

University Council
April 13, 2021
Meeting conducted via Zoom

1. Call to Order

Dr. Wilsie Bishop called the meeting to order.

2. Roll Call

Ms. Amanda Mowell called the roll. Those in attendance were: Mr. David Atkins, Ms. Bridget Baird, Dr. Wilsie Bishop, Dr. Myra Carew, Mr. Scott Carter, Dr. Cheri Clavier, Dr. Susan Epps, Ms. Joy Fulkerson, Dr. Mark Fulks, Dr. Allen Gorman, Dr. Adam Green, Mr. Stephen Hendrix, Dr. Mike Hoff, Dr. Karin Keith, Dr. Chris Keller, Dr. B.J. King, Dr. Karen King, Ms. Candy Massey, Dr. Sam Mayhew, Dr. Brian Noland, Mr. Shivam Patel, Ms. Pamela Ritter, Mr. Jeremy Ross, Dr. Don Samples, Dr. Jana Scarborough, Dr. Joe Sherlin, Mr. Joe Smith, Dr. Jeff Snodgrass

Those absent: Dr. Bill Block, Dr. William Duncan, Dr. Keith Johnson, Ms. Jennifer Judy

3. Standing Items

3.1 Approve minutes from March 8, 2021 meeting

Dr. Epps made a motion to approve the minutes. Mr. Stephen Hendrix seconded the minutes, which were unanimously approved as presented.

3.2 Review agenda

Dr. Bishop stated that there would be an announcement before agenda item 3.3 from Ms. Pam Ritter. She reminded University Council members of the Day of Giving on April 15 and asked for their support.

3.3 Voluntary Reports of UC-Essential Action Items from Governance Organizations

Ms. Candy Massey reported that Staff Senate would hold another Town Hall with President Noland on April 20 and the Staff Picnic has been scheduled for July 26.

Mr. Stephen Hendrix said Faculty Senate has proposed a motion concerning intellectual property as it relates to the classroom environment.

Dr. Allan Gorman had no report on behalf of the Council of Chairs.

In his final report as Student Government Association President, Mr. Shivam Patel said SGA passed four pieces of legislation to – add equipment available for checkout at the CPA, implement trail markers in University Woods, add more tutors to the Supplemental Instruction Program and honor Tiffany Cook for her service to SGA. Mason Mosier was voted incoming president for 2021-22.

No report was provided on behalf of the Graduate and Professional Student

Association.

No report was provided on behalf of the Research Council.

Dr. Karen King had no report on behalf of the Information Technology Council.

In her Government Relations report, Bridget Baird stated that Gov. Bill Lee's budget amendment announcement would be announced later in the day.

Dr. Bishop said a summary of actions taken by the Academic Council was included with the meeting materials. Curriculum cleanup continues as well as updating titles to make programs more attractive to students. New minors and certificates are also being established to expand outreach and provide options for student so they be career and graduate school ready. She encouraged everyone to read Dr. Chris Keller's proposal for the Center for Global Engagement, which will impact the entire campus. In addition to being Dean of the Honors College, Dr. Keller will also hold the title of Senior International Officer. Dr. Bishop is hopeful the center can come online July 1. She also noted that future academic calendars will be on the agenda for approval at the Board of Trustees Meeting April 23.

4. Action Items

4.1 Old Business

4.2 New Business

4.3 Sub-Council proposal for University Governance organizations – Dr. Epps

Three documents were included in the meeting materials – Committee Process, Committees for Governance and Annual Report. Dr. Susan Epps made a motion to adopt each document and discussion followed.

She said the Committee Process had undergone only minor grammatical changes since the March meeting. The proposed timeline is meant to make the process of filling vacancies run smoother. Vacancies would be announced in the Weekly Update e-newsletter to provide opportunities to consider others who have interest in serving on committees rather than automatic reappointments.

Because the Committee Process came from the Sub-Council a second was not necessary. The University Council voted to adopt the process.

Next, Dr. Epps presented the proposed Annual Report, which each university-level committee would submit to the sub-council. Committee meeting minutes would only be required upon request.

Because the Annual Report came from the Sub-Council a second was not necessary. The University Council voted to adopt the Annual Report.

The Committees for Governance list would be posted on the University Governance website. Dr. Epps noted several committees that lack a confirmed reporting line – Admissions & Readmissions Advisory Committee and ETSU Army ROTC Standing Committee. Four committees were suggested for sunset. Additionally, Dr. Karen King inquired about where Information Technology Council should be listed and

upon further review will make a recommendation to Dr. Bishop and Dr. Epps.

