

Staff Senate Monthly Meeting
October 13, 2022 at 3:00pm
Virtual Attendance via Microsoft Teams

MINUTES

Call to Order Aisha Powell, Staff Senate Chair

Approval of Minutes Senator Jennifer Jones
September minutes were approved.

Campus Update Dr. Philip G. Rogers, Chancellor

Chancellor's Cup golf tournament – raised over \$93,000 this year; profits benefit the Janet B Royster Scholarship Fund, which as you all know, supports staff scholarships across. I want you to know how grateful I am for the staff senators ongoing commitment to raising funds for these just critical scholarships to support our staff and our leaders across the system.

Vice Chancellor for Student Affairs Search – the search committee and our executive search group have taken an intentional step of broadening its outreach related to the search. They are actively reviewing applicants that are coming into to the pool for this position and we're mobilizing now to hopefully begin inviting candidates to our campus before the end of this fall 22 academic semester. We hope to give the campus community more opportunities to get to know the candidates, to evaluate the candidates and provide feedback on who you think would be the best fit for us in this key leadership role

Strategy Refresh – take our strategic plan and adapt it in ways that will allow us to meet not only the needs and the evolving issues that we're facing in a rapidly changing higher education landscape, but to meet the needs that we have right here at home on our campus. We've recently named the Strategic Planning Committee for our campus and we're now in the process of naming an advisory committee, a much larger group that's going to help guide this work that will help produce drafts for initial reactions by the campus community and a group that will help receive the feedback that will be generated through the surveys and the town halls that will produce so that we can ensure that everybody across the campus has an opportunity for input in a way that they feel most comfortable.

Project Kitty Hawk – The new online learning strategy that has been initiated by the University of North Carolina system and funded publicly by the North Carolina General Assembly called Project Kitty Hawk. What I like most about the concept of Project Kitty Hawk is that it really provides the opportunity to broaden the access to an ECU degree or a credential, so it allows us to reach more students of a wider diverse. A student set than we ever have before, which really is a strategic imperative for our institution as we think about enrollment and the new American student that's coming to our institutions and going to allow us to leverage a strength that we already possess on our campus, which is our already strong leadership profile and background and online delivery and education. Kitty Hawk is not an 18th university. We have 17 institutions

in this system. We don't need an 18th. Kitty Hawk is not a new university that's going to be sitting in Chapel Hill or some of the part of the state that's going to be delivering degrees to adult learners, instead Kitty Hawk is what's called an affiliated entity. It's a private not-for-profit, essentially a business that is connected to the University of North Carolina system that helps our individual campuses to build stronger capacity and capability with respect to online learning spaces and perhaps more importantly, gives us the tool set to extend our reach far beyond what we could do on our own. At the highest level, the campuses within the University of North Carolina system are the customers of Kitty Hawk. We would hire Kitty Hawk to help us scale in advance our online strategy and I think the best part about it is that we have 100% complete freedom in choosing whether we participate in the Kitty Hawk experience. In a lot of ways, the design of Project Kitty Hawk is intended to supplement what we already have. The CEO describes it more as a utility service. For online education in North Carolina, where we can plug into what we don't have or what we need and be able to. Be more intentional about the way we serve online learners and it's a big market and a very complex market to serve in North Carolina. Nearly half of all online learners right now are taking courses through out of state providers through for-profit institutions that are very costly and expensive. While we lead the UNC system in online delivery, we still only rank third in the state in terms of all those different providers that are in the market. Our hope is that Kitty Hawk is going to help bridge the gap between the needs of the state and what the UNC system provides, and it's going to help us by targeting adult learners and by targeting people who maybe start their college experience but stop halfway through to go back to school or go back to work and are working adults in the world today so that we can broaden access to a degree. Part of Kitty Hawk's strategic capability is to be able to use emerging technology to improve the student experience to support the faculty experience. The initial offerings are going to be in the undergraduate degree space that we'll also think about graduate and credential programs, and the goal of Kitty Hawk is going to be to provide a very high touch, responsive student interface with multiple term starts. We know that. Adult learners can't start at the beginning of a traditional academic year all the time, or even be able to run through an entire semester, and we need to give them flexible options and the online approach that Kitty Hawk will build will allow us to do that. It will be able to move students from an initial point of contact where they might type their e-mail address into our website or make an initial phone call to enrolling in a course or a program much, much faster than the traditional campus model. The capability is, I think one of the ways that we'll be able to better compete without a state providers like Southern New Hampshire and Liberty and others. And I think one of the best things is that to build Kitty Hawk, we've gone out to some of these providers and brought in their best leaders and employees because they know how to do this well and we're bringing them under our tent. I want to be clear about one thing that I think was helpful in our meeting with the staff Senate officers. If we participate in Kitty Hawk, they are going to be ECU students, they're going to be EC enrolled in ECU classes, they're going to be accessing ECU programs through our academic departments. They're going to be learning about those programs on our website. They're going to be receiving an ECU degree and diploma and credentials from East Carolina University. This is not going to be up a program where they leverage our faculty and get a degree from some other place. This is 100% ECU branded ECU delivered. We're essentially leveraging the learning platform, the marketing experiences, and the best practices of the experts within Kitty Hawk to deliver the educational experience. There'll be some institutions in the system that will need to build it from the ground up. They don't have any online experience or profile. They'll be others like us. They just need some supplemental capabilities and I hope we can leverage our excellence in online education and then plug into some of the key capabilities through Kitty Hawk to allow us to reach even more students. I think one of the myths is that we've got it all figured out. We don't yet not all the components are fully known. As they continue to build it out, we'll keep you posted as we learn more. And so, there's been lots of good questions out there, like how will advising work, how will we take care of the health and Wellness of the students in this online space? How will we advance other student services and resources? All the right questions we should be asking, and we are just the team at Kitty Hawk just needs more time to build up, to move through the design phase to answer those questions. But I think one of the clear advantages is that. In comparison to other online models, the financial model is much more

