

University Council
August 13, 2018 at 2 p.m.
Building 60 on VA Campus

1. Call to order

Dr. Wilsie Bishop called the meeting to order.

2. Roll Call

Ms. Kristen Swing called the roll. Those in attendance were: Dr. Bert Bach, Ms. Bridget Baird, Dr. Joe Bidwell, Dr. Wilsie Bishop, Mr. Scott Carter, Dr. Cheri Clavier, Dr. Dennis Depew, Dr. William Duncan, Dr. Susan Epps, Dr. Bill Flora, Ms. Megha Gupta, Dr. Michael Hoff; Dr. Keith Johnson, Dr. Jane Jones, Mr. Ed Kelly, Dr. B.J. King, Dr. Karen King, Dr. Claudia Kozinetz, Mr. Joseph Kusi, Dr. Angela Lewis, Dr. David Linville, Dr. Rick Osborn, Ms. Pam Ritter, Dr. David Roane, Mr. Jeremy Ross, Mr. Joe Smith, Dr. Randy Wykoff.

Those absent were, Ms. Lisa Booher, Dr. Debbie Byrd, Ms. Stefanie Murphy, Dr. Brian Noland, Dr. Joe Sherlin, Dr. Ramona Williams.

Others in attendance: Dr. Larry Calhoun, Mr. Richard Campbell, Ms. Mary Cradic, Ms. Lori Erickson, Dr. Jeff Howard (representing Dr. Joe Sherlin), Ms. Kristen Swing.

3. Standing Items

3.1 Approve minutes of the July 9, 2018, meeting

Dr. Bill Flora made a motion to approve the minutes. It was seconded by Dr. Susan Epps and unanimously approved.

3.2 Review Agenda

There were no additions recommended for the agenda. However, Dr. Bishop asked that Item 5.1 be moved up to follow the Review of Agenda item because Mr. Jeremy Ross needed to also attend a Staff Senate meeting taking place at the same time.

3.3 President's Report

None due to Dr. Noland's absence.

3.4 Call for Voluntary Reports

Ms. Megha Gupta reported for the Student Government Association, noting that she had attended a statewide presidents' retreat on Aug. 2-3. She also reported that the ETSU SGA retreat was to take place Wednesday-Friday of this week.

Dr. Bill Duncan reported that the Research Council was about to complete a research data ownership policy that would be coming back to the University Council in September.

Mr. Scott Carter noted that fall sports athletes had reported and women's soccer starts on Thursday.

Dr. Karen King reported that Windows 7 was phasing out of support in January 2020. She also noted that the Information Technology Council is testing a two-factor authentication system to improve issues with phishing emails that will probably be pushed out in the fall.

4. Action Items

4.1 Old Business

None

4.2 New Business

4.2.1 Revision to University Council membership from the Deans Council

Dr. Bishop noted that since Dr. Robert Means had stepped down as the medical school dean, pharmacy dean Dr. Debbie Byrd had been elected to fill Dr. Means' unfinished term on the University Council.

5. Information Items/Presentations

5.1 Update on Human Resources (occurred earlier in the meeting due to scheduling)

Mr. Jeremy Ross updated the group on the Human Resources reorganization, calling it a collaborative effort. He said the reorganization came after an initial review looked at six key pieces. Leaders then looked at a variety of areas, including such things as aligning technology. Mr. Ross cited a case study in the search for a new chief of police, noting that HR took a leadership role in that process regarding where to advertise and how. The result was 40 candidates, one-third of whom were chiefs of police elsewhere. The reorganization involves combining what was essentially two HR departments into one and focusing on an HR Business Partner approach to help streamline processes. Current and future foci remain on compensation, with plans for a position to help with this; a training center in the Culp opening in 2020; benefits/wellness located in the Mini-Dome, with wellness being a new program; inclusion; and building recruitment and business partner teams. Mr. Ross introduced Ms. Lori Erickson as the executive director of the HR department.

Ms. Erickson expounded on HR business partners, explaining that the end goal is to establish the HR business partners as single points of contact for everything HR related. The model is designed to bring all processes together. Business partners will begin meeting with their deans about plans related to recruitment, possible retirements, and more. The business partners will work behind the scenes to get information and will work to help with successful searches. The HR office is centralized through the number 423-439-4457.

5.2 Update on Google Analytics from Public Comment Website

Dr. Mike Hoff shared data that showed approximately 61 interactions in which a person spent somewhere between 601-1800 seconds on the public comment website, noting that those individuals are the ones really interacting with the website. Those 61 interactions came with the review of the At-Risk Pay policy. Dr. Hoff said it showed that people are interacting with the site.

5.3 Update on College and Unit Level Strategic Plans

Dr. Hoff said there were 17 items in a folder he is creating that will be able to be accessed by University Council. Those items include the main university's strategic plan and 16 unit-level plans. He said the group spent a lot of time last month talking about getting to 18,000 students but the plan was not built to be addressed that way. He said you can't start with the number in the plan and showed that numbers did not

come in until several pages down in the plan. Instead, he said the talk was about operational recommendations in areas including recruitment, student experience, diversity and inclusion, and empowering students. If you do all of these other things, in 10 years you will end up with the 18,000 students, he explained. He cited things like defining the student experience and implementing a CRM for enrollment, pointing out that a lot has been put into action over the past 18 months as we build a foundation. We have a long way to go, but we gave ourselves a lot of time to get there, he said.

5.4 Introduction for Consideration: Metrics to Track University, College, Unit Plans for Board Updates

Dr. Hoff noted that there are six primary focus areas in the university's strategic plan. His initial intent was to build a dashboard to include measures related to each of those areas, but he has since determined that three different kinds of dashboards are needed: (1) university (the top level for the Board), (2) academic (which will be provide as we implement the EAB Academic Performance Solutions Platform later this fall), and (3) University Council (this will be the full set of KPIs and other items necessary to measure effectiveness). He said that the purchase of a webserver would be required; Institutional Research already has a data server, but it is good practice to separate the data from the web for security. Dr. Hoff provided an example of a website from ECU (<http://www.ecu.edu/cs-acad/strategicplan/>) to demonstrate an effective way to share a broad university plan as well as unit plans. He said a website would be a good way to represent what we are doing because it gives people a sense of vision, and a website allows external shareholders who could become partners to see our focus areas and initiate new partnerships.

Work is continuing to develop the necessary metrics and there will be continuing discussion.

6. Announcements

None

7. Focused Discussion

Dr. Bishop shared a slideshow that detailed the history of Building 60 as well as the results of the renovation. She said the \$13-million project was funded, initially, by the medical and pharmacy schools, with a plan that the university will do prorated payback for the up-front funding. The university will pay approximately \$2.7 million, which will be funded through the increased health sciences fee that goes into effect this fall. The fee increase goes toward payback, staffing, and support. Following the slideshow, Dr. Bishop introduced Mr. Richie Campbell as the director of operations for the new facility and recognized Dr. Larry Calhoun for shepherding the construction through to completion. The slideshow and introductions were followed by guided tours of the building. (Access Slides [Part 1](#) and [Part 2](#))

8. Adjournment

The meeting adjourned immediately following the tours.