

Executive Committee Staff Council

12/11/12
2:00 PM
Leestown Campus - M128 and via Lync

Note taker: Luv
Robertson

Attendees: Kelli Reno, Luv' Robertson, Nathan Congleton, Donna Heath-Johnson, Lisa Johnson, Dianna Barkley, Marlene Campbell, Dawn Runyon, Alex Kinder, Arlene Ross, Connie Rine

Agenda

Call to Order	Kelli Reno	Meeting was called to order at 2:03 p.m.
Approval of minutes (November)		D. Runyon motioned to approve November minutes. Motion seconded by C. Rine. M. Campbell motioned to submit a change to minutes regarding baby changing stations. K. Reno made an editorial change to correct "they are" to "they were" and M. Campbell clarified the Baby Changing Stations were not going to be installed due to budget and requires no further discussion.
Call for Additional Agenda Items		K. Reno motioned to add (1) item to the agenda: ~C. Rine has accepted the nomination to serve as IT Rep for remainder of 2012-2013 term. M. Campbell motioned to accept nomination; L. Robertson seconded. Motion passed and C. Rine welcomed to Staff Council.
BCTC Board of Directors Staff Representative	Donna Heath-Johnson	December meeting was held last Wednesday, 12/5/12 and was both a Board meeting and strategic planning session. The SP session was led by Mary Forbes who presented a 2-year progress report and discussed current trends in Economics, Demographics, Politics, Education, Competition, and Technology. Dr. Julian assisted Mary with leading LET members through a Three-year Action Steps exercise which focused on: What

are the three most critical areas as BCTC moves forward? Are there any specific action steps that BCTC should address? Mary will compile the information from the exercise and forward the report to Dr. Julian.

Vern Kennedy provided an update on all the activities Public Information and Marketing have been involved in this year including their role in the new website for the North American Racing Academy, the Jill Biden visit, the implementation of the Marketing Assistance Request System (MARS), and student activities promotion through Facebook and twitter.

Lisa Bell provided a budget update. Highlights of budget include:

~our net income for FY12 was \$843,895

~we are currently \$18,000 over in revenue for our projected budget for Fall 2012

~58.2% if our budget is earmarked for instruction and academic support which includes personnel costs, operating expenses, utilities, and capital expenses.

D. Heath –Johnson will email more details about the budget and any additional information for further review if requested by Staff.

Committee Updates

- Committee Liaison
- Events Committee
- Climate Committee

Arion Jett

Emily Keck

Arlene Ross

No report.

No report.

Climate Committee will be moving forward with implementing shorter survey to assess communication between departments. Survey will be created on Survey Monkey and will be brought forth to ECSC to review. Climate Committee to meet after Institutional Closing to further discuss survey.

- Bereavement/Sunshine Fund

Luv' Robertson

K. Reno and L. Robertson met with D. Catlett and J. Goatley in HR to discuss establishing parameters for fund. HR advised us that establishment of the fund is going to be tricky to handle because they cannot disclose information about hospitalization, adoption/birth or deaths without consent of person. Complaints about collecting funds

Chair's Update

Kelli Reno

Special Focus: Improving Staff Council
Communication & Perception

- Photos – current ECSC members
- Website additions, changes, improvements

within departments may cause complaints because they would have to adhere to solicitation policy. HR suggested that we gear the Sunshine initiative towards more of a service-centered committee or team that focused more on people dedicating their time or services to assist colleagues in need.

J. Goatley and D. Catlett also suggested that the less official the team or committee is the more successful the idea will be. K. Reno and L. Robertson to meet to further discuss:

~mission: "Colleague in need, deserves our deeds;"

~ how to effectively kick-off idea to Staff ;

~Possibly add in with Humanitarian week to promote;

~Discuss how the team will be appointed, who will serve on the team and how we can find colleagues within the college willing to help.

~Our main focus will be to build awareness and find the right people.

APT is working on Change Management Training. More details to follow.

Staff Awards – nominations for New Horizons – details to follow in e-nouncement.

D. Runyon was present to take photos of current Staff Council Members.

K. Reno began discussion by asking Staff Council: "What makes you visit a webpage?"

We broke into groups of three to brainstorm. Results of the brainstorm concluded that we look for the following when visiting a webpage:

~ever-changing content

~evidence of current activity

~list of Accomplishments

~photos of colleagues with a brief bio (L. Johnson and D. Runyon recommended that the bios be fun and more personable. They suggested we include questions such as: What's your favorite thing to do? An interesting fact about

you...

~Bulleted items/informational link about each sub-committee

~embedded links in college-wide news announcements such as e-announcement that will link colleagues to webpage.

~suggestion links that prompt colleagues to offer suggestions and concerns – Council also indicated that it would be beneficial to include links directly to EAP, employee discounts, calendar of events, a “What’s Happening Now” section, tech tips and an awards link to recipients of past awards.

M. Campbell, A. Ross, N. Congleton and A. Kinder suggested that we review other college’s websites to get a feel of how their Staff Council pages are set-up. We reviewed several campuses within the 16 districts and found that many of our colleges do not have active Staff Council pages. Jefferson Community College was one of the few that had an active Staff Council page. We reviewed the web content for ideas and discovered that they have an actual Staff Council Proposal Form. We collaborated as a group on the layout of the form and analyzed and evaluated what portions would benefit our marketing initiative. L. Robertson and K. Reno suggested that a web form be created to support ideas and suggestions received for review to Staff Council. K. Reno and L. Robertson to further discuss who will manage receipt of the proposals once the webpage is developed.

~K. Reno mentioned we could consider appointing a committee to create and update website. The majority opinion was that it was not needed nor efficient, She plans to meet with M. Ambrose and Stephanie in IT to create a mock-up to present to ECSC by February.

Floor was open for further discussion. K. Reno moved to discuss ways to market website and M. Campbell suggested that we have drawings and contests to help draw colleagues to page. K. Reno suggested that we will discuss more marketing initiatives once the

webpage has been developed.

K. Reno moved to discuss next agenda item FB Presence.

~C. Rine indicated that although it is a great idea, how would we manage and control the comments posted on the site? D. Runyon suggested that due to the college's social media policy, the college's FB pages are specifically tailored to students or groups; therefore this option would not work for Staff Council. C. Rine suggested that we create a link in Blackboard to help generate traffic since FB will not work. K. Reno suggested that we will revisit the idea once the webpage has been developed. No further comments were made.

K. Reno motioned for any additional thoughts or ideas. No further discussion.

There were no agenda call items.

C. Rine motioned to adjourn. L. Robertson seconded. Meeting adjourned at 3:23 p.m.

Agenda Call Items

Kelli Reno

Adjourn

Kelli Reno

Additional Information
