

# Staff Employee Advocacy Council

Regular Council Meeting: December 13, 2023

## Agenda

Attendance: See “2023–2024 Attendance” spreadsheet

Excused: Natalie Muskin-Press, Tayler Dove

- A. Call to Order - Chloe Kiser at 2:31 PM
- B. Guest Speaker - Kristen Knoerzer, Executive Director of Marketing 2:45-3:25 PM
  - a. Enrollment Marketing is now part of University Marketing
  - b. New videographer, EOTM, James Richards
  - c. Fac/Staff portrait sessions are back and available once a month
  - d. Social media policy is in the works
    - i. Meet with Darlene Cohn to discuss strategies, best tips/practices
  - e. Marq branded template platform, recently presented to Pres Council
  - f. Lytho: digital asset management
  - g. New project request forms on website, and a new coordinator to streamline processes
  - h. Brand refresh in spring (March). Creating a distinct message of Valpo
  - i. Performing a peer landscape, to see what other Universities are leading with in their marketing
  - j. Brand perception surveys to be sent out in early 2024
  - k. Trainings will be happening as well in early 2024, on behalf of those who communicate out about Valpo
  - l. Rollout:
    - i. December: PC, SEAC, Fac Senate
    - ii. January/February: campus awareness/asset development
  - m. Bye, Lighthouse
  - n. Public launch in March; press releases, social media, etc
- C. Approval of Minutes from [November Meeting Minutes](#)
  - a. Mike J makes a motion to approve
  - b. Daniel H seconds motion
  - c. All in favor -
    - i. We approved!
- D. Executive Committee Report

- a. Starting Budget: \$6,739.13
    - i. Trick or Treat \$53.76
    - ii. Staff recognition printing \$25.00
    - iii. Santa Claus & Tree Lighting \$88.45
    - iv. Staff Appreciation Basketball Game \$149.10
  - b. Remaining Budget: \* \$6,422.82
- E. Administrative Meeting Report
- a. No meeting with President Padilla or Rebekah
  - b. President's Council report: Rpk email going out to campus by end of week
    - i. No terminations before or during holidays
    - ii. BOD will receive presentation in January, BOD will retreat to discuss
    - iii. February decisions will be made, March will likely start enacting
    - iv. Town hall scheduled for early February
    - v. Rpk to answer questions virtually at SEAC in January
- F. Chief of Staff - Rebekah Arevalo
- a. No report
- G. External Committee Reports
- a. University Council — Carolyn Simpson
    - i. Student Senate reported that they drafted and approved a new resolution to address the concerns of students regarding delays in work order response and overall campus upkeep. They are also working with the Provost's Office and Office of Retention to address concerns about advising
    - ii. Angela Vidal-Rodriguez presented from CIVIC that they will be hosting sessions to educate Valpo constituents regarding how to request data and how to interpret/use data. There has been an influx in data requests in response to rpk and Human Capital
    - iii. UC discussed the Community Discount Program and there was unanimous interest in supporting/continuing the program. It was recommended to reach out to Kelly Anthony, External Relations, to ask if it would be housed there and if there is any work currently being done. Carolyn reached out to Kelly and she and her teammates, as charged by the Provost per the Strategic Plan: Theme 1, are collecting data. They've already received a list from the Valpo Chamber of locally owned Alumni businesses. Each business will have a window cling and the program, once set up, will be housed on the HR Intranet.

- iv. We also talked about having a single location for all University calendars. It was recommended to reach out to Ryan Bye regarding if the My Valpo app can be used to add more calendars. Carolyn has not reached out to Ryan yet.
- v. UC also talked about the tension between staff and faculty members. Many staff members interpret the actions of faculty members toward them or other staff members as negative interactions. UC did not come to a conclusion, but the faculty representatives on UC are sensitive to how other faculty interact with staff members. One suggestion is that UC can organize small discussions where individual departments can present their responsibilities and limitations and have Q&A from faculty members. Discussion will continue in future meetings.
- b. Investment Oversight — Justin Hunt
  - i. Our next meeting will occur in February
- c. Fringe Benefits — Natalie Muskin-Press
  - i. No report

#### H. Internal Subcommittee Reports

- a. By-Laws — Justin Hunt / Sue Kukurugya
  - i. We have not met, and will not meet in November/December, due to the timing of the holidays and our regularly scheduled meetings. We will resume in January.
- b. Communications — Justin Hunt
  - i. Please submit articles for the newsletter by **Friday, January 5th**. The newsletter will go out on Monday, January 8th.
  - ii. The committee met to go over the SEAC website, and address any changes we felt would make the website easier to use, but also keep it up to date. Worked with Web Design to make some of these changes. We are still looking to possibly add a calendar option to the webpage.
  - iii. We are still continuing to try to create and add additional items to the newsletter that will be helpful and enjoyable for staff.
  - iv. If you have any suggestions or feedback on the newsletter or website, please let us know.
- c. New Employee Welcome — Chloe Kiser
  - i. Received swag items
  - ii. Subcommittee chair needs to send out new employee assignments

- iii. Thinking about planning a new employee get-together at the beginning of the semester // possible partnership with HR?
  - d. Representation — Jennifer Zatarski
    - i. Sub-committee did not meet
  - e. Staff Appreciation Events — Emily Breytung / Julie Vick
    - i. We had roughly 15-20 bakers & 20-30 attendees
    - ii. Photos at bottom of doc
    - iii. Cookie exchange feedback
    - iv. Wine/Canvas event planned for Feb 8th
      - 1. Limit of 20 attendees
    - v. MLK event on Jan 15th. Parkhurst will be doing a southern style breakfast, tbd on the pricing (discounted rate of \$6 or swipe?).
  - f. Staff Development — Jennifer Zatarski / Michelle Soller
    - i. Sub-committee did not meet
    - ii. Co-chairs meeting to review previous feedback related to mini-grant application process to summarize and propose updates to sub-committee at our meeting in January
  - g. Staff Recognition — Carolyn Simpson
    - i. We revised the Employee of the Month Nomination Form and will be working with the Communications team to post the new form on the website
    - ii. November Employee of the Month: Jes Janssen
- I. Old Business
  - a. None
- J. New Business
  - a. DISCUSS AS GROUP
    - i. Topic of the day: Suggestions for guest speakers
      - 1. Jill Schur (Emily will reach out to ask)
      - 2. Student Accounts – new system forthcoming (Jennifer will reach out to ask)
      - 3. Kevin Goebbert (strategic plan)
      - 4. CIVC (Chloe will reach out to Angela)
- K. Announcements
  - a. Next month's guest speaker will be VSI (Access College, Bloom Scholars Program, and Beacon Academy), as well as an rpk presentation.
  - b. (Justin) - Faculty/Staff Appreciation game is Tuesday, December 19th. Mens basketball takes on Samford at 1pm. There will be a drawing for

Valpo swag at halftime, as well as a staff vs faculty free throw contest. Athletics is upgrading seats to lower level and chair backs for free this game.

i. Link here: [Athletics Ticket Form](#)

c. Department announcements?

i. SEAC FFL is going well!

ii. Payroll - elect for W2 electronically, make sure address is up-to-date

iii. HR intranet - personal info updates

L. Adjournment

a. Motion: Mike J

b. Second: Dina M

c. All in favor - YES

i. Adjourned at 3:40p.m.

