

Staff Association Minutes

September 13, 3:00 p.m., Eder 213



Attendees: Aubry Carpenter, Chelsey Clark (Zoom), Susan Deering, Roberta Dias, Jean Foster, Amber Halstead, Lori Kelley, Emily Ludwig, Kasey Schmoe, Olivia Seweryn, Alana Tackett, John Vanderpool, Derek Evans

Absent: Amanda Kimler

Invited Guests

- Dr. Elizabeth Kennedy, President
- Becky Dunn, Chief Communications Officer
 - Market research and brand positioning
 - Market research and brand positioning evaluation are upcoming. Currently issuing an RFP for a vendor for qualitative and quantitative info about us to help us focus on messaging to make MWSU unique and help in enrollment.
 - This message will carry over to marketing materials, admissions and web content.
 - Content management system
 - The message developed from the market research and branding will carry over to the development and migration of the website to a new CMS, which will come after the market research project.
 - Our website needs a lot of help – structural issues, different leaders over the years make it lack consistency in structure, navigation and user experience not great, not performing well. Looking at a clean start.
 - Hope to start migrating content to the new CMS on July 1, 2024.
 - Need to determine what content needs to go on the internet, intranet, and Goldlink, and help everyone understand that the outward-facing website is for students.
 - One CMS being explored has options to give departments a low level of web access so they can make some updates for themselves. The ability to have users make necessary tweaks to the site will be great.
 - Anything we pick will have a large cost up front and then cost for support. Right now, Wordpress is free, but lacking support.
 - Marketing team priorities and projects
 - Looking at capacity and how Marcom can help with internal-facing projects while prioritizing external-facing projects. Do we want to create templates for internal projects rather than creating new designs each time?
 - Taken over the publication of Griffon Post, the student newsletter that was previously created and published by Student Affairs. Once the technology is running properly we hope to have analytics about readership.
 - University strategic planning

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- Academic Affairs is leading a strategic planning effort within each college
- Becky Dunn has been asked by Dr. Kennedy to assist with strategic planning for the university
- The Board of Governors extended our strategic plan last October to sunset in 2025. Need to start collecting feedback to start on the new plan. Looking toward the beginning of that process and hopefully the market research project will overlap with that
- Hiring
 - Marcom looking to hire a photographer/videographer. Send candidates our way.
- Dr. Jeff Foot, Assistant Vice President of Enrollment Management
 - Strategic Plan goals
 - The university's strategic plan is coming through its end cycle, but we still have recruitment and enrollment goals to achieve. We need to determine how to do this in a way that integrates or drives the strategic plan
 - St. Joseph School District
 - Dr. Kennedy has stated that we are looking to reconfigure our relationships with the local school district to make MWSU feel more attached to the St. Joseph community. Dr. Foot will work with SJSD administrative leaders, but we will engage with other parts, too – like our recruiters going into schools, making presentations, working with high school counselors, etc. There will be more of a visual presence in the schools, and these conversations will result in tangible activity people can see. Recently we held the high school jamborees for football and volleyball on campus. We want to have a finger on the pulse of SJSD.
 - To what are we recruiting students?
 - Dr. Foot wants to recruit in a generalist manner (cost, quality, etc.) but how do we talk about differentiated academic programs? Those programs can lead the way – drive articulation agreements, transfer student recruiting. The recruiting pieces can be broken down into operable levels. Dr. Foot met with academic leadership to look at articulation agreements. What programs can we hunt for colleges and partners that can feed the academic programs? There is a natural attrition from freshman to senior year, and transfer students can fill some of those gaps.
 - Recruiters
 - Admissions wants to make sure that recruiters act more as territory managers with more autonomy and control of the events they attend. This is a growth process, but they'll have a larger sense of ownership. They'll see the data (how many students form an inquiry, visit, apply, who shows

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- up, etc.). They will be able to have active things to do that yield the student through the recruitment funnel.
- Tour experience update
 - Evaluating what the tour experience looks like. Ambassadors should be great representatives of what MWSU is. They are massaging the tour script and updating the powerpoint. Dr. Foot is open to suggestions on what we should highlight. What things happen and get said that if you were on a tour you would want to hear for yourself. Is what we are saying the right thing to say about a building or area?
 - Admissions hires
 - Hired two new recruiters so we have five full recruiters and a transfer recruiter. Still looking for an international coordinator.
 - Dr. Laura Reynolds, Provost and Vice President for Academic Affairs
 - GAC
 - Meeting cancelled this month
 - Expecting October's meeting to have more changes/recommendations
 - This is not a voting body but has robust representation so that no policy changes sneak up on anyone.
 - Surveys
 - Will be sending out surveys to collect about processes that are being worked on to change and create efficiencies
 - Spark Session
 - Oct. 6 - faculty/instructor sessions for tenure and non-tenure.
 - Staff feedback is also important, so AA is trying to figure out what that will look like
 - How are things AA is doing impacting the non-academic areas
 - Any thoughts are welcome on how things can be improved
 - Provost Office Hours
 - Everyone is invited; trying to figure out the best way to make sure that staff knows that they are invited, too
 - It was suggested that she use admininfo or Griffon Weekly; Dr. Reynolds will talk to Becky about opportunities
 - Academic semester
 - Things are moving fast; the CAS is full, we're moving into advising season
 - Dr. Robert Goltra, Assistant Vice President and Dean of Students

