East Carolina University
2010-2011 Staff Senate
August 19, 2010
East Carolina Heart Institute
3:00 – 5:00 pm

Attendance:

Absent: Doug Boyd, Marianne Cox, Jackie Daniels, Jenny Gregory, Mandee Lancaster, James Lewis, Jean Merenda, Teresa Ramaglino, Derri Stormer, Michael Tucker, Bobby Tuggle, Lisa Tyson, Mary Susan Williams and Ken Yarnell.

Guests: Kevin Seitz, Chris Stansbury

PRESENTATION: Chris Stansbury, Interim Executive Director for Student Life Marketing and Communications presented “Paint it Purple” Fridays. Mr. Stansbury reported on the new initiative to offer incentives to students, faculty, staff and administrators that wear purple on Fridays to show their team spirit. Please contact Chris Stansbury for more information.

Call to Order
Chair Phil Hulsey called the meeting to order.

Roll Call
A roll call was performed by Megan Ayers.

Approval of Minutes
Senator Ayers reported that a copy of the minutes from the May 20, 2010 meeting was distributed via email. Senator Lee Brown called for a motion to approve the minutes. Senator Kim Wilson seconded the motion. There were no negative votes. The minutes of May 20, 2010 were approved as written and distributed.

Executive Committee Comments
A. Comments from Chair – Chair Phil Hulsey welcomed everyone to the first meeting of the year. He expressed his enthusiasm for the upcoming year. He explained the expectations of being a Staff Senator and alternate.
B. Comments from the Chair Elect – Chair-elect Mary Susan Williams sends her apologies for not being able to attend the first meeting, but also sends her gratitude to the senators for their commitment to serve.

C. Comments from the Treasurer – Senator Lisa Graepel reported that the Staff Senate currently has $2,500 in the budget, and an additional $1,500 from the Chancellor’s Discretionary account, for a total of $4,000 total allotment.

D. Comments from the Secretary – Senator Megan Ayers reported that the meeting dates and locations for the 2010-2011 year have several changes. They will be posted on the website and the Staff Senate Sharepoint Site, so check for changes periodically

II. Committee Reports

Communications & Marketing – See full reports below in the section titled “Committee Reports August 2010. Goals Sheet and Committee Report Attached.

Diversity – No Update

Human Resources – No Update

Rewards & Recognition Committee – No update

By-laws Committee Minutes – No Update

III. New Business

A. ECU Budget Update
   Vice Chancellor for Administration and Finance a budget update. Mr. Seitz distributed a Powerpoint presentation that is listed as” Attachment A.”

B. Meeting Rules and Procedures
   Chair Phil Hulsey distributed the “Robert’s Rules of Order for Beginners” document and explained that the Staff Senate Meetings are ran according to Robert’s Rules and that each senator needs to brief themselves on the basics.

C. UNC Staff Assembly Delegate Election
   There were only two nominees for the two UNC Staff Assembly Delegate positions, therefore Harold Coleman and Mandee Lancaster were voted on and approved at UNC Staff Assembly Alternates.

D. Staff Senate Purpose and Goals
   Chair Hulsey reviewed the purpose from the Staff Senate bylaws. He pointed out the attendance policy among other key items. In addition, he outlined several goals for the senate this year.

1. Lead by example, by actively participating in our university and becoming involved in our community.

2
2. Actively engage the Staff

3. Fully fund the Gail Jordan scholarship

E. Staff Senate / Gail Jordan Scholarship
Kim Wilson reported that the committee met in May but there wasn’t a lot of headway made. Phil Hulsey made the recommendation that both the Rewards and Recognitions Committee and the Marketing and Communications Committee along with Lee Brown and Kim Wilson work together to get some ideas as to how this needed to be done. In addition, there was a recommendation to contact Mickey Dowdy, Vice Chancellor for University Advancement for advice on what the next steps will be.

