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| Staff Council Meeting Minutes  **General Meeting** |

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| Location: | **University Center UC327** |
| Date: | **Wednesday, April 19, 2017** |
| Time: | **2:00PM-3:30PM** |

**Delegates in Attendance by:** Sherry Belom (IT), Cassandra Boger-Jones (IT), Teressa Bolt (IT), Joanee Buffaloe (President’s Office), Sasha Cokuslu (Provost), Melanie Darby (President’s Office), Priscilla Foster (Provost), Ciji Fox (Advancement) Trinelle Gillespie (Budget & Operations), Sara Holmes (President’s Office), Dawn Krieger (IT), Wanda Polite (IT), Clint Putnam (Budget & Operations), Jermaine Sullivan (Provost)

**Other Staff in Attendance:** Melody Carter (President’s Office), Joanne Maples (Spivey), Lakisha Sanders (Financial Aid/Enrollment)

**Prior Meeting Minutes:** Minutes from the March 15, 2017 meeting were approved with minor revisions via staff delegate email communication. Sasha Cokuslu, the corresponding secretary, is recorded minutes for this meeting in leau of, Felisha Shepard-White.

## **INSTITUTIONAL NEWS AND ADVISEMENTS**

### Internal Communications Audit – Dr. Celeste Walley-Jean

Faculty/Staff Survey Results for Communication at Clayton State as part of the Strategic Plan. The purpose was to assess frequency, satisfaction, diversity and inclusion on communication at CSU.

* Demographics targeted:
  + Staff FT 44%
  + Faculty FT 36%
  + Administrator 13%
  + Staff PT 3%
  + Faculty PT/Adj 3%
* Looking to get better at communication for part time.
* Overall everyone was satisfied, 25% were dissatisfied with communication.
* 8% were neither satisfied or dissatisfied
* Communication channels people typically used (frequency/satisfaction) – 99% said that the frequency of use for communication channels/ 88% satisfaction, People 2 People 88%/59%, Website 78%/52%, Print 52%, Mobile/Text 29%
* How informed did people feel? Majority of the people said that they were informed, the other half did not feel informed.
* Qualitative Feedback:
  + More: upcoming student or community events
  + Less: Mass e-mail REPLYS on controversial topics
  + Notices informing us that we will eventually be informed when…” (notices of eventually being informed of something)
* Images and words, how are they reflective of inclusion and diversity: Majority agreed that…
  + Fewer photographs of campus decorations --- replace with images of students
  + I don’t feel the older generation of students is presented in publications
  + Include representatives of all minorities
  + The posters provided by Auxiliary Services, particularly Sodexo corporate images use mostly models with blonde hair and blue eyes.
  + Appreciating who are student population are and where they come from
  + Move from benign indifference toward our campus demographics to a more active campus
* So what next?
  + Improve the way we work with e-mail
  + Digital signage and texts are under utilized on campus
  + Elevated levels of neutrality and discontented to communication on campus and to evolve that aspect
  + Using images of varying photography of the student body
  + Concerted effort to show and reflect our campus body and diversity and be specific and reflective of who we are on campus
  + Jeff Jacobs and Student Affairs will be conducting the student communication survey on campus
  + Focus groups will be inducted to survey the process of communication on campus
* Questions from Council:
  + How to engage our part time staff more?
  + Staff news and announcements: Need to find ways to get it out to campus
  + Staff should shine their spotlight on what they are working on and share it with the campus/Staff Council to help get the information out to the campus
  + **Betty Momayezi:** Her team should be informed of what’s going on or place it on the Master Calendar in order for them to be able to provide this information to those who come and ask questions at the information desks.
  + **Amber Cutter (brought up in conversation)**: A lot of people don’t know that Campus Life is the one that gets the information out to students. If you have things that you want to get information out to students with a student presence contact [studentinfo@clayton.edu](mailto:studentinfo@clayton.edu) or [AmberCutter@clayton.edu](mailto:AmberCutter@clayton.edu) and they will help get that information available to students. Whether it’s a program or an event with a flyer, which will be sent out to all students on campus. Student Info gets out to students three times a week.
  + **Peoples views have become very polarized and the campus needs for communication**.
  + **We don’t want to hurt of Clayton State brand**.