advantageous for the campuses where we would be able to retain much more of the tuition revenue than you might go in with the private outside provider to build your own line programs.

Campus Elements - You know about the legislative increase. We've sent quite a bit of information out about the labor market adjustment reserve, which is really focused on salary compression and critical workforce needs. We've made some strategic allocations in that space that we articulated in the memo that came out from the Provost and the CFO. We have a set of EHRA, one time merit bonuses which didn't come with the corresponding set of resources and allocations from the state to fund, but that we are going to work hard to try to make work in a few key areas.

Senator, Glenn: Will staff be able to attend? Using your class attendance benefit as a part of Project Kitty Hawk.

Chancellor Rogers: I think the answer to that is likely to be yes. We're going to be setting tuition differently than we do other programs, so it'll be an off model. A business model where we won't have to go through the Board of Governors to set tuition for these programs. They'll be based on market demand, and it will allow us to be a little bit more flexible. After that will be something we'll can. That's one of those questions in the TBD. But my instinct is that that will likely be. Something that could be applied in that space, but we'll find out through our colleagues at the system once the tuition model becomes a little bit clearer.

Jessica M, University Advancement: Why is it called Project Kitty Hawk?

Chancellor Rogers: I think that the vision behind it was the metaphor of, really taking flight in the same way that the Wright brothers did it at Kitty Hawk as we claim to be the first state that was first in flight and thinking about Kitty Hawk as a space where we can be a national leader in a model for online education that has never been tested in the way that we are taking it on. There's lots of online providers out there, but there is not one where the business partner of the online provider is a state entity. So, this is a public investment into essentially what is a private company for the sole benefit of advancing primarily adult learners in North Carolina.

Chad Carwein, Academic Affairs: Is there an application process to serve on the Strategic Plan Advisory Committee?

Chancellor Rogers: We haven't developed an application process, but we have identified several specific groups that will have representatives on the Strategic Plan Advisory Committee. For example, all the colleges and schools will have one representative from the different major administrative units on campus.

Pirate Vote Updates

Alex Dennis, Senior Assistant Director of Center for Leadership & Civic Engagement

I wanted to take a minute and just talk about our upcoming midterm elections and make sure that all of you are aware of our one stop early voting site, which will be in the main campus student Center Room 125. Early voting starts next Thursday. All the work we do is nonpartisan as I tell students in all kinds of presentations and engagement across campus, we don't care how you vote. I just want you to be engaged in the process. We're here to provide you with the resources and tools to make sure that your vote counts. On the website, you've got information about being able to look up who's on the ballot. It's on your polling site. You can do registration, all that good stuff. Early voting is wonderful because you can do same day registration during early voting. We have some engagement plans that we work through. Voter 411 is also a great resource as well. This is done through a partnership out of our School of Communications. If you're interested in coming to some of our events, we do some programs for students, and you can kind of help share this with any students that you work with in the on spaces that you work in. We also have our dinner discourse series for students, which is like a civility program for students to kind of teach them about how to have civil conversations with what another, even if we disagree at the end of the day, red and blue makes purple. We're all pirates at the end of the day.

Executive Committee Updates

Staff Senate Executive Committee

Motion to amend the agenda to add a special election after the Executive Committee updates.
Approved.

Josh Puckett has resigned as the Chair Elect. He will remain a Senator but will not serve on the Executive Committee. After our committee updates, we will have a vote. We had two nominations, one declined and one accepted. We will also be taking nominations from the floor.

Faculty Senate Collaboration – we are working with the Faculty Senate on diversity initiatives. We met with Chair Anne Ticknor, Senator Michael Daniel, and other committee members. We reviewed the survey results and identified age and gender embraced as the dominate forms of discrimination. We will be working together to develop some workshops recognizing discrimination. Once completed, it will be housed in the Office of Equity and Diversity. We hope to have a beta launch in November and have it ready for faculty and staff in January.

