

MINUTES  
 UAF STAFF COUNCIL #223  
 December 21, 2011  
 8:45-11:00AM  
 IARC 501

1. 8:45-8:50 CALL TO ORDER AND ROLL CALL

A. Roll Call

Present:

Pips Veazey

Juella Sparks

Maria Russell (phone)

Jodi Baxter (phone)

Debbie Gonzalez

Shawn Houston

Carolyn Simmons

Deb Coxon

Gary Newman

Claudia Koch-Goddard

Robin Weinant

Carol Shafford

Brad Krick

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- Last year we began discussing what branding means for UAF and why we should go through the process. UAF has a brand, it is the mental image that comes to mind when we discuss UAF with students, faculty, and staff. Improving or defining what this image is will assist with the marketing process. They have created a strategic marketing committee with about 40 individuals from across campus. There is also a smaller working group heading the process.
- The project has four phases, the first phase is research. They have held campus wide meetings, rural meetings, and focus groups with faculty, staff, students, alumni, and community members and they have interviewed key figures from different industries.  
The Nerland Agency, contracted to the McDowell group, developed a survey which was sent to forth thousand individuals including current faculty, staff, students, prospective students and alumni. The survey tested 7 positioning statements based on what people in the focus groups identified with UAF. Results are expected in January and from these they will develop UAF's brand strategy. The finalized brand strategy is expected to be ready by the beginning of February and they will share this with various groups on campus. They will then move into the creative phase. The final visible roll out will be delayed until after the 2012 Presidential Election so that UAF's name is not placed into the middle of the election process. This also provides time to refine everything to ensure that what they promote about UAF is unique
- A question was raised regarding the overall cost of the branding project. Michelle was not certain about this, but plans to check further into this.
- The logo will most likely remain largely unchanged but may change a little depending upon feedback.

4. 9:05-9:15 OFFICER REPORTS

A. Pips Veazey, President

- EMR and the Staff Council office have been working on elections lately. There are some seats which will not be filled. Pips has been thinking about strategies for addressing the issue of having so many empty seats and keeping the council important in the minds of staff members. This has included brainstorming about what we might look like as an organization, how we can improve staff council and raise staff council to a more prestigious level. We would like to start having more conversations about this.
- There are a lot of new staff council members and we welcome some of those today.
- In February we will have orientation for new Staff Council members. This is a face-to-face meeting with offsite representatives visiting campus for the February meeting and Orientation. We will also have breakfast with Chancellor Rogers at this time.
- Related to the idea of revamping Staff Council, we have also discussed communication strategy with the Staff Council.

**President Gamble's Strategic Direction** Currently there are external listening sessions being held, where the President and Regents have gone out and asked seven questions to members of the community to receive input. Internal listening sessions will start in January at the various campuses where they will have sessions for staff only, faculty only, and student only. Paula Johnson has asked Staff Alliance to provide questions for the staff listening sessions. Staff Alliance has opened a Google doc to collect questions. At the January Alliance meeting they will review these questions and probably select seven for Paula to choose from. We do have the opportunity for input on what is asked at these listening sessions. If you have any questions, please submit them.

#### Tuition Waiver Benefit:

- The tuition waiver benefit is still being discussed. There are three proposed changes currently being discussed:
  1. Instituting a six month waiting period for new employees before they could use the benefit.
  2. Requiring staff to repay tuition if they fail the class or receive a 'no-basis' grade.
  3. Requiring dependents using the tuition waiver to comply with the 'satisfactory academic progress' (SAP) policy.
- There are issues with all three of these. We passed a resolution opposing any changes. Staff Alliance adopted it in whole and added language about SAP and forwarded it to the president. President Gamble declined to accept the resolution and said that it had to go through System Governance Council.
- There have been some changes in Governance and the way that we do business. In January, President Gamble will personally meet with Staff Alliance, Faculty Alliance, Coalition of Students, and the System Governance Council. At that time, Juella plans to clarify the process with the president. Alternatives to these changes have been suggested and our opposition to these changes is on his radar. Only 2% of all staff who use this benefit received either a failing or 'no-basis' grade. They have communicated the staff position with faculty and their unions and Faculty Alliance to try to get on the same page about this issue if possible.
- Another change at the statewide level is that the Governance Office was moved from what was Wendy Redmond's position, and now Carla Beam's, to Dan Julius' position which has been a concern. President Gamble asked for Juella's input and she specifically asked if she would still have direct access to the president. Secondly, she expressed concern about the fact that Dan Julius' title says 'Academic Affairs,' which does not line up with staff concerns. The different coalition leaders have met with Dan Julius a few times, he assures us that, as per policy, we still have direct access to the president and to the regents that we would not have to go through him; his role is oversight. He also stated that there would be no changes to processes and procedures as they stand right now.
- The larger meaning behind president's disapproval of Staff Alliance's motion is unclear. However, this issue was placed on the Staff Alliance January agenda. The president will attend this meeting. Juella has also requested to the spokesperson for the System Governance Council that both our resolution and determining what the policy is be placed on that agenda.
- Our counterparts at UAS adopted UAF Staff Council resolution in whole and added a couple of things and forwarded that to Staff Alliance. The officers from UAA took a similar path, adoption our resolution and adding a bit to it.
- It is important to note, President Gamble said that it should come through System Governance. This means that he read it and he knows where we are on this issue. Juella has been in direct discussion on this topic with Donald Smith.
- Concern was raised regarding the email about contacting the Governor. However, this involved filling out a form that was sent out from Alliance, not sending an email. In the form, people can use their personal email or even a fake email. There are concerns about the perception of using public dollars to advocate for more public dollars. It is suggested that if people choose to participate in things such as this that they use a personal email and that they do it on lunch hour, break, or after hours. The dollars for Alliance that get us to Juneau are separate, they are not public dollars. If another advocacy campaign arises, we will reiterate it in that.