F. Supervisor Appreciation Event
Phil Hulsey presented the possibility of having a Supervisor Appreciation Event. This would be a way for supervisor’s to be informed and educated on the purpose of Staff Senate and what their employees do as senators as well as being thanked for being so supportive. The Rewards and Recognitions committee could possibly head this up.

IV. Announcements
A. The next Staff Senate Meeting is 3:30 pm – 5:00 pm, TUESDAY, SEPTEMBER 14, 2010 at the East Carolina Heart Institute.

B. Be on the lookout for a “nametag survey.” Name badges will be ordered at some point in the near future and we want to make sure we have everyone’s name correct.

C. Upcoming ECU or Community Events
Start thinking of different events, both ECU and Community related that we could get involved with. The Blood Drive and Food Drive are already in the planning stages, however, we could do more.

Current suggestions are Habitat for Humanity, Homeless Shelter, Hospital Volunteer work….send Megan Ayers any other suggestions the you would like to promote to the Senate.

V. Adjournment at 5:00 p.m.
Committee Name: Communications & Marketing
Committee Chairman: Mimosa Hines
Committee Chair-Elect: Jenny Gregory
Date: 8/22/10

INSTRUCTIONS

Goals should always be: 
- S – Specific
- M – Measurable
- A – Action-Oriented
- R – Realistic
- T – Time Bound

I. Goal/Objective. Briefly describe each goal/objective and when the goal/objective should be met or accomplished.

II. Measurement. How will the goal/objective be evaluated? (Use quantitative measures such as % or dollar increase in revenue and/or use qualitative measures which are descriptive of criteria.)

III. Importance. Rank the goal as Essential, Important, or Desirable as follows:
- Essential – required for committee’s successful performance
- Important – helpful for committee’s successful performance
- Desirable – asset for committee’s successful performance
1\textsuperscript{ST} \textbf{GOAL/OBJECTIVE}

\textbf{Description:}

Update/maintain Staff Senate website with current Senators, Committees, and Meeting Schedule. Also add a link for PDFs of the newsletter, as well as a potential link to the Faculty/Staff Suggestion Box.

\textbf{Measurement:}

We can track hits to the website to see if traffic increases on any particular page. Otherwise, this goal will be accomplished simply if we are successful with updating the information.

\textbf{Importance:} Essential \hfill Important \hfill Desirable

2\textsuperscript{ND} \textbf{GOAL/OBJECTIVE}

\textbf{Description:}

Maintain and update Pirate Perks listings, as well as continue to gain new and better benefits for our constituents.

\textbf{Measurement:}

We have the goal of adding at least 2 Perks per month to the database and website. We will continue to list the newer Perks in the newsletter to also get the word out. Again, we can monitor web traffic on the Perks pages to measure exposure via the Web.

\textbf{Importance:} Essential \hfill Important \hfill Desirable
3\textsuperscript{RD} Goal/Objective

\textbf{Description:}
Develop and distribute four issues of the \textit{Staff Senate Quarterly} newsletter; our newest vessel for informing our constituents about the happenings of the Senate. The goal of the newsletter itself is to increase overall awareness of the Senate to ECU staff, and keep them informed about what we are doing for them.

\textbf{Measurement:}
We can track the web traffic to the PDFs of the newsletter on the website to measure interest. Perhaps we can develop a survey at the end of the term to measure if awareness was increased among the staff.

\textbf{Importance:} Essential Important Desirable

4\textsuperscript{TH} Goal/Objective

\textbf{Description:}
Work with the Rewards & Recognition Committee to develop and implement a marketing strategy for the Staff Senate/Gail Jordan Scholarship Fund. Also falling under this goal is for our committee to be available to help other committees promote or market their individual efforts.

\textbf{Measurement:}
This can be measured by the amount of financial contributions made by the end of the term, and by the creation of printed materials or web activity related to the cause.