Dr. Epps mentioned that a number of the committees have “standing” in the title and that she was unsure where the term comes from and if “standing” could be removed from committee titles. Ms. Mary Cradic explained that historically “standing” indicated that the committee reports to the president and “advisory” indicated it reported to someone else. Ms. Kay Lennon-McGrew explained that using “standing” refers to Robert’s Rules of Order. Dr. Jana Scarborough suggested adding a synopsis of the historical discussion to the Committee for Governance website.

A vote on the motion was postponed until the May University Council meeting to follow up on the differences in naming structure and provide explanations.

5. Information Items/Presentations

5.1 QESC and SACSCOC updates – Dr. Cheri Clavier

SACSCOC Reaffirmation Preparations are underway and Dr. Cheri Clavier provided an outline of the process. ETSU’s next deadline is the Compliance Certification (due September 2022) which is a written document to justify compliance with Core Requirements and Standards – 75 total. However, institutions were eligible to apply for a new process called Differentiated Review, which allows a modified Compliance Certification. ETSU was approved for Differentiated review and therefore will respond to a limited number of core requirements and standards (40 vs. 75) cutting the workload in half.

ETSU’s Off-Site Reaffirmation Review will be November 1-4, 2022 and based on what is in the written report with no opportunities for dialogue or meetings. ETSU must submit a Quality Enhancement Plan based on a topic that will likely be identified during Committee for 125 Chapter II, Dr. Clavier said. It must focus on learning outcomes and/or student success.

On-Site Reaffirmation Review is April 3-6, 2023. A written report noting any areas of non-compliance along with the institution’s response will be sent to the SACSCOC Board of Trustees for review and action. The Board’s final decision and any monitoring is requirements will be announced at the December 2023 annual meeting.

Dr. Clavier provided links to several resources in her presentation and offered to speak with groups about how they will be impacted by the SACSCOC Reaffirmation. Next, she spoke about the benefits and features of Planning and Self-Study Software, which is newly available.

5.2 Update on Provost’s Search – Dr. Keith Johnson

Dr. Karen King reported that the Search Committee narrowed the applicant pool to four finalists who have been invited to visit campus. The Search Committee will reconvene to review feedback later this month after the candidates visit ETSU.

Dr. Noland thanked the Search Committee for its work and stated that his goal is to

name ETSU's new Provost by the close of April or beginning May.

5.3 Post-Graduation Outcomes Class of 2019 – Dr. Mike Hoff

Dr. Hoff said that for the past few years, University Career Services and other colleges and units have been working to collect more comprehensive information on what happens to graduates once they leave ETSU. The Class of 2019 was surveyed using National Association of College and Employers (NACE) protocols through the career management reporting system, Handshake. The first destination survey revealed that ETSU is among top schools for continuing education and 70% of graduates are working in Tennessee. Dr. Hoff discussed the risk for underemployment, which often leads to mismatched jobs after five years.

The survey will be distributed again for the Class of 2020 and representatives will review and revise the survey and develop a marketing plan to increase response rate. The survey will run June-July with results presented in October. This data is important information to forecast career outlook and community impact.

The Committee for 125 Chapter II and taskforces will have representation from business leaders to help shape discussions and future investments, not so that ETSU can become a “factory that produces graduates for the sake of getting jobs,” but to have influence about what the future of employment might look like, Dr. Hoff said. He will present the survey results at the next Board of Trustees Meeting.

5.4 Modified Stage 4 – Dr. Linville

Dr. Linville provided an update on the next operating stage as outlined by the Future Operations Workgroup Report last spring. The report allowed for flexibility to move forward and backward in terms of campus density and safety protocols as necessary, he said. The plan was meant to be adaptable, which is why a modified stage 4 has been developed. He encouraged everyone to look at the new Frequently Asked Questions and updates that have been posted to the Bucs Are Back website. The intent is to begin moving to stage 4 on May 15 and complete the transition by July 1. Dr. Linville stressed the importance of promoting resilience among faculty, staff and students. He is hopeful that the availability of vaccines will continue to allow the university to move toward a more normal fall.

Discussion continued around physical distancing. Dr. Linville said physical distancing and mask wearing will continue to be encouraged, but a strict six-feet of separation would not be required. More formal guidance may be issued by the CDC. Dr. Linville also addressed the recent pause of the Johnson and Johnson COVID-19 Vaccine. ETSU Health has canceled upcoming vaccine clinics and will follow direction from State Health Department officials to determine how to move forward.

