

UNIVERSITY STAFF ADVISORY COUNCIL MEETING MINUTES

May 9, 2017, Tyler Haynes Commons 305

Members Present: Shannon Best, Amy Gallagher, Slade Gormus, John Hurst, Jackson Knox, Ingrid Lasrado, Paul Lozo, Kirsten McKinney (Chair), Barb Michaelson, Heather Sadowski, Brittany Schaal, Cindy Sharp, Kate Sirc (Secretary), Tara Stewart, Cassandra Taylor-Anderson, Harold Wainwright, Joseph Woodford

Nonvoting Members Present: Paul Brockwell, Lynn Robertson, Carl Sorensen

Members Absent: Matt Barany (Vice Chair), Beth Ann Howard, Julie Neville, Cindy Stearns

Kirsten called the meeting to order at 1:02 p.m. and welcomed the nominees for 2017-2018 in the gallery. Minutes were approved electronically via the listserv and posted online.

Brand Study Presentation - John Barry, Vice President for Communications

Fourteen months ago, the University began a study to determine the most effective way to build the University's brand and tell the Richmond story in a compelling, inspirational, distinctive, and authentic way. University Communications partnered with a consulting firm, Simpson Scarborough, to find ways to differentiate the University based on our strong characteristics. Prospective students, current undergraduate students, graduate students, staff, faculty, and alumni were all surveyed. Through this research it was determined which qualities were both important to prospective students and representative of UR – the results were smart, ambitious, confident, friendly, intellectual, and studious. It is around these words we hope to build the UR story.

John shared samples of marketing efforts and the “There's Only One” ad campaign. Examples included highlighting the Richmond Guarantee, meeting 100% of need while being need-blind in admissions, Division I athletics, our beautiful campus, and the unique accomplishments of our alumni such as NFL-player-turned-astronaut Leland Melvin.

John also talked about possible new initiatives and traditions that could help showcase our unique qualities such as lighting Boatwright Tower, a Spider Statuary, campus pageantry (banners), paid advertising (digital and print), an additional issue of the University of Richmond Magazine, Faculty/Staff publications, an annual report, and a more active use of social media.

John will repeat this presentation at Spiders in the Know on May 18.

Budget Update – Dave Hale, Vice President for Business & Finance

Dave Hale gave an overview of the FY18 budget (\$292M), which was approved by the Board in April. About 52% of our revenue will come from tuition/room/board less financial aid expenses (\$153M), 39% from the endowment (\$114M), and 9% from other sources such as donations/gifts, auxiliary sources (\$25M). The largest expense continues to be compensation and benefits at around 60% (\$174M), 30% is allocated for all operating expenses (\$86M), and 10% for facilities (\$32M).

Forecasting shows we are slowing the rate at which we increase our draw from the endowment each year, and we may budget a deficit in 4-5 years. Dave explained that this can be managed but demonstrates the pressure we are under. We must control personnel growth, make use of existing resources, examine processes/activities across campus, ensure all decisions are mission focused, and enhance fundraising. We will continue to advance and add new initiatives as approved by the Planning and Priorities committee as well as take on additional capital projects each year.

Dave will repeat this presentation at Spiders in the Know on May 18.

Proposal for Support of Staff Groups – Heather Sadowski

Heather presented a proposal that outlines a plan for USAC to support the formation and promotion staff groups (formally Affinity Groups) and their events. USAC would manage a list of staff groups, help promote their events, and provide small amounts of funding based on an application process, but will not be responsible for the actual programming.

If adopted, our next steps would be to eliminate the role of Affinity Groups Chair, determine criteria and process for reviewing applications, and earmark an amount in the budget for this. We will continue discussion at the June meeting.

Committee Updates

Each chair was asked to describe the charge of his/her committee since we had several USAC nominees with us in the gallery.

- Executive – Planning for the year-end meeting/celebration in June is underway.
- Communications – No updates at this time.
- Elections –
 - 25 nominees accepted their candidacy for 2017-2018 USAC
 - Dining seat elections were held the week of April 24 in order to maximize voter turnout. Lisa Bayard won that election and the other 2 candidates will roll into the overall Business Affairs election.
 - Specific seat elections for Academic Affairs and Facilities will be May 15-22 and at-large elections will take place May 23-31.
 - Voting events will take place on May 23 (Gelato Day) and May 31 (Springfest).
- HR – Carl Sorensen gave a brief update to a previous presentation regarding Talent Web. That project is currently on hold due to a pending decision regarding Banner.
- Affinity Groups – No updates outside of the staff group proposal.
- Volunteer and Engagement – No updates at this time.
- PIT (Plant Involvement Team) – No updates as last month's PIT meeting was cancelled. Paul did have an update on the University Wayfinding project– construction documents are being reviewed to make sure sign locations meet our needs. RFPs will be sent this summer to sign companies, planning/design will start in the winter, and installation next spring.

Web Submissions

Eight new web submissions were reviewed and discussed. Submissions and responses are posted as a separate document on usac.richmond.edu/meetings.

Announcements

Lynn Robertson shared several important dates:

- Springfest on May 31 – this year's event is pirate themed and employees are encouraged to bring contributions to a food drive (pet food also accepted). Anyone who participated in the food drive will receive an additional door prize ticket!
- Fishing Tournament on June 17 – registration is open until June 12, family-friendly event.
- Busch Gardens Day on August 4 (Ticket pick-up on July 27) – more information is forthcoming.

Kirsten reminded the group of Spiders in the Know on Thursday, May 18 in the Alice Jepson Theatre. Light refreshments will be served from 8:30 to 9 a.m. and the program will run from 9:15 to 11 a.m.

Closed Session

The Council entered into closed session at 2:45 p.m. No actions or votes were taken.

The Council adjourned at 2:50 p.m.

Submitted by
Kate Sirc
Recording Secretary and Treasurer