\textbf{Importance:} Essential Important Desirable
Committee Name: COMMUNICATIONS AND MARKETING

Meeting Date: 8/19/10

Committee Chairman
Mimosa Hines

Last Meeting Date: 8/11/10

Next Meeting Date: TBA

Time:

Senators in Attendance:
Mimosa Hines, Kelly Rogers, Kim Wilson, Jeremy Morris, Kristen Bolton

AGENDA
- Sign-in sheet
- Introduce new members to the group
- Pick a chair-elect—Jenny Gregory was selected
- Discuss goals, fill out sheet
- Discuss newsletter, fall issue

RECOMMENDATIONS AND RATIONALE

<table>
<thead>
<tr>
<th>RECOMMENDATION</th>
<th>RATIONALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask other committee chairs to submit potential newsletter content to me</td>
<td>We need to represent all of the Senate in the quarterly newsletter</td>
</tr>
</tbody>
</table>
# Items Requiring Committee Member Assistance

<table>
<thead>
<tr>
<th>Item</th>
<th>Action Items</th>
<th>Contact(s)</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Brainstorm ideas for fall newsletter content</td>
<td>Everyone</td>
<td>Next meeting</td>
</tr>
<tr>
<td>2.</td>
<td>Receive Commonspot training</td>
<td>Jean, Kristen</td>
<td>Within the month</td>
</tr>
<tr>
<td>3.</td>
<td>Update Pirate Perks listings on website</td>
<td>Jenny</td>
<td>8/27</td>
</tr>
<tr>
<td>4.</td>
<td>Respond to accepted Pirate Perks vendors and update Excel file</td>
<td>Mimosa</td>
<td>8/27</td>
</tr>
<tr>
<td>5.</td>
<td>Fill out goal sheet and distribute to Megan and members</td>
<td>Mimosa</td>
<td>Next meeting</td>
</tr>
</tbody>
</table>

## Additional Information: Attach any additional information such as resolutions, templates, forms.

Recently approved Pirate Perks:
- Armadillo Grill – 10% off food purchases
- Childtime Learning Centers – 10% off rates
- GiftTree.com – 10% off gift baskets, etc. use code PIRATE10 at checkout
- Delcor, Inc (heating/cooling/plumbing) – 20% off parts & labor

Goals discussed:
- Web site maintenance, add link for newsletter PDF.... Kristen volunteered to also get the commonspot training
- A link to the Faculty/Staff Suggestion page on OneStop (HR committee will be contacting us about this)
- Help develop marketing strategy for SS/Gail Jordan scholarship (we should work with Rewards & Recognition on this; John Toller said he would speak with the folks at the Foundation—Bill Clark—to get us a contact for working on this)
- Updating Pirate Perks, etc
- Developing newsletter throughout the year
- Providing marketing/promotional support for other committees as needed
**Member Info:**

Kim Wilson  
*wilsonki@ecu.edu*  
328-9066

Jeremy Morris  
*morrisje@ecu.edu*  
744-6524

Kelly Rogers  
*rogerske@ecu.edu*  
744-2232

Kristen Bolton  
*boltonk@ecu.edu*  
744-5961

Mimosa Hines  
*hinesmi@ecu.edu*  
328-1277
Agenda

1. Budget Reductions
   A. Context - 3 year History
   B. 2010/11 Budget Reduction Calculation
   C. 2010/11 Reduction Plan
2. 2010/11 New funding - sources and uses
   A. Enrollment Growth Funding
   B. State Appropriation
   C. Campus Based Tuition Increases

Budget Reductions

A. Context - 3 year History
B. 2010/11 Budget Reduction Calculation
C. 2010/11 Reduction Plan

Context - 3 Year Summary of Budget Reductions

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<tr>
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<th>Permanent</th>
<th>One-Time</th>
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<tbody>
<tr>
<td>2008/09</td>
<td>$2.5M</td>
<td>$40.0M</td>
</tr>
<tr>
<td>2009/10</td>
<td>$19.1M</td>
<td>$22.6M*</td>
</tr>
<tr>
<td>2010/11</td>
<td>$13.7M</td>
<td>$8.4M**</td>
</tr>
<tr>
<td>Totals</td>
<td>$35.3M</td>
<td>$71.0M</td>
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ECU 3 Year Grand Total $166.3M
* $5.4M of carry forwards approved by GSBM
** Projected at 3%

