Staff Advisory Council Minutes
May 10, 2018
201 Hill Hall
1:15pm – 3:00pm

<table>
<thead>
<tr>
<th>Attendance Record</th>
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<tbody>
<tr>
<td>Administrative/Professional</td>
</tr>
<tr>
<td>Melissa Ingram – x</td>
</tr>
<tr>
<td>Julie Loftin – x</td>
</tr>
<tr>
<td>Sean Brown – x</td>
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<tr>
<td>Hannah Clampitt – x</td>
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<tr>
<td>Alisa Petty – SAC/OSAIV</td>
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<td>HR Ex Officio – Krista Jennings (HR Consultant Sr.)</td>
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<td>Guests: Lucas Jorgensen (School of Medicine council)</td>
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Call to Order: Chrissy called the meeting to order at 1:15pm.

Guest Speaker(s): Lisa Thurber (Director of Strategic Communications) spoke to the SAC about the 160 over 90 marketing/rebranding campaign. The goal is to support increased enrollment and to increase sentiment with stakeholders. There are three main parts to the marketing campaign, which are triage campaign, bridge campaign and brand campaign. The triage campaign is geared toward prospective students and their families. Some of these things include billboards in state and out of state, the Chancellor's Update (which they are working to restructure to be more engaging), and social media ads. The bridge campaign has a few components. One is that they are focusing on trying to get more applications for fall enrollment using features such as mobile geo-fencing, online radio, high impact display, paid social, data driven display and paid search. These things are more focused on prospective students and families. Another piece of the bridge campaign is a brand sentiment media plan, which is targeted more toward the general public, alumni, donors and legislators. They have promoted with town-takeovers, big high-impact display ads (Chicago, Kansas City, St. Louis, Dallas and Houston), NPR and social media. These things are designed more to help perception and awareness and are not necessarily designed for enrollment. The last piece of the bridge campaign is spring enrollment and the focus is to get those students who have been accepted to say yes and commit to attending Mizzou. They just completed this campaign and are waiting on final numbers. A lot of the camping was done through paid search and paid social. They have some short videos on Twitter to help highlight the Mizzou experience. They also sent highly targeted emails to those students who have been accepted. They are still working on the brand concept as it is designed to help carry Mizzou for a much longer period of time and to build sentiment over time. There are no real ads for this yet, but they are getting close. They are working on a 30 second tv spot that will run during SEC games and they should have the final cut soon. This will focus on students and experience. They have been getting feedback from students to get a broad perspective. They will also work on a 1 minute anthem video next. They are also still thinking through everything to help with brand awareness and to support increased enrollment.

Upcoming Meetings & Dates:
- May 21-25, 2018 – Staff Recognition Week
- June 14, 2018 – SAC Meeting – 201 Hill Hall – Andy Hayes and Amber Lammers, guest speakers
- June 28, 2018 – SAC Meeting – 201 Hill Hall
**Minutes Approval:** Julie motioned to approve the minutes from April 26, 2018, Rachel seconded. Motion carried.

**Secretary/Treasurer Report (Dayla):** The executive committee has not met recently, but has meetings scheduled with Gary Ward and Chancellor Cartwright next week. They also have a meeting scheduled with Jatha Sadowski and Patty Haberberger to discuss job categories.

**New Business:**

**Spring 2018 SDA Approval**  – Steve motioned to approve review committees recommendations, Julie seconded. Motion carried. Admin will notify applicants of the results.

**Meeting with President Choi** – Chrissy reported that Ashley Berg in the president’s office (who is also on ISAC) asked if it would be helpful for President Choi to come to campus to talk with staff. Chrissy let her know that staff would welcome the opportunity to talk with him at any time, but suggested that an open-forum setting would probably not be the right format. Chrissy asked members of the SAC to think about what that could look like and send suggestions to her.

**Collaborative Design Session** – Chrissy reported that President Choi brought together all of the Vice Chancellors, Chancellors, Deans, Provosts, Associate Deans, etc. from all campuses for an entire day to go through the preliminary results of the administrative review. They met last Wednesday and had breakout sessions for HR, Finance and IT. They went through results and discussed what it takes to keep the lights on and what are some things they are lacking. No decisions were made and there is no formal plan. Each campus met at the end of the day. President Choi was happy with the results and the collaboration. Chrissy will let the SAC know if she hears anything more.