Chancellor Commission on Diversity, Equity, and Inclusion – First committee was the Student Access and Success, they have completed three focus groups, two student and one faculty, staff, and students. They are still surveying students to gain more diverse perspectives from our veteran students, military students, and adult learners. Hopefully we will have our first set of recommendations in the Spring semester. Second committee is on Culture, Climate and Communication and they have been charged to focus on the mission of ECU and develop recommendations to further cultivate inclusive, respectful working and living learning environments for all Pirates.

Digital Access and Inclusion – Some of our staff members, facilitates and housekeepers don't have the basic technology skills or access to a computer, so we need to make sure that we use our current resources to be able to facilitate that learning for those staff members.

Universal University Childcare – We have been working with Dr. Sharon Ballard to look at University childcare. Dr. Ballard and her team were able to get a grant. It is primarily focused on students but there are 10 spots available for Staff and Faculty. They should be offering those availability in January. We are going to be working together to figure out how we can provide this to some of our senators or other staff members on campus.

Remote Work Committee – remote working website that will be a resource for remote working and information about all the available resources; we are looking at the guidelines for teleworking and whether a position is conducive to telework or is not and how to evaluate.

Staff Senate group photo – Current website picture is about 3 years old so we need to update that, we will be having our November 10th meeting in person to take a new picture. The meeting will be in person at the East Carolina Heart Institute but there will also be a virtual option. Please wear staff senate polo or ECU purple polo.

Staff Senate Polo order – we have a few in the storage closet and others on order, we will get those distributed as soon as we can

Treasurer's Report – we had a vendor refund come in for an overpayment from the prior year; we requested the discretionary fund rollover and that's showing now

UNC Staff Assembly Delegate meeting – Aisha, Todd and Joseph will be attending the meeting on October 24-25 in Elizabeth City. We're planning on following up with the retention recommendations that were presented by the UNC Board of Governors, and we'll also be selecting the Executive Committee for the upcoming term for the UNC.

Winter Coat Drive – Will be held to support the ECU Community School; boxes will be out November 28th – December 12th so we can donate to the school prior to winter break. Plan to place boxes at same spots for School Supply Drive.

Attendance Policy – please remember to email staffsenate@ecu.edu if you will be missing a meeting so that we can document it

SGA Updates – Tyler West is the speaker of the assembly with SGA and Staff Senate's Parliamentarian; here to answer any questions regarding motions, Roberts Rules of Order, and anything of that nature; no updates for SGA today

Special Election – Open the floor for nominations; no new nominations and current nominee is not present; motion tabled until next meeting

Committee Updates

Bylaws: John Southworth – Our primary focus at our last meeting was the succession plan. We looked at bylaws from other institutions in the UNC system, so this meeting was more about trying to put it into words and create kind of a replacement for what's in there. Now as far as succession planning for primarily the chair position, but also the other executive committee positions as well as the committee positions for the actual like the committee positions like the Chair and the Chair elect for those people in committees. We're working diligently to try and get this into a proposal at some point that the staff Senate can consider and vote on.

Communication & Marketing: Kimrey Miko – The Marketing and Communications Committee met just over a week ago. Aisha and Melissa established a social media calendar that shows our fun posts that will be going onto our social media pages for the remainder of the semester. We are going to start promoting Pirate Perks, but we need to verify those first. The creation of the newsletter is on hold until Summer 2023.

Diversity: Aisha Powell – Working with Faculty Senate and developing Bystander training; We saw the areas in our climate survey that was focused on age, gender and race and regards to discriminations among faculty and Senate staff, and so we want to create that, and we are really focusing on that this semester; we will focus on the Women's roundtable

Human Resources: Loretta McDaniel – Bereavement plan update, we're still waiting on some guidance from the Staff Assembly. Staff Emeritus nominations, the email will be coming out soon for nominations. The deadline date is November 30th, 2022.

Membership: Jessica Emick – At our last meeting, we reviewed the absences and moving people around as they change positions and leave the University. The Staff Senate video was updated. We have been working on getting this video done for a year, year, and a half now and it's going to replace our current video.

Leadership & Professional Development: Grace Tolson – BALL event – able to narrow down our list of potential ball speakers to three and we rank ordered them and then devised a plan for who was going to reach out and gauge interest of those three potential speakers. Poll from last meeting – a lot of really good feedback and general topics, we will share with Rob Weatherly from HR

Recognition & Rewards: Stephanie Stroud – Wellness Walk, next Thursday from 11:30 to 1:30 at Lake Laupus. We are going to have the Aramark food truck. We have confirmed with lots

of vendors. Once that is finished, we will start working on the week of employee appreciation in April.

Scholarship: Joseph Moore – We had our first fundraising event that was Monday, September 19th, and it was a success. I don't have that dollar figure in front of me and what we made, but we'll share that for the next meeting. Our next upcoming fundraiser is going to be on Tuesday, November the 15th, from 5:00 to 9:00 at the Chipotle. And remember, it's the location near the Greenville Mall.

Adjourned Aisha Powell, Staff Senate Chair

Next Meeting November 10, 2022 at 3:00pm at East Carolina Heart Institute Auditorium

Meeting Link [Staff Senate Monthly Meeting-20221013_150009-Meeting Recording.mp4](#)

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