

University Council
February 8, 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. Bill Block, Dr. Myra Carew, Mr. Scott Carter, Dr. Cheri Clavier, Dr. William Duncan, Dr. Susan Epps, Ms. Joy Fulkerson, Dr. Mark Fulks, Dr. Allen Gorman, Dr. Adam Green, Mr. Stephen Hendrix, Dr. Mike Hoff, Dr. Keith Johnson, Ms. Jennifer Judy, 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,

3. Standing Items

3.1 Approve minutes from December 14, 2020 meeting

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

3.2 Review agenda

There were no changes to the agenda.

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

Mr. Stephen Hendrix said Faculty Senate has officially closed nominations for Faculty Trustee and all faculty will have the opportunity to vote in March. A faculty survey that included all public institutions across the state has concluded and a statewide report will be released first, followed by results specific to ETSU, likely sometime in April.

Mr. Shivam Patel said SGA recently held its first meeting of the semester and passed legislation that carried over from the fall semester. The first is a resolution to allow the sale of alcohol at sporting events and the second is to amend the general policy to create a separate offense for hate-based crimes. Applications for Student Trustee have closed and SGA will conduct interviews with candidates and hold a vote by the end of February.

Ms. Candy Massey reported that Staff Senate held a Town Hall with President Noland the prior Friday with over 300 unique callers during the virtual event. Another Town Hall may be scheduled later this spring. Plans are also underway for the annual staff appreciation picnic to be held during the summer.

Ms. Jennifer Judy said the Graduate and Professional Student Association is currently discussing projects, but nothing has been finalized.

On behalf of the Research Council Dr. William Duncan reported that Crown Labs joined the Innovation Lab and they are very open to having graduate students work with them. Plans are also underway to develop an internship with Biomedical Sciences.

In her report from the Information Technology Council Dr. Karen King noted that a rollout is underway that will be an added convenience to working from home. Employees can install an app to allow office phone calls to be answered from their computer. Implementation of an enterprise digital sign system across campus is also underway. Erin Simpson started working with ETSU Online this month to work on this project. Dr. King also addressed rumors that ETSU would no longer use D2L as its learning management system. She clarified that ETSU has successfully extended its contract with D2L and will implement new features at the end of the spring semester.

Dr. Allen Gorman said the Council of Chairs had a good turnout for workshops in January and the group continues to explore leadership development opportunities for spring.

Dr. Mark Fulks introduced Ms. Marlena Rogers who joined University Counsel at the end of November and fills the role of Compliance Counsel previously held by Ashley Leonard. She supervises Title IX investigations and assists with updating university rules and policies.

Mr. Scott Carter said a busy spring season is underway for Athletics and the attendance policy has been communicated and allows for 10% capacity for indoor venues and 30% for outdoor venues.

Dr. Bishop shared highlights of reported activity from last year. Over 380 proposals were submitted to Academic Council. Recent approvals include a minor in nutrition (College of Clinical and Rehabilitative Health Sciences), higher education teaching certificate (Clemmer College), change making minor (Honor's College), English as a second language minor in preK through 12 (Clemmer College). Dr. Bishop said these opportunities add value and increase job readiness.

Dr. Susan Epps provided an update that the Sub-Council on Governance. She stated that the council is meeting bi-weekly to look at the process for filling committee vacancies and looking at the current structure. A number of people listed as committee chairs have retired or left the university so the council has reached out to senior administration to request information on who leads the committees. Then, the council will move forward with contacting committee chairs and looking at whether all committees are truly governance entities. Dr. Epps said the council should have a proposal to present at the March University Council meeting.

Ms. Bridget Baird provided a reminder about the State of the State Address. She will be watching to see if the funding formula and capital projects are fully-funded in Gov. Lee's proposed budget.

4. Action Items

4.1 Old Business

4.2 New Business

5. Information Items/Presentations

5.1 Campaign Update – Ms. Pam Ritter

Ms. Ritter provided an overview of recent activities in Advancement:

- Moved to Model Mill on January 22
- Working toward campaign goal of \$120 million by spring 2022
 - Already slightly over \$100 million
- Fiscal year to-date \$16.4 million raised, most at this stage in a year
- Making progress toward “buckets” in the Campaign
 - Far-exceeded goal in scholarships
 - Working on opportunities faculty and facilities (Lamb Hall, Academic Building, Martin Center for the Arts)
- Distinguished President’s Trust Dinner has been postponed to fall: Oct. 8 – celebrating two years of wonderful donors on Founders Day weekend with a home football game
- Alumni Association recently announced new board members
 - New chair is Brian Daniels
- Day of Giving will be April 15-16
 - Last year focused on Bucs Helping Bucs and will also be available this year