Faculty Liaison

- Dr. Ed Taylor

Previous Meeting Minutes Approval

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Amber Halstead motions to approve, and Roberta Dias seconds the motion. Motion passes by unanimous consent.

Committee Reports

This month there was no reporting as normal. There was instead discussion about two committees as well as voting for chairs.

- Salary & Fringe
 - Chair: Roberta Dias
- Constitution & Bylaws
 - Chair: Derek Evans
- Welcoming
 - Chair: Kasey Schmoe
- Election
 - Chair: Aubry Carpenter
- Professional Development
 - Chair: None selected at current meeting
- Employee Engagement
 - Chair: Emily Ludwig
- Care
 - Chair: Aubry Carpenter

President's Report

- Professional Development Committee discussion
 - There is no budget associated with this committee any longer
 - Is this committee something we actually need?
 - It's challenging to get five members to join, so we should consider dissolving it
 - John Vanderpool, committee member, said that it does not feel like it is serving its purpose any longer
- Salary and Fringe Committee discussion
 - Do we need our Salary and Fringe Committee?
 - Dr. Kennedy asked in the Admin meeting with Eboard if it was redundant since we now have the University Compensation Committee
 - We need to ensure that if a staff member has issues with salary and fringe that they have someone in Staff Association to talk to that can take the issue where it needs to go. Can they go to the representative on the University Compensation Committee?
 - There is concern that there is not enough representation from across campus on the University committee, like from Physical Plant. We need to ensure that there is enough representation.

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- We could amend the bylaws to make the committee the body that recommends the person for the University committee
- We had our first Administration meeting with Eboard. Here is what was discussed:
 - Dr. Kennedy is currently in Jefferson City
 - Discussion of Salary and Fringe Committee
 - There will not be a Convocation this year. It doesn't resonate with students. Need to find a different way to engage students and community members. Possibly another type of event, but no decisions are being made yet.
 - President thanked Dr. Kennedy for holding more active shooter trainings
 - Dr. Kennedy responded that our police officers and SJPD will be doing a walk through of campus to identify "soft" spots and put simple locking devices on the doors that will be easy to operate, more affordable and uniform across campus
 - Our student numbers are currently fluid until census toward the end of September when they will be more accurate. Dual credit is included in the numbers. Enrollment is up under one percent - the first time in a long time we are up.
 - As of August 1, more than 1500 students had a total balance of \$6.384 million.
 - Big thank you from Dr. Kennedy to all who helped with this push to lower void list numbers
 - By the time faculty and staff were done calling and reaching out to students by August 24, only 58 students had a total balance of \$396,000 and were voided from their schedules.
 - It's a heavy lift - are there creative ways staff can think about getting this going and changing the culture of procrastination among our students?
 - Dr. Kennedy thanked everyone for their hard work on GO, Griffon Edge, and Griff Up Downtown
 - Updates to residence halls, like Vaselakos. Chiefs Camp money is allowing for some of these updates
 - Y Kids World is no longer on campus and has been replaced by CAP Headstart.
 - This is going to be a financially better option for the university.
 - They are going to move the play area to the other side of the building (not by the road).
 - Dr. Bumblauskas will be working to determine what classes need to stay in Wilson Hall and what can be moved to CTAC.
 - CTAC is getting funded, which is great for the growth and development of campus. This will focus on applied learning and we are hopeful to open in Fall 2024. Mandy Albrecht has a background in law and construction, which will be great for CTAC

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- Only 35% of our students came to a campus visit before deciding upon Missouri Western. We are working on getting a vendor to set up a virtual tour so that students can view our campus online without actually coming to campus

First Vice President's Report

- Finally got to work on the constituent list
 - In previous years, it was sorted differently. This year, the decision was made to group buildings together and combine the efforts of senators.
 - This gives employees more than one person to reach out to because we're all so busy and can't get to things right away.
 - Updates will continually go out about new hires.
 - Senators should give updates to the First Vice President if someone is no longer in their area

Other Business/Open Discussion/Announcements

- Registration is now open for flag football - faculty and staff are allowed to participate.
 - Go to the Recreation Services website and click the intramural icon to register

Mark your calendars

Next Staff Association meeting: Wednesday, Oct. 11 in Eder 213