

**Minutes**

2/23/2022 | 3:00 PM | UC-307

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**Call to Order****Approval of Minutes**

- Meeting: 1/26/2021

**President Swiger asks for the minutes to be approved Senator Bush approves and Senator Adams seconds. Senator Shire comments that she would like Senator Dickens name to be corrected on future minutes.**

**President's Corner**

- Rescheduled for Monday, Feb 28 @10am- a second set of minutes will be released related to this meeting after the meeting has occurred.

**Staff Senate President's Report**

- Meet your Senator event

This event will allow us to get our names out there and hopefully recruit new members. We are thinking about doing this after the next meeting so March 23<sup>rd</sup> we would do it where half of the meeting handle business and the second half we will do a meet and greet. I want to hear from you all do you think this is a good idea?

Senator Johnson asks what about the location? President Swiger says maybe in this building but not sure the exact room yet. Thinking about maybe having drinks and cookies. Senator Johnson asks should we bring stuff? Senator Nicholson says how will we get the word out? Senator Shire says it might be easier if we go to those people's offices and bring them cookies because they just can't get away. We are really spread out and some of us are not as able to walk and they will not come over because they can't leave their buildings.

Michele Tyndall says you could have something in each building. Senator Gilbert says that would work! I think we want people to be in staff senate and see us doing something. If we go to them that's half the battle. We would reach more people that this way. If we go there it will be beneficial for everyone per Senator Turner. Senator Gilbert says there are probably at least one person in each building. Some buildings have more than others for sure. Senator White says I think that's a better idea though. Senator Gilbert says if you have a smaller office you could help out. Like if Cody needed help in athletics.

What about if we passed stuff out? Senator Gilbert says we could make it say APSU maybe we can take a little goodie bag says Senator Johnson.

Senator Nicholson says going to locations is great but are we going to be responsible for picking our stuff up and taking it or what? I'm student affairs so most of our staff is in the building. My only concern is transporting the items. Catering is short staffed as well. That's just something to think about.

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Senator Fisher is asking about Peaybay? Can we give those points out does it mean anything? – Nope it's gone. You can still give them out but there's not a mechanism to redeem them. Senator O'Brien says oh I thought that was taken down. Nope it's still out there. Senator Fisher says Peaybay seems to be run by staff senate. It appears that way based on our website. Senator O'Brien says they dissolved it. Several senators comment that Peaybay being resolved hasn't been communicated. Senator O'Brien says General Bailey took it from staff senate. There wasn't really an update just that there wasn't an infrastructure in place.

Senator Gilbert says maybe the physical plant folks could help us with golf carts or something. Senator Thompson says just a thought I am a newbie and there wasn't a lot of communication about what this is. What information can we provide? Senator Jeffers says I was volunteered and I'm not even sure still what we do. If I am going to gather all the IT folks I don't even know what to tell them. I'm still figuring that out myself like what are we really doing?

President Swiger says the main thing is bringing concerns. Senator Nicholson says maybe something bulleted that explains what staff senate can do for you. Senator Fisher says advertising how they can talk to their senator like the folks on night shift they might still have concerns. Making sure they have a way to reach out is so important.

Senator Jeffers says but what are we communicating? Like we don't like the evaluation process? President Swiger says exactly perfect example. Senator O'Brien says how far out do you book our guests? President Swiger says about a month out. Senator O'Brien says maybe when we book the guest or we know who is potentially coming they can have more time to give us their questions. Senator O'Brien says I mostly work with upper administration but that may help some other people for sure.

Senator Turner says people outside of staff senate are allowed to attend? Yes, that's correct but they can't vote. Senator Gilbert says that used to be a thing prior to covid an email went out to everyone on campus to let them know. Senator O'Brien says I don't think there would be a ton of people because of face to face. Michele Tyndall says with the turnover being huge it's hard. Senator Johnson says years ago we used to do a lot of events like chili cook-offs and Christmas dinners all through the year—staff appreciation day, meals, an afternoon off. That was a time when people wanted to be on staff senate. It was a way they felt represented.

President Swiger says I was unaware of any of this. Senator Nicholson says President Hall was very generous with his budget for all of us. Senator Johnson says this was back in 1994. Senator Nicholson when we had the biggest celebration ever there was a meal at red barn, t-shirts, half day off. It was a big deal. Senator O'Brien says we did get a mental health day. Senator Nicholson says there is no longer a budget for any of that. Senator Johnson says some of that were potluck stuff too. Staff would bring in other options. President Swiger says it seems like it hasn't happened in a while.