- An announcement on this issue is expected any day. It is possible that it is going away. Some alternatives have been put on the table including the possibility that we will no longer hire tobacco users from a certain date forward. The Joint Health Care Committee is meeting this morning and they will most likely hear directly from the administration on some of these alternatives. Miscommunications have occurred including a news

8. 9:55-10:10 INTERNAL COMMITTEE REPORTS

A. Staff Affairs – Naomi Horne

- Staff Affairs last met on Dec. 12. There was low attendance at this meeting due to scheduling conflicts. This was also Naomi's last meeting as chair. A new chair is needed for this committee. Naomi is willing to update the new chair once they have been appointed.
- The committee hopes



- L. Review of Infrastructure and Sustainability Energy Board (RISE)– Mayanna Bean
  - Report available at: [www.uaf.edu/sustainability/rise/](http://www.uaf.edu/sustainability/rise/)

- M. People's Endowment Fund Committee- Naomi Horne

\*Committee Representatives: Please forward your reports to [uaf-staff-council@alaska.edu](mailto:uaf-staff-council@alaska.edu)

#### 11. 10:25-10:30 AD HOC COMMITTEE REPORTS

- A. Calendar Committee– Gary Bender, Brad Krick, Sara Battiest

- The committee is nearing completion on the calendar, including updating the contact information to reflect election results. Gary N. has a printout with him with him today of roughly what the calendar will look like. These will be ready for distribution at some point in January.

- B. Administrative Review Committee

- C. Awards Committee

- D. Staff Appreciation Day Committee– Maria Russell and Ashley Munro

- Attachment 22~~3~~

- A report is included with the agenda. The committee sent out a questionnaire to both faculty and staff requesting volunteers to lead sessions on Staff Appreciation Day. If you have ideas you would like included or

## Advocacy December 2011 Report

- x December 15 Staff Tour of the Library. An opportunity to see how the Library brings in the holidays and finals week with the students.
- x February 10, 2012 Open Forum / Q&A with Chancellor Rogers from 12:30pm–2pm. Please mark your calendars and plan to attend!
- x New Advocacy Chair is Debbie Gonzalez.



Staff Appreciation Day Report, December 2011  
CoChairs: Ashley Munro, Maria Russell

Budget:

\$11,000 Longevity (previously HR funds)

\$2,000 Governance

\$2,500 Chancellor

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\$15,500 Total funds

Longevity:

We will be spending approximately \$12,000 on the Longevity portion. This will include gifts and programs. There will be an increase in cost due to there being 141 more recipients than last year.

The breakdown of awards is as follows:

5 year 130 people (compared to 84 last year)

10 year 137 people (compared to 72 last year)

15 year 45 people (compared to 30 last year)

20 year 40 people (compared to 36 last year)

25 year 13 people (same)

30 year 13 people (compared to 3 last year)

35 year 3 people (compared to 2 last year)

We will use the same awards as last year and the same timeline for the program itself.

Sessions:

A questionnaire went out in mid December and we currently have 9 submissions for sessions. We would like to focus more on the fun, personal development sessions and try to have the professional

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Activities:

In addition to the Frisbee Golf Tournament, we are exploring several more activities:

Scavenger Hunt clues regarding history and trivia of UAF will lead staff around campus.

Everyone who completes the hunt will be entered to win a prize (extra free parking pass?)

UAF Photo Booth Photo booth set up in Wood Center with UAF gear (hats, wigs, shirts, paws,

with the Sustainability Office and Student Services to fund the purchase of Frisbees to use as plates. This has been done the last few years at SpringFest. The Frisbees can be kept by staff, or turned in to be washed and re-used. We will meet with Catering in early January to get prices for food.

Non Fairbanks Staff:

t Á]oo }(( CE šZ Z v oo}CE [• CE •• -Live. This will eliminate a \$2,500 charge for webstreaming. We will be requesting funds for main area with UAF staff. These funds can be used for food or for local sessions. Staff outside of Fairbanks are encouraged to find local presenters or activities for Staff Appreciation Day. Longevity awards will be mailed out in early May for presentation at each site.

Sponsors:

Due to our increase in longevity recipients, we do not have a lot of funds for catering. We are asking departments to sponsor items associated with Staff Appreciation Day. We are currently requesting the following:

- x Vice Chancellor for Rural and Community Development to sponsor the community site awards
- x Sustainability Office and Vice Chancellor for Students to sponsor the Frisbee plates
- x Vice Chancellor for Administrative Service to sponsor the breakfast
- x



letter submitted about planning.

## 2. Feedback on revising UAF Mission Statement

a. Current UAF Mission Statement

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b. Possible revised Mission (1)

UAF emphasizes the circumpolar north and its diverse peoples in striving for excellence in teaching, research, community engagement, and preparing students for careers and leading roles in improving their villages, towns, cities, and state.

c. Possible revised Mission (2)

UAF emphasizeim)



## UAF Staff Council President's Report December 2011

### Elections

We are looking forward to welcoming new members of staff council at the January meeting. There are currently a significant number of seats that remain unfilled, and despite recruiting phone calls and email notices there appears to be a lack of desire

**University of Alaska FY13 Budget Update**

*Governor's proposed budget*



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The governor's budget includes funding for the Department of Education, the Department of Health and Social Services, the Department of Transportation, and the Department of Public Safety.

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**University of Alaska FY13 Budget Update (continued)**

On the capital side, the university looks forward to further discussions about strategies to reduce the

help bring the backlog to a more sustainable level.

UA is responsible for maintaining over 400 buildings, half exceeding 30 years of age, with almost 6.7