

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

**Attendance:**

**Present:** Derek Abbott, Cornell Allen, Marlene Anderson, Cindy Askew, Megan Ayers, Steve Ayers, Kristen Bolton, Lee Brown, Lisa Brown, Ramona Brown, Richard Cherry, Harold Coleman, Tim Daughtry, Kendra Davis, Melissa Eakes, Lisa Graepel, Mimosa Hines, Phil Hulsey, Garrett Killian, Hong Li, Jeremy Morris, Kelly Rogers, Teresa Tripp and Kim Wilson.

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

**Ex-Officio Officers Present:** Shawn Condon, Johnnie Eastwood, Robyn Galloway, Nonie Garcia, Gwen Green, Karen Summerlin, John Toller, Patty Woolard and Ashley Worthington.

**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 Mande Lanaster 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. 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.**

# East Carolina University Staff Senate

## COMMITTEE GOALS AND OBJECTIVES 2010-2011

### COMMITTEE INFORMATION

Committee

Name:

**Communications & Marketing**

Committee

Chairman

:

**Mimosa Hines**

Committee

Chair-

Elect:

**Jenny Gregory**

Standing or  
Adhoc  
Committee:

Date:

**8/22/10**

Review Period:

### INSTRUCTIONS

Goals should always be: **S** – Specific **M** – Measurable **A** – Action-Oriented **R** – Realistic **I** – 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<sup>ST</sup> GOAL/OBJECTIVE

### 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.

### 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.

### Importance:

Essential

Important

Desirable

## 2<sup>ND</sup> GOAL/OBJECTIVE

### Description:

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

### 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.

### Importance:

Essential

Important

Desirable

### 3<sup>RD</sup> GOAL/OBJECTIVE

**Description:**

Develop and distribute four issues of the *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.

**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.

**Importance:**

Essential

Important

Desirable

### 4<sup>TH</sup> GOAL/OBJECTIVE

**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.

**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.

**Importance:**

Essential

Important

Desirable

## East Carolina University Staff Senate Committee Meeting Report

**Committee Name: COMMUNICATIONS AND MARKETING**

**Meeting Date: 8/19/10**

<b>Committee Chairman</b>  Mimosa Hines	<b>Last Meeting Date:</b>  8/11/10	<b>Next Meeting Date:</b> TBA  <b>Time:</b>
<b>Senators in Attendance:</b>  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

<b>RECOMMENDATION</b>	<b>RATIONALE</b>
Ask other committee chairs to submit potential newsletter content to me	We need to represent all of the Senate in the quarterly newsletter

### ITEMS REQUIRING COMMITTEE MEMBER ASSISTANCE

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

### 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](mailto:wilsonki@ecu.edu)  
328-9066

Jeremy Morris  
[morrisje@ecu.edu](mailto:morrisje@ecu.edu)  
744-6524

Kelly Rogers  
[rogerske@ecu.edu](mailto:rogerske@ecu.edu)  
744-2232

Kristen Bolton  
[boltonk@ecu.edu](mailto:boltonk@ecu.edu)  
744-5961

Mimosa Hines  
[hinesmi@ecu.edu](mailto:hinesmi@ecu.edu)  
328-1277

## 2010/11 Budget Update ECU Staff Senate

8/19/10

## 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

	<u>Permanent</u>	<u>One-Time</u>
2008/09	\$ 2.5M	\$40.0M
2009/10	\$19.1M	\$22.6M*
2010/11	<u>\$13.7M</u>	<u>\$ 8.4M**</u>
Totals	<u>\$35.3M</u>	<u>\$71.0M</u>

**ECU 3 Year Grand Total \$106.3M**

\* SBM of carry forward approved by OSBM  
 \*\* Projected at 3%

## 2010/11 ECU Permanent Budget Reduction Calculation

Base Reduction	\$10.8M
Continuation Budget Reduction	<u>2.9M</u>
<b>ECU Total Permanent Reduction</b>	<b>\$13.7M</b>

## 2010/11 ECU One-Time Budget Reduction Calculation

Authorized State Appropriation	\$ 288M
OSBM Reversion Rate	<u>x .03*</u>
<b>ECU Total One-Time Reduction</b>	<b>\$ 8.4M</b>

\*Estimate for planning purposes

### 2010/11 ECU Total Budget Reduction Calculation

ECU Total Permanent Reductions	\$13.7M
ECU Total One-Time Reduction*	<u>\$ 8.4M</u>
<b>ECU Total Reductions</b>	<b>\$22.1M</b>

\* Estimated at 3%

### 2010/11 ECU Permanent Reduction Plan

ECU Permanent Savings	\$ 0M
ECU Supplemental Tuition	<u>10.8M</u>
<b>Total</b>	<b>\$10.8M</b>

- ### 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	2.8M
• Library	1.0M
• General Institutional Support	<u>4.9M</u>
Total Model Generated Need	\$14.9M
• Less: Total Expected Tuition	<u>2.6M</u>
<b>ECU New State Appropriation</b>	<b>\$12.3M</b>

\*78.11 faculty positions at \$79,935/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

- ### 2010/11 ECU Uses Enrollment Growth (cont'd)
- 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\*

Undergraduate	\$ 3.8M
Graduate	\$ 0.6M
Professional	<u>\$ 0.1M</u>
<b>ECU TOTAL</b>	<b>\$ 4.5M</b>

\* Projected

**2010/11 ECU Sources**  
Supplemental Tuition Increases\*

Undergraduate	\$ 6.9M
Graduate	\$ 0.2M
Professional	<u>\$ 0.2M</u>
<b>ECU TOTAL</b>	<b>\$ 7.3M</b>

\* Projected

- 2010/11 ECU Uses**  
Campus Based Tuition Increases
- Financial aid to students (All)
  - Student retention Efforts (UG)
  - Academic infrastructure support costs (Prof)

- 2010/11 ECU Uses**  
Supplemental Tuition Increases
- Financial aid to students (All)
  - Offset/Prevent Academic Reductions (All)

**2010/11 ECU Sources**  
State Appropriation

Indigent Care Funding	\$0
Dental School Operating	\$6M

**2010/11 ECU Sources**  
State Appropriation

Indigent Care Funding	\$0
Dental School Operating	\$6M

### 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?