5.5 Enrollment Update – Dr. Mayhew

Dr. Mayhew said the Office of Undergraduate Admissions has continued to lead with four pillars – academic quality, affordability and access, location and experience. High impact marketing efforts continue with the support of University Relations. An Intent to Enroll campaign is moving forward and over 20 dates are being offered for

orientation in order to reduce density.

Next, Dr. Mayhew reviewed Enrollment Data:

- **First Time Freshman Data** – shows an increase in currently admitted. By reducing the admissions process, it only takes a few days for students to learn if they are admitted to ETSU.
- **Transfer Data** – applications and admits are up from recent years
- **International Data** – Freshman admits are up
- **New Student Orientation** – Invitations are distributed within days of admittance
- **Intent to Enroll** – Over 2,000 freshmen have been asked if they intend to enroll. Most have said yes (1,549). Around 550 admitted students who have expressed that they intend to enroll have not signed up for orientation. The Admission team is executing personal outreach efforts and reminders. Students are also contacted for academic advising prior to coming to campus.

Dr. Mike Hoff provided enrollment projections within the budget confidence intervals, which were based on a decrease of 100 students. The model projects an increase of 288 students, plus or minus 2%. First Time Transfers is projected to be up 50 students and First Time Freshmen up 100 students. Graduate and Professional enrollment is projected to be flat, but could see an increase.

Dr. Hoff expects that students who decided to postpone starting or restarting college in 2020 will rebound this year. Overall, he said, there is a possibility that ETSU could be down 100 students, which is still below 2019 and fits the trend line of the enrollment trajectory. It is also not outside the model for enrollment to go up 400 students. These projections are because of the changes in strategy and operations in Student Life and Enrollment and College of Graduate and Continuing Studies, Dr. Hoff said. It is important to work together over the next three to four months to assist current and new students in the registration and enrollment process.

6. President's Report

In his report, President Noland provided an update on the Committee for 125 Chapter II. The committee will hold its first meeting April 28. Membership of the six taskforces is complete and will be announced soon. Each task force has an executive liaison, a member of the senior staff to assist with requests for data and information and inform the activities of each taskforce. The Fiscal Sustainability taskforce has a significant lift in front of it as we look to grow and expand opportunities but also ensure efficiency and explore adjustments to the budget model, Dr. Noland said. The new Provost will play a critical role in strategically weaving these “big dreams” into a vision that will be presented to the Board of Trustees in November.

The Tennessee General Assembly is winding down its session and Gov. Lee is expected to release his supplemental appropriations bill. Dr. Noland said any new funding will likely focus on TCATs and support emphasis to grow and diversify the technical skills of Tennessee's workforce.

Dr. Noland does not anticipate any changes to the base budget presented earlier this year. The proposed budget will go before the Board of Trustees for approval later this month. Details regarding salary enhancements and bonus for employees are being explored, he said. Proposals will be shared when available and will move through the shared governance process.

Everyone is working hard for ETSU to be in a position for people to gather together both indoors and outdoors. One example is Commencement ceremonies scheduled for May 6-9 at the Mini-Dome with limited attendance, social distancing and mask requirements in place. Although it might not be the series of pomp and circumstance we are familiar with, it will be an exciting opportunity for the Class of 2020 and 2021 to receive their degrees in a traditional manner, Dr. Noland said.

To end his report, Dr. Noland apologized for tension, energy, anger and all the emotions that have unfolded over the last couple of months. As widely covered in the news, an image of ETSU Men's Basketball players kneeling during the National Anthem at an away game has generated significant media coverage and controversy across the region. Dr. Noland said much work lies ahead to listen, learn and move forward. Over the course of the next three weeks, he will hold more than 40 listening sessions with students, faculty, staff and community members. Feedback collected from those sessions will inform an action agenda for purposeful change on campus. ETSU's Equity and Inclusion goals are clearly outlined in the [strategic action plan](#) announced last fall. Dr. Noland said his commitment to ETSU and its goals and values has not wavered.

He also thanked Mr. Shivam Patel for his leadership of the Student Government Association during the COVID-19 pandemic.

7. Announcements

Dr. Bishop reminded the council that Tuesday, April 13 is spring break for students.

Dr. Adam Green said the Board of Trustees would meet Friday, April 23 at the Model Mill, the new home of ETSU's Alumni and Advancement offices.

Dr. Mike Hoff announced that the HEDS Diversity and Equity Campus Climate Survey would be distributed on Monday, April 19. He encouraged everyone to participate.

8. Adjournment

The meeting adjourned at 10:53 a.m.