5.2 Enrollment Update – Dr. Sam Mayhew and Ms. Heather Levesque

Dr. Mayhew and Ms. Levesque provided an enrollment update presentation (attachment) with the following themes:

Head count

- Enrollment is down 4% from fall 2019 to 2020
- Enrollment for spring 2021 is down 5%
- Decreases are within budget intervals thanks to planning and student outreach initiatives to preserve enrollment during the pandemic

Challenges

- Small group format will be needed this summer for new student orientation to provide on-campus connection
- Recruitment team has limited access to high schools, but could open in March
- Virtual and small in-person recruitment events have been successful

Fall Recruitment

- Bucky’s ETSU Road Trip was successful; personalized touch goes a long way
- Virtual and in-person tours continue; more students came for tours this January than January 2020
- Showing families that ETSU is an affordable option
- Focusing on application generation
 - Offered free code to 99% percent who had completed application but not paid; Generated over 250 applications
 - Free App Week for in and out of state students; Generated over 330

applications

- Down slightly for fall 2021 applications, but application generation initiatives have had a positive impact
- Up over 770 accepted students for fall 2021
- Up in transfer applications and acceptances

Spring Recruitment

- University Relations running month-long digital campaign focusing on in-state students
 - Free application code and T-shirt to first 500 applicants
- Working with ETSU Alumni Association to host small recruitment events called “coffee visits”
- Providing weekend campus tours on home football game days
- Special events for students already admitted to connect with peers and get excited about coming to ETSU
- Two major open houses this spring – one virtual Feb. 20 and another hopefully in-person April 10
- Affordability presentation developed for high schools in partnership with Financial Aid and Scholarships
- Virtual “Get Connected” series continuing on Facebook
- 65 faculty have volunteered for Gest Lecture Series
 - High schools across region the country have expressed interest in virtual lectures

Personalized Outreach

- Intent to enroll campaign starts later this month with robust communication plan and many personalized touches
- For first time, when student signs up for orientation they will receive an enrollment package with T-shirt, poster and stickers

Paying for College

- Award letters also going to students soon
- APS deadline extended to May 1
- Cost Estimator now available - <https://www.etsu.edu/paying-for-college/estimator/>
 - Most fees included, students must select specific course to see course fee

In-state Campaign

- Consists of digital ads categorized by local region that takes student to a landing page where they hear from student in their area; video series
- Radio ads in rural communities

5.3 Facilities Update – Mr. Jeremy Ross and Ms. Laura Bailey

Mr. Jeremy Ross introduced Ms. Laura Bailey to discuss the space use process ([attachment](#))

- Policy recently updated to improve the process
- Kim Edwards serving as space management coordinator
- Purpose of policy is to provide guidelines for modification of all university facilities
- ETSU required to maintain physical facilities inventory with THEC

- Accurate inventory is critical building block when requesting capital outlay and maintenance
- Anytime there is a reassignment of space within college or unit or change in function, the change should be documented
- Signatures required from Deans/VPs from two different departments/colleges to ensure communication, understanding, consistency and standards
- Modifications for grant activity needs to be vetted before submission
- After a form is submitted it is logged by staff
- For more involved renovation staff will help individuals understand the process, drawings and estimates
 - Architect Mr. Richard Lutz will review codes and develop process, drawings
- Brief project description, objective and justification of needs are required on the form
- List index to fund any renovation, but may not be required for space assignment
- Dedicated email just form for submissions: spacerequest@etsu.edu
- Space allowances were made during COVID-19 for safety, but as more people return to campus this fall there will be greater demand for social distancing and this space use structure is needed.

5.4 FERPA Update – Ms. Lisa Williams

Ms. Lisa Williams provided an update from the U.S. Department of Education regarding online instruction (attachment). The department clarified that recording classes and using the recording in future courses, if those classes include student participation, cannot be used in a future semester because attendance in a class is FERPA protected. A recorded lecture that does not include student information can be used for subsequent semesters, she explained. Ms. Williams also emphasized the importance of safeguarding student information as many are working from home. FERPA is a privacy rule, not a security rule.

Dr. Amy Johnson added that this information is available in the Best Practices for Remote Teaching that was development with faculty and is available on the Center for Teaching Excellence website.