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Senator Fisher says I wasn't voluntold to join but there was like 9 openings. So I just kind of said okay I will, and I'm not sure what we are doing here. We haven't voted on anything. I think we just come and listen. It doesn't feel like we have a voice with the powers that be. I'm not trying to be this way but in listening to this and it sounds like we are in a critical point where we don't understand our own power. Senator Nicholson says I think only older employees remember the good old days. Senator Johnson says we used to feel like more of a community and now it doesn't.

Michele Tyndall says it was much more like a community or a family here. Senator Jeffers says the folks in IT, we typically aren't a real social group we aren't really interested in cookies get together and meals. We want to address real problems we don't want to hang out and have a good time. We want to address staffing shortages that are killing us. Senator Thompson says would it be possible to have a google form where we can think about how to move forward with recruitment. That way we can think about it.

Maybe there would be an open document where we can just say here's an idea for recruitment it feels like we are being asked on the spot. Maybe we can put a deadline on it. President Swiger says we can table it. Senator Nicholson says April is going to be really bad because it's midterms/final grades, offices wrapping up their budgets, awards. If anything can I make a motion to move this to May? Staff are still here in May. We aren't worried about the faculty being here. Senator O'Brien says we do our nominations in April/May so the idea was to try and get people signed up before then. We have a lot of vacant positions and people have left also.

Senator Turner says, I agree with that before we recruit people we need to re-evaluate what we do any what we stand for. How can we convince people that this is worth our time? How can I convince other people when I don't know myself? Senator Gilbert says it sounds like Senator Jeffers didn't know he could bring these issues here to the group so we may need to clarify.

Senator Shire says there were a lot of people who rolled off because they didn't want to plan parties. It's never been a thing where Staff Senate says hey we need to change something. A concern we addressed in our EC meeting is follow up with our guests and issues that come up. JaCenda came and spoke from HR about reimplementing the raises for degrees and linked in learning. Who can they follow up with? Do they come back to present them? Should President Swiger get an email or what? It's the follow up. Some things can be resolved as quickly as we would like them to be because they have to go through different pipelines and votes. Maybe they have to ask someone else. Senator Johnson says they could keep us informed. Absolutely.

Senator Nicholson says I thought that question was pretty much told that day. Senator Fisher says I had many conversations about this. A staff member called me who was not in my area. I've had 7-10 employees approach me. How do I raise it as a senator and then maybe get this body to vote or actually do something about it? That all only came up because JaCenda was here. If we are a body that does something maybe we need to talk about issues and decide how do we want to proceed? Do we take it to President Licari?

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To answer the question about the raises because it's a policy the policy committee can be asked about it. Senator Fisher says me as an employee would I do that? Could I bring that to Staff Senate to take it further? Yes, you can. But if they don't vote to do that are you prepared to take it yourself? What is our avenue to bring stuff in? I am wondering there is the avenue to bring things. President Swiger explains, We have a discussion and you get to make a motion. President Swiger explains you have to make a motion. Senator Fisher would like to make a motion regarding the policy on Jan 19, 2021 that says there will be no raises for staff degrees unless they started January 2021 and did not take a break until Jan 2028. I would like the HR website to be reflective of this. This is not on the HR website anywhere. It says more information can be found in the policy but as an employee when I linked to the policy this was a surprise to me.

The other piece is this was a part of the faculty and staff taskforce this information was sent out by August 8, of 2020 and was Dannelle Whiteside first day and first week of classes so this was sent out at a very busy time. Not a time to sit and really dig in. This report has several recommendations 1. I would like more information on is the one directly after salary incentives- will save \$50,000 by getting rid of degree bonus program. The next one was reduced faculty course releases by 50% in each college. Reducing that would save us \$402,000. Did this happen? Did we reduce the faculty load? -No. What I am saying is we took away a program to benefit staff and save \$50,000 there were several other recommendations. Why was this policy put in place? It was not put in place clearly and effectively. My grad dept chair said oh I didn't know about that and it directly affects staff. The feeling that I have is why would I continue to work here if by obtaining a degree I get no more money? I could get my degree paid for here and then go work somewhere else and make more money.

I would like to have this body vote to have that policy reviewed because it feels unfair to staff. Senator White seconds this. Senator White I know that policy was put in place as an emergency cost saving measure I feel like it should be reviewed faster than typical policy reviews. Maybe they could review it annually until we are out of the woods financially.

Senator Sanford feels that way about the reimbursement program. She says they will review it again in 5 years and I feel like that's not right. The item is voted on. None opposed.