2010/11 ECU Permanent Budget Reduction Calculation

- Base Reduction: $10.8M
- Continuation Budget Reduction: $2.9M
- ECU Total Permanent Reduction: $13.7M

2010/11 ECU One-Time Budget Reduction Calculation

- Authorized State Appropriation: $288M
- OSBM Reversion Rate x .02:
- ECU Total One-Time Reduction: $8.4M

* Estimate for planning purposes
### 2010/11 ECU Total Budget Reduction Calculation

<table>
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<th>Amount</th>
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<tbody>
<tr>
<td>ECU Total Permanent Reductions</td>
<td>$13.7M</td>
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<tr>
<td>ECU Total One-Time Reduction*</td>
<td>$8.4M</td>
</tr>
<tr>
<td>ECU Total Reductions</td>
<td>$22.1M</td>
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* estimated as 3%

### 2010/11 ECU Permanent Reduction Plan

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<tr>
<td>ECU Permanent Savings</td>
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<tr>
<td>ECU Supplemental Tuition</td>
<td>$10.8M</td>
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<tr>
<td>Total</td>
<td>$10.8M</td>
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### 2010/11 ECU New Funding Sources and Uses

A. Enrollment Growth Funding
B. State Appropriation
C. Campus Based Tuition Increases

### 2010/11 ECU Sources Enrollment Growth Funding

- Model Generated Need
  - Faculty Salaries*: $6.2M
  - Other Academic Support: $2.0M
  - Library: $1.0M
  - General Institutional Support: $4.5M
- Total Model Generated Need: $14.7M
- Less Total Expected Tuition: $5.9M
- ECU New State Appropriation: $9.8M

*78.11 faculty positions at $79.535 per position

### 2010/11 ECU Uses Enrollment Growth Funding

- Enrollment Growth
  - Salaries and benefits for 78 new faculty positions
  - Operating support for colleges
  - Library purchases
- Strategic Academic Initiatives (TBD)
  - STEM
    - Outreach Scholars
    - Health Disparities
  - Metabolic Program
  - Honors College
- Infrastructure
  - Enrollment management operations
  - Financial services, human resources, information technology, campus operations, etc.
  - Research business functions
- Institutional Mandates
  - Campus Safety
  - Enterprise Risk Management
  - SACS & Assessment Office
- Structural Corrections
## 2010/11 ECU Sources

### Campus Based Tuition Increases*

<table>
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<tr>
<td>Undergraduate</td>
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<tr>
<td>Graduate</td>
<td>0.6M</td>
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<tr>
<td>Professional</td>
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<td><strong>ECU TOTAL</strong></td>
<td><strong>4.5M</strong></td>
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* Projected

### Supplemental Tuition Increases*

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<td>Undergraduate</td>
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<tr>
<td>Graduate</td>
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<tr>
<td>Professional</td>
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<tr>
<td><strong>ECU TOTAL</strong></td>
<td><strong>7.3M</strong></td>
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</table>

* Projected

## 2010/11 ECU Uses

### Campus Based Tuition Increases

- Financial aid to students (All)
- Student retention efforts (UG)
- Academic infrastructure support costs (Prof)

### Supplemental Tuition Increases

- Financial aid to students (All)
- Offset/Prevent Academic Reductions (All)

## 2010/11 ECU Sources

### State Appropriation

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Indigent Care Funding</td>
<td>50</td>
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<tr>
<td>Dental School Operating</td>
<td>56M</td>
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2010/11 ECU Budget Management Guidelines

- Waiting for guidelines from State Budget Office
- ECU Budget Management Guidelines
  - No new administrative positions without Chancellor's approval
  - Prudent spending
  - Vice chancellor oversight
  - Focus on instruction and student support
  - Spend more evenly through the year
  - Begin saving for the 2011/12 fiscal year reductions

The End

Questions?