Enrollment Management Update - Stephen Jenkins

* Strategic Plan for the University will be posted on the website and shared through a variety of different avenues
* Overall Enrollment
  + An enrollment graph was shown depicting the previous 6 semesters. (MOWR in blue, Undergrad orange, gray graduate)
  + You see expansive growth from 2010 to the present
  + The undergraduate students are shrinking since 2012
  + 2012 had a peak of 6,537
  + Undergraduate is 5,778 for Fall 2016
  + New undergraduate enrollment
    - Those students that graduate from undergrad must be replaced in the enrollment
  + Created categories on how to track students for traditional freshmen, adult or non/post traditional students, largest area encompasses those who have transferred to Clayton State, non-degree students with bachelorettes, or transient students.
  + Fall 2015, 530 students enrolled at Clayton State. This figure represents the largest growth in Fall enrollment.
  + Following the USG consolidations, enrollment dropped for Fall 2016.
  + Students going to GA State and Georgia Perimeter College (which is now consolidated).
  + The university must now be more strategic with enrollment strategies since we can no longer rely upon this population of students to enroll at Clayton State.
  + Plan to increase enrollment, retention, and graduation rates
  + Grow enrollment to 7800 by the year 2022
  + Review lots and lots of data from multiple areas & utilize institutional strategies over multiple years
  + First goal: Matriculate larger percentage of MOWR/DE seniors by 20%
  + 6% have matriculated, in the past we had 15%
  + Strategies:
    - Admissions to assist Henry MOWR Orientation – connect recruitment message
    - Working with MOWR…
    - Goal increase the undergraduate new student enrollment for Fall, Spring, and Summer terms.
      * Merge outbound and inbound calls
      * Expand the Bridge Program – helps students matriculate to take in the summer if they do well they enroll in the Fall
      * Corporate Partnership with the Regional office of Geico and they are funding the students by 100% in order to enroll at Clayton State
  + Retention: Looking at At-Risk students and supporting them to increase undergraduate student retention; many new changes launching soon.
  + Another program that will be launching soon and is very much like the Bridge Program.
  + Questions: Is there a way we can be included in the marketing campaigns being shared with our campus: Yes
    - Complicated process… would be something they would have to research due to the lengthy process involved – varies for different people
    - Do you have relationships with middle schools? We do but we cannot service those students and serve our main marketers.

## **COUNCIL UPDATES**

### **Staff Campus Photography with Erin Fender**

### **USG Staff Council Update-Heidi Benford**

### **Delegates Photo Shoot**

### Postponed

## **COMMITTEE UPDATES**

### **Special Events Committees**:

#### **Elections –** collecting the data and will be rolling out the information very soon within the next several weeks

#### **Smith Awards –** Priscilla Lane spoke about the meeting held between she, Joanne, Melanie, and Sasha regarding how to further improve the committee; the announcements for the award ceremony, chairs for next year, steps going forward on working on the nomination forms, a FAQ for the Smith Awards were discussed; Please send any questions or concerns regarding these processes to Joanne Maples by April 28, 2017. The Smith Award’s Ceremony is on May 2nd in the SAC ballroom. The Annual Service awards will also be held during this time.

### **New Staff Welcome** – Wanda will update us at the next meeting.

### **Professional Development**

* Provided funds to 55 people on campus
* Budget was over $14,000
* Given out over $12,000
* There is a remaining balance, but that won’t be a problem because two departments have asked for funds
* E-mail Staff Council email or Prof. Development Email

### **Women’s Forum Scholarship Luncheon** – the luncheon is scheduled for next week. (Nicole provided the flyers to handout (refer to flyer)

## **PROFESSIONAL DEVELOPMENT SPOTLIGHT**

### **No spotlight. Asked the Council about what they would like to see presented in the nextSpotlight.**

## **NEW BUSINESS**

There was no new business.

## **STAFF SHARE**

* Amber (mentioned above)
* Nicole (mentioned above)
* Chancellor Rigley will be on campus this Friday.

## The **NEXT GENERAL STAFF COUNCIL MEETING**

## This meeting is scheduled for April 19th at 2:00 pm. The location will be distributed with the email reminder.

## **ADJOURNMENT**

## The April 2017 Staff Council meeting was adjourned at 3:35pm.