President Swiger will take this vote to the policy committee.

Senator Mendoza asks about the meet and greet. Are we having this? Instead of that why can't we take it upon ourselves to go meet them and introduce ourselves and let people know what we are doing. We come back next month and report back what we find out.

Senator Jeffers asks so is the process we just walked through if we want to bring a concern up there's three steps: makes a motion brings the concern and then you'll look for a second and then you or some sub group takes the issue further. President Swiger will address the concerns because she sits on a lot of committees. We have a number of sub committees within this group. I'm not on any of them. I really know nothing about them. I haven't heard

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anything from the report. I would make a motion of kind of a housekeeping we kind of look at our own committees. I don't even know these things. How can we learn. President Swiger just kind of learned by being here. There were some things I just figured out. Senator Gilbert says how long can you serve? Three years and a one-year break. Senator Gilbert says it's her fourth year—well covid I think plays a part.

Senator Bush says faculty and staff next weekend your ID will get you in for free all weekend long. The forecast looks great. First weekend in march. Not this coming weekend but the weekend after. We play Friday, Saturday, and Sunday. We play Friday at 3 and Saturday and Sunday are 1 pm. Special guests throwing out the first pitch and then president Licari will also be doing that.

Senator Dickins- The gallery has a new exhibit and is always free for faculty and staff we have an instrument. The artist will be there to perform. The artist is giving a talk. March 19 a Saturday is the Iranian new year with food and musicians going to be a good time.

Senator Nicholson talks about women's empowerment week we celebrate women. Men are also welcome if you want to understand us please come. Senator Bush says I am going to need more than a week. Starts with a tea at EEOC. I am teaching Zumba twice. COB is hosting a special session. Govsays is going to make an announcement also. It is about the students but its also about all of us as well. I hope you will try to make it to an event next week.

President Swiger says this is Jawaun's last meeting he is leaving us for his next adventure. Thank you for your time.

### Treasurer's Report

- N/A

### Guest:

- Strategic Plan Update
  - Kathrine Bailey- cancelled
- New Marketing Taglines
  - Charles Booth
  - Ellen Harmon

President Swiger announces Charles and Ellen. Charles says thank you for letting us come to your meeting. The SLT recently approved these and wanted our office to help get the word out. These are in line with the new mission, vision, and value statements. Ellen says it seems a bit daunting to come up with a tag line. We will talk about this strategy and process.

Ellen says functions of a tag line:

Positions brand in the industry-This tells our audience who we are and what we stand for.

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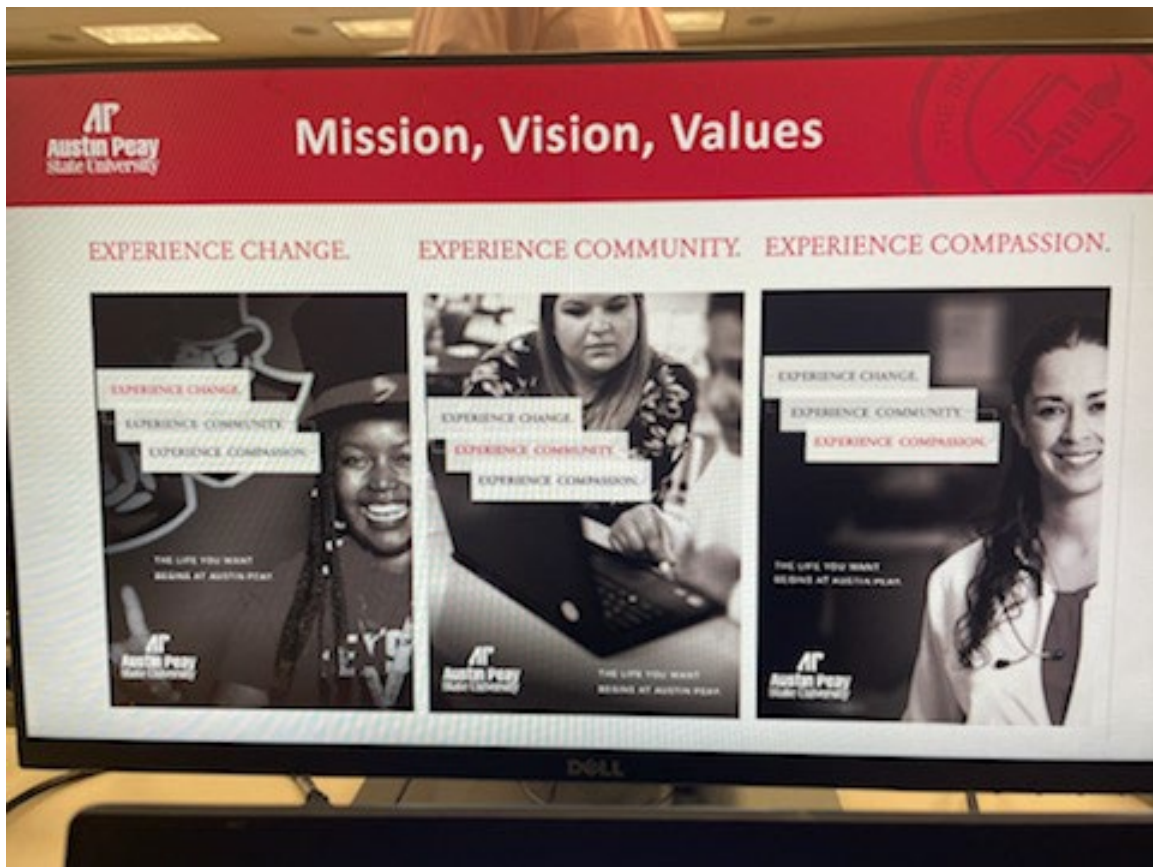
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Develops better customer relationships- As our audience reads the tagline they make that connection with our university and have a positive attitude. Can highlight the benefits of APSU and highlights our WHY.