5.5 Update on 125 Chapter 2 Visioning Process

Dr. Hoff provided a series of updates on 125 Chapter 2 (attachment):

- ETSU’s history as a normal school is history of service; embarking on understanding conditions and needs of the region
- In 2011 the process was taking everything ETSU had become and determining what to do next – the “What ifs?”
- It is not unique for universities to take a period of time every 8-10 years to determine what the next decade will be like and explore possibilities
- In 2011 we imagined a different university and since then we have built a different university; to elevate and achieve mission together
- Building 60 (Interprofessional Education Resource Center) and increased research activity are a few of the results

- The enrollment goal of 18,000 students is one of the only items not achieved, but gets most attention
 - According to clearinghouse, from 2011 to 2019 overall college enrollment dropped 11%; ETSU's decline was 6.4%
 - Being 4% better than the market over the period of time set our place in a more competitive market
- ETSU is the preeminent player in the region in many things, among them health care, education, community service, research, innovation, business development. We have developed a culture of excellence.
- ETSU made organizational changes through natural evolution of staff and without terminations
- ETSU demonstrates a willingness to partner and visible responsibility for stewardship of place
- Regional universities have a mission to ensure they offer opportunities for all with online programs, a destination campus, certificate and doctoral programs, and professional schools
- Whenever you set a planning process, it must be at the right time; sometimes it highlights the things we should not do anymore and what we wish we could do – both will be a focus for Chapter 2
- Preparations for the Committee for 125 Chapter include:
 - Senior leadership retreat
 - Strategic marketing review
 - Convened Community Engagement Taskforce
 - Implemented Equity and Inclusion Strategic Plan
 - Scholarship review
 - Combined School of Graduate Studies and Continuing Studies

Process

- Late 2020 began conducting surveys and holding focus groups
- Consultant completed strategic planning inquiry and discovery
- This spring – celebrate and remind community of accomplishments from Committee for 125
- Large committee will be comprised of national, regional, state and leaders
 - Will be responsible for reviewing and advising president on new strategic vision that will be shared to campus this fall
 - Also task forces around academics, ETSU Health, student success and experience, research and scholarship and sustainability
 - Task forces will begin meeting in April
 - Also hold employer roundtables, legislative sessions and sessions with community members

Timeline

- May – Provide update to Board of Trustees
- June – Committee meets to review tasks, develop SWAT Analysis and begin developing unified vision
- July – New Provost will be installed and Board Trustees retreat will be held to review work
- August – Finalizing draft
- September – Town Hall to discuss draft vision to gather input

- November – Present strategic vision to Board of Trustees

6. President's Report

In his report, President Noland talked about the optimism that comes from turning the calendar to 2021. He is reminded of words a community leader shared with him, that ETSU is fertile soil, a place where seeds are planted and hope grows eternal. On the darkest of days, he hopes that we all remember that this university is part of a beautiful process of hope and transformation. In addition to preparing our students for careers and graduate and professional schools, ETSU has a leadership role in the community and is a soul and ethical compass for our region. Dr. Noland said he is hopeful that through the strategic planning process and as an institution, we can sow seeds of hope rather than division and step forward, together.

Next, he spoke about Gov. Lee's State of the State Address to air that evening. Dr. Noland is hopeful that in his address, Gov. Lee will affirm THEC's budget recommendation and include support for capital construction. The Academic Building was listed as the fifth project on the list and would provide state-of-the-art facilities for many of our general education courses.

It will be a busy spring, Dr. Noland said, not only in terms of construction, but also for offices as the College of Graduate and Continuing Studies prepares to move to Yoakley Hall as well as other transitions of offices returning to the D.P. Culp Student Center. Building improvements continue in Bud Frank Theatre, Brown Hall and the VA Campus. The Boulevard project is also underway and the long-awaited Lamb Hall project will break ground this spring.

The Board of Trustees will meet in February and will likely hold an in-person meeting in the Martin Center for the Arts with limited attendance. All meetings will be livestreamed.

Next, Dr. Noland spoke about the Committee for 125 Chapter 2. The goal in the beginning is to dream big and ask "what if?" Many things have been on hold because of COVID-19 and as we move forward, Dr. Noland hopes that creative energy can be unleashed across campus. He believes ETSU is positioned to address whatever challenges are presented, especially as we look to bring more people to campus this fall while also prioritizing the health and well-being of our university community. He thanked everyone for their patience as plans for fall, and alternative plans, are developed in collaboration with the Medical Response Team, starting with the academic calendar. Dr. Noland talked about the "personal touch" ETSU faculty and staff provide with in-person interactions and the assistance that often occurs by happenstance and expressed his excitement for more individuals to bring their work back to their campus.

Next, Drs. Noland and Bishop addressed questions about when plans for fall 2021 could be communicated with Chairs. Plans are being developed and will be shared in the weeks to come.

7. Announcements

Dr. Bishop asked presenters to submit their meeting materials to Ms. Wilma Smith to

be included with the meeting resources online.

8. **Adjournment**

The meeting adjourned at 10:48 a.m.