

**University Council**  
**Monday, March 14, 2022**  
**Meeting conducted via Zoom**

**1. Call to Order**

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

**2. Roll Call**

Mr. Joe Smith called the meeting to order. Mr. David Atkins, Dr. Bill Block, Dr. Cheri Clavier, Dr. Mark Fulks, Dr. Adam Green, Mr. Cody Greene, Dr. Lisa Haddad, Dr. Nick Hagemeyer, Ms. Meaghan Heimbach, Mr. Stephen Hendrix, Dr. Michael Hoff, Dr. Karin Keith, Dr. Chris Keller, Dr. B.J. King, Dr. Karen King, Dr. Kimberly McCorkle, Dr. Brian Noland, Ms. Pam Ritter, Dr. Don Samples, Dr. Janna Scarborough, Dr. Joe Sherlin

**3. Standing Items**

*3.1 Approval of Minutes of February 14 meeting*

A motion was made to approve the minutes of the February 14 meeting. The motion was seconded, and no changes were requested. The minutes were approved

*3.2 Review of Agenda*

No revisions to the meeting agenda were requested.

*3.3 Call for Voluntary Reports*

- Faculty Senate: President Stephen Hendrix noted that work is being done to wrap-up the current academic term. He also thanked Drs. Noland and McCorkle for a memo that was recently sent to the campus regarding academic freedom in the classroom.
- Staff Senate: Mr. Cody Greene thanked Dr. Mike Hoff for his recent presentation regarding the Committee for 125 Chapter II. Over 100 attendees were present for Dr. Hoff's talk.
- Council of Chairs: Chairperson Karin Keith reporting on planning taking place for an upcoming spring meeting of department chairs.

*3.4 Sub-Council Reports – Quality and Effectiveness Sub-Council*

Dr. Cheri Clavier noted that the sub-council was reviewing its membership structure as well as assignments for the SACSCOC report which have an April due date.

**4. Action Items**

#### *4.1 Old Business*

There were no old business items to address.

#### *4.2 New Business*

##### *4.2.1 Indoor Air Quality Policy*

Drs. Mark Fulks and Mark Jee presented on the Indoor Air Quality Project which has undergone review for public comment. Included in the policy is how complaints will be investigated. A motion was made and seconded to approve the policy. The council voted and the policy was approved.

##### *4.2.2 Limited English Proficiency Policy*

Mr. Garrison Burton presented this policy which is a migration of a TBR policy. A motion was made and seconded to approve the policy. The policy was approved.

### **5. Information Items/Presentations**

#### *5.1 Undergraduate New Student Enrollment Update*

Dr. Heather Levesque provided an enrollment update and began by reviewing the four key pillar messages – academic quality, affordability/access, location, and experience – that are being underscored in all recruitment, communication, marketing and other outreach messaging. In looking at data on first-time freshmen for fall 2022, the admissions team set a goal to receive 9,000 applications for the upcoming fall semester; that goal has already been achieved, with 9,143 applications received at the time of the presentation. The admissions team continues to work with these students as part of its Intent to Enroll campaign.

Due to declining enrollment at community colleges, transfer applications are down this year in comparison to last year. However, Dr. Levesque noted that transfer student registration for orientation is trending positively. A total of four staff members in Undergraduate Admissions are working specifically with transfer students. Current data also reflect an increase in both international student applications and admittance.

The first new student orientation will be held on April 23. As the institution continues into “Yield Season,” Dr. Levesque reported that active communication, such as emails, texting, and phone calls, continues with students. New Buccaneer Kick-Off events are planned, as are Buccaneer Boot Camp events where a member of the admission team will meet one-on-one at high schools with students to answer questions and assist with registering for new student orientation.

#### *5.2 Committee for 125 Chapter II Strategic Vision*

Dr. Mike Hoff provided an update on the Committee for 125 Chapter II. He discussed the institution’s current strategic planning process and how 125 aligns with our strategic

planning. Dr. Hoff reviewed some of the major outcomes of the initial Committee for 125 initiative which resulted in numerous new academic programs, an expanded academic health sciences presence, greater activity within fundraising, new athletics programs, major facility improvements, and numerous student success outcomes. He also reviewed KPIs for ETSU as well as other landscape changes which drove the need for a second chapter for the Committee for 125.

Broad internal and external engagement has taken place regarding this strategic envisioning process, including a Board of Trustees retreat last September. Major prompts for these discussions have included: *What can ETSU do to better serve the needs of our region and the state? What are the biggest challenges facing our region in the next decade and how can we respond? How does the university balance its mission of teaching, research, and service? What do we envision for ETSU Health in the next decade?*

In addition to identifying institutional aspirations for the university, the report also looks at three pillars – Access, Success, and Impact – and sets goals and outcomes for years 1-4 and years 5-10. Immediate initiatives have been identified as well. Dr. Hoff concluded his report by looking at next steps, which include getting feedback from the university community on the draft vision report, going before University Council and the Board of Trustees for vote, and then implementation.

### *5.2 Revised ITS Governance Model*

Dr. Karen King reported on revisions to the ITS governance model. She shared the composition of the ITS governance committee as well as its subcommittees. A new subcommittee on Data Governance has been added.

As part of the new ITS governance model, she discussed a Project Portfolio Management system that ensures new project requests can be managed and implemented. Through this intake system, projects are scored based on several factors. She also underscored the need for thorough communication to take place between the ITS council and its subcommittees, and that information be shared broadly with the campus.

## **6. President's Report**

As part of his report, Dr. Noland:

- Reflected on how the past two years have transformed since the pandemic began. It was two years ago that the university began moving its operations remotely as a result of COVID-19. Despite the challenges that were faced, the university moved its mission forward and graduated some 4,500 students. Examples of how the university responded include ETSU Health, which stood on the front lines and assisted with COVID-19 testing, and the system continues to offer COVID-19 vaccines. Staff members helped create PPE for distribution, and students and faculty from Clemmer College assisted with outreach in the community;

- Discussed how this has been a time for ETSU to listen and to respond to the needs and expectations of the community;
- Reported on how he is looking forward to the implementation of the Committee for 125 Chapter II recommendations;
- Gave a legislative update and noted that in addition to the budget being solid and balanced, this will allow for significant construction to take place. Funds are available to support the replacement of Banner and for numerous other initiatives; and
- Encouraged everyone to enjoy the spring season and to participate in some of the many upcoming events.

### **7. Announcements**

There were no new announcements.

### **8. Adjournment**

Provost McCorkle adjourned the meeting at 9:36 a.m.