Increases demand

Serves as a unique identifier- Something memorable that sticks with you.

This can lead people to check out APSU as a whole. –



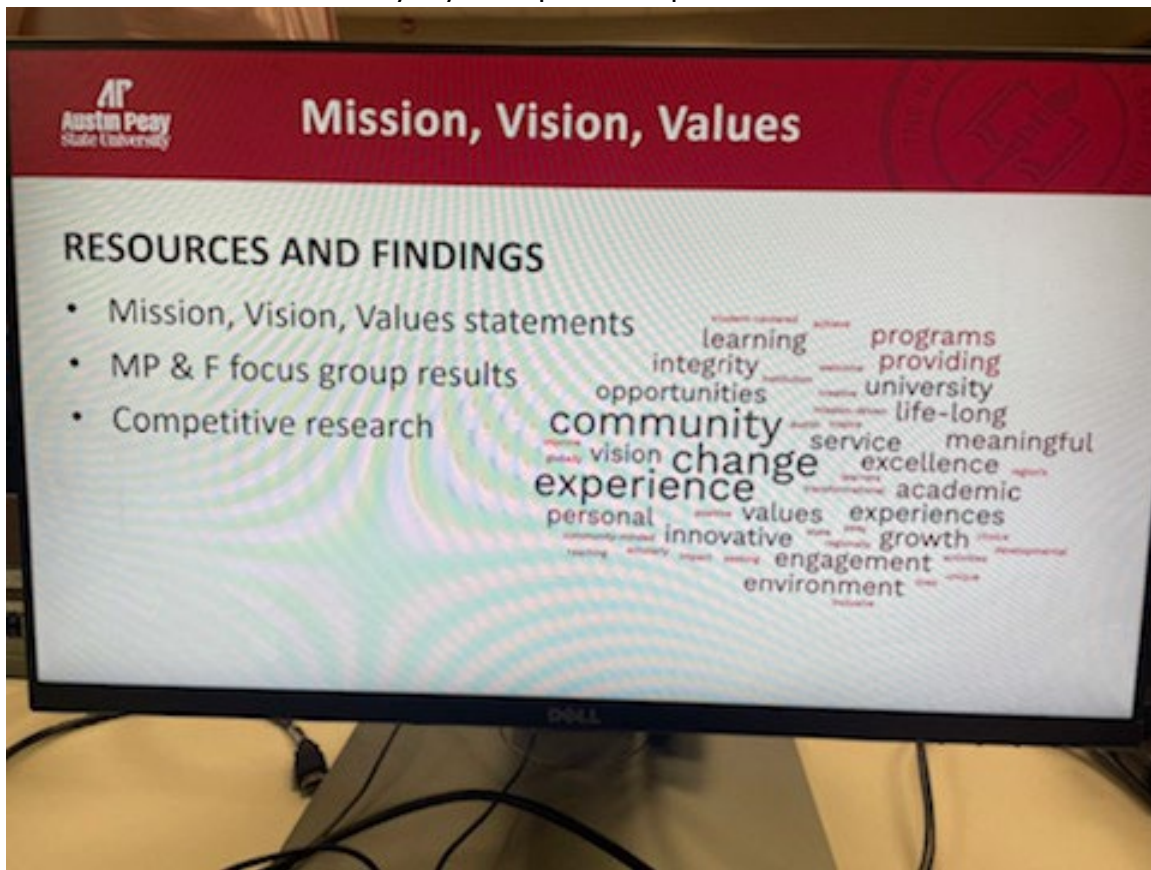
MP& D a firm out of Nashville did a lot of talking to people and find out from students and their parents what they are looking for. They wanted a community feel and one on one encounters. We looked at our competitor's tagline- "true blue" at MTSU which doesn't really tell you about them as a whole. You can spend a lot of time trying to understand what it says and you have about 5 seconds to look at something and make an instant connection with your audience. Excellence is our habit- that's great but how can we personalize that. Repetition is also important. This will be all over our communication and assets. We need something that will make an immediate impact.