**Human Resources (Krista Jennings):** Krista reported that Patty obtained about 60 free passes to the KC Zoo, with platinum wristbands. Dayla has them and will bring them to the auction set up tomorrow. Chrissy mentioned that she has received a lot of questions regarding summer hours. Per Krista, there will be a communication going out that the deans and business departments will be responsible for determining the needs of their departments. There has been an emphasis on flex time to try and make that more of a normal conversation.

**STANDING COMMITTEES:**

**Education Award (Tammy):** Nothing to report.

**Elections (Sean):** The mass email went out. Sean asked members of the SAC to look around in harder to fill categories and see if there’s anyone willing to apply, as we need applicants for Technical/Paraprofessional and Crafts/Maintenance.

**Fundraising (Steve):** Nothing to report.

**Marketing & Communications (Tammy):** Nothing to report.

**SAC Salutes (Eric):** Members need to please send their votes to admin by Friday, May 11th so the Spring 2018 recipient can be selected and awarded.

**Service Champion (Eric):** They presented Sonya Thiessen (February), Alexander Jurkevich (March) and Veronica Salmons (April) with Service Champion Awards. The committee is reviewing the new round of nominations and will select a May recipient. Admin will then schedule the award presentation.
Staff Development Award (Melissa): The committee met on 4/30/18. The amount of funding available is $20,784 and the recommended awards total $20,783.19 and would fund 13 recipients between individual and group proposals.

Staff Recognition Week:
- **Online Auction (Jan):** Set up for the auction is scheduled in 194B at the General Services Building. The auction will open at 8am on Monday, May 21st and will shut down at 3pm on Friday, May 25th.
- **Arts & Crafts (Rebecca):** Tablecloths have been ordered.
- **Awards (Sean):** Nothing to report.
- **Ceremony (Tammy):** Nothing to report.
- **Events (Dayla):** Carni-Mall will have outdoor games on Lowry Mall. Dayla sent a doodle poll to request volunteers for the luncheon. They are delivering donuts to the 2nd and 3rd shifts and are still working on the extension piece. They would like to come up with something to send to every office. Megan Martin with Extension said to give the items to the regional representatives and they will deliver it to their counties. This will not happen during Staff Recognition Week, but extension staff will receive something.

SPECIAL COMMITTEES:
- **Campus Facilities Planning Committee (Eric):** The meeting was cancelled. Nothing to report.
- **Campus Space Utilization Committee (Sean):** The meeting was cancelled. Nothing to report.
- **Capital Financing Advisory Committee (Dayla):** Nothing to report.
- **Capital Review Committee (Jan):** Nothing to report.
- **Chancellor’s Cabinet (Chrissy):** They met a couple weeks ago and Keeling & Associates gave a rundown of what they found. No formal announcements or decisions were made about the structure of Student Affairs.
- **Faculty Council (Hannah):** Hannah reported that it was a short meeting, mostly closed session. They discussed a fiscal report related to space issues. Each dean has been asked to reduce their footprint by 15-25%.
- **Intercampus Staff Council (Chrissy/Liz B.):** The next meeting is scheduled for May 23rd.
- **Keeling & Associates Advisory Group (Sean):** Keeling & Associates are finalizing their report. They are scheduled to meet with Gary Ward and Jim Spain on Thursday to present some ideas and the major plan. Most of the working groups are done.
- **Keeling & Associates Residential Life Experience (Steve):** Nothing to report.
- **Provost Search Committee (Chrissy):** Candidates came to campus. The committee meets again next week, but they do not make a decision, the chancellor does. All of the surveys will open back up to gain more feedback on the candidates.
Resource Allocation Model Committee (Liz B.): They met this week and will meet again on Tuesday. Todd Mackley had some questions and is running a proposed model and they had to redefine some things. They will have data to look at for the meeting next week.

Safe Mizzou Coalition Committee (Hannah): Nothing to report.

Strategic Enrollment Management Committee (Chrissy): The committee is on hold while they wait for feedback from Dr. Spain and then they will try to get feedback from the chancellor before meeting again as a committee.

Tobacco Free Mizzou (Julie): On Wednesday, May 1st, the Business Policy Committee for the University of Missouri met and was presented the TFM Committee policy recommendations. Discussion on the policy went well and the committee chair, Shelly Bush, has presented the policy committee with a draft of the proposal to make changes to the policy through their comment process.

Total Rewards Advisory Committee (TRAC) (Sean): Nothing to report.

Adjournment: Jan motioned to adjourn, Sean seconded. Meeting adjourned 2:53pm.