passenger Van Policy: A comment was made regarding one typographical error in the policy. A question was raised on what to do if a van cannot be secured by Enterprise, and clarification was given that the requestor could work with another rental source. A motion was made and seconded to approve the policy. The Passenger Van Policy passed unanimously.

4.2.5 Personally Identifiable Information: A motion was made and seconded to approve the policy. The Personally Identifiable Information Policy passed.

4.2.6 Student Fees and Charges Policy: A motion was made and seconded to approve the policy. The Student Fees and Charges Policy passed.

4.2.7 Utility Golf Cart Policy: Questions were raised if this policy applies to golf carts checked out from Facilities as well as those that are owned by departments. Dr. Mark Jee confirmed the proposed policy only applied to those checked out through Facilities. Concern was raised on the possibility of there being confusion on which carts were covered by which policy. A motion was made and seconded to approve the policy. Following vote, the proposed Unity Gold Cart Policy was not approved and will be sent back for review.

4.2.8 General Purchasing Policy: A motion was made and seconded to approve the policy. The General Purchasing Policy passed.

5. Information Items/Presentations

5.1 Updates from University Marketing and Communications – Ms. Jessica Vodden

Ms. Jessica Vodden reported that responsibility for the design and content for the university's website has moved from ITS to University Marketing and Communications. This went into effect April 1. Four new staff members are now part of the UMC team to support the web. In addition, the former Web Steering Committee will transition to an advisory committee of the university-wide Marketing and Communications Network. This move aligns digital strategies with the university's overall marketing and communications strategic plan and will help fully leverage the website as a powerful marketing tool.

Ms. Vodden discussed the pivotal role that the web performs in overall marketing and recruitment. She presented a road map that outlined the process of updating the style,

redesigning, and optimizing the ETSU website. The redesign of the Admissions website will guide the new look for the website.

Ms. Vodden also introduced a new advocacy platform called Bambu that will allow users to amplify university stories by sharing them on various social media channels. Anyone interested in subscribing to the Bambu platform should contact University Marketing and Communications.

6. President's Report

Highlights of President Noland's report:

- Thanked Dr. Hoff for his leadership with the Committee for 125 Chapter II.
- Commended staff on the great work in planning the recent Open House event. Application numbers continue to hold constant.
- Reminded members of the upcoming Board of Trustees meeting April 22 and discussed other events that will take place during the month of April and into early May.
- Following Commencement, the institution will begin implementation of some of the initiatives outlined by the Committee for 125 Chapter II.
- Commented on the work that Huron will do within the institution, as well as the work involved in the implementation of the new ERP.
- Discussed how ETSU will be selecting institutional peers.
- Provided an update on legislative activities in Nashville.

7. Announcements

Dr. Epps thanked Meaghan Heimbach for her service to the sub-council and to University Council.

Dr. Hagemeyer thanked those who were involved in the Trailblazer Summit.

President Fulkerson encouraged Washington County voters to take advantage of the early voting site that has been established at ETSU.

President Mosier commented on how he has enjoyed working with the council during the past year.

Provost McCorkle expressed her appreciation to those who helped plan Civility Week.

8. Adjournment

Provost McCorkle adjourned the meeting.