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We are going to present the tagline- it might seem a little long but we will share ideas about how it will be used. Ellen says let's take a moment to put yourselves in the shoes of our audience- sophomore, junior, senior, military, first gen student, or their parents. Let's read the tagline from that perspective.

**Experience Change. Experience Community. Experience Compassion. The life you want begins at Austin Peay.**

Charles says the word experience came up a lot and feels like an active word that leads you to do something. The subhead which can also be used with other things is the life you want begins at Austin Peay. Market research shows that students want to feel like they are making a difference. The versatility of the headline is able to be used in so many ways.

This can be personalized by how you would like to experience APSU because you can really make it your own. Big shout out to our designers. Here is an example of what our billboard would look like and this would be our new branding billboard

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We are a first-generation school they want to change their families for generations. You have very little real estate in a tag line. Change can mean many things. We can personalize change. I Want to be a change agent. You can make it mean something to you.

Experience Community Image:



Something that repeatedly came up in our mission, vision, value statements. To be part of a community is so important and stand out within the community. Being able to be a part of a diverse community.

Compassion image:

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This led to the most discussion in the SLT. This could encompass anything from service learning to community engagement. Which everything that's been going on politically and health wise this can bring people together. Compassion is a big deal. If you drive down I-65 this tells you more than true blue. This is a change driver. A lot of the colleges developed strong diversity statements and this ties in directly to what those statements are trying to achieve. It can mean a variety of things. We know that we need to compare the right visual with this word. Compassion can resonate differently with other people.

This tagline is replacing the old tagline replacing "lead" and "leading with excellence" A widget is shown to explain the new tagline.

Charles says if you have any thoughts questions and concerns. Senator Fisher asks is there a style guide that will be coming? Michele Tyndall says Yes. Ellen says absolutely we will get this information out.

Senator Nicholson asks when will this be released? We will go by faculty senate and then once we present to them tomorrow. Dr. Semler says tomorrow. She did not care for the "lead" and is every excited about this. She is going to do her best to present this enthusiastically to her group. This is for the academic side of the house.

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This is the rollout process and we have some visuals. We need to get the blessing of faculty senate and we can start sending our billboards.

Senator Gilbert asks if people are sending in items with the old leading with excellence what should we do? Ellen says great question, I guess that would depend on how it's used? Senator Gilbert says as a water mark. We have removed the widget from certain parts of the site. I would say no longer. Michele says that was primarily advancement. Senator Gilbert says we have had a lot of people printing this. Charles says great point we can let people know via an announcement.

Senator Dickins says are you asking for feedback or just saying this is what we are doing? He says I wasn't sure. It was approved already via SLT and lots of sub groups and committees had chances to weight in. Ellen says if you have more questions about the process and how we came to this tagline? Please reach out. The research and findings we can share with you as well as the resources or if you have visual suggestions. Please share with us. This is an approved SLT tagline.

Senator Nicholson says so many of us have specific things on our signature emails is this something we can add to our signatures? Or do you have suggestions for that? Ellen says absolutely that will be part of the style guide we will create. Senator Turner asks are the billboards going to be in color or that sepia/black and white? Ellen says that's a great question—I think right now we are focused on a concept. This is what we are going for but we are still kind of going over exactly what this will look like. We think that black and white is actually pretty powerful we are still going through that process with the visuals.

Senator Johnson says I think this match well if you put it up next to the new mission and vision. Absolutely.

Ellen and Charles thank everyone for the opportunity.

### **Department/Division Updates**

### **Announcements**

### **Adjournment**

**The meeting is adjourned at 4:12 motioned by Senator Gilbert and seconded by Senator O'Neal.**

**Next Meeting  
Wednesday, March 23 @ 3pm**

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