

**University Council**  
**Monday, October 11, 2021**  
**Meeting conducted via Zoom**

**1. Call to Order**

Provost Kimberly McCorkle called the meeting to order at 8:31 a.m.

**2. Roll Call**

Mr. Joe Smith called roll. Those in attendance were Mr. David Atkins, Ms. Bridget Baird, Dr. Bill Block, Mr. Scott Carter, Dr. Susan Epps, Ms. Joy Fulkerson, Dr. Mark Fulks, Dr. Adam Green, Dr. Lisa Haddad, Dr. Nick Hagemeyer, Ms. Meghan Heimbach, Mr. Stephen Hendrix, Dr. Michael Hoff, Mr. Anthony Johnson, Dr. Karin Keith, Dr. Chris Keller, Dr. B.J. King, Dr. Karen King, Dr. Sam Mayhew, Dr. Kimberly McCorkle, Dr. Arpita Nandi, Dr. Brian Noland, Mr. Jeremy Ross, Dr. Don Samples, Dr. Janna Scarborough, Dr. Joe Sherlin, Dr. Jeff Snodgrass, Ms. Jessica Vodden

**3. Standing Items**

*3.1 Approval of September 13 Meeting Minutes.*

No requested changes to the minutes were made. A motion for approval was made and seconded. The minutes were approved.

*3.2 Review of Agenda.*

Provost McCorkle announced that the presentation on Enrollment and Student Success from Dr. Mike Hoff will be postponed while he awaits data.

*3.3 Call for Voluntary Reports*

Faculty Senate: President Stephen Hendrix is working through a variety of resolutions, some still in the works. One item that was recently brought to the Senate involved questions on how search committees for chairs are formed.

Staff Senate: President Joy Fulkerson said new officer/leadership transition continues. A major upcoming event is the annual staff holiday drive, and this year the Senate will partner with Bucky's Food Pantry to provide support for students.

Council of Chairs: Chair Karin Keith said work is being done on an all-chairs meeting to take place later in October.

Athletics: Director Scott Carter said fall sports are very active and provided an update on how each team is performing.

*3.4 Sub-Council Reports*

University Governance Organization: Dr. Susan Epps

Dr. Epps said the new website is nearing completion and will be ready soon. She has been getting updates from the committee and resolving questions that have been presented. She did ask about needing representation on the committee from Staff

Senate and SGA. Provost McCorkle said she would follow up on the best way to make nominations.

## **Action Items**

### *4.1 Old Business*

There were no old business items to discuss.

### *4.2 New Business*

#### 4.2.2 Employee Code of Conduct – Lori Erickson and Kay Lennon-McGrew

Ms. Lennon-McGrew and Ms. Erickson discussed the new employee code of conduct. This policy, if passed, will go before the Board of Trustees at its November meeting. A motion was made to approve the policy, and the motion was seconded. The motion passed to approve the policy.

#### 4.2.3. Discrimination, Harassment and Sexual Misconduct Policy – Marlina Rogers and Kay Lennon-McGrew

Ms. Lennon-McGrew said this policy is a combination of two previous policies, and Ms. Rogers added that the new process reflects a more streamlined process. A motion was made and seconded to approve the policy. The motion passed.

## **Information Items/Presentations**

### 5.1 University Relations Strategy and Procedures Update – Jessica Vodden

Jessica Vodden provided an update on recent procedural changes as well as new initiatives for University Relations, which is now called the Office of University Marketing and Communications (UMC). The name change for the office reflects the new integrative approach the team is taking to serve the campus and to align communication and marketing efforts with the university's strategic goals.

With the name change, work in the marketing space and the communication space are no longer distinct functions. Instead, with the new model, each college or major division will have a Partnership Manager (PM) who will be that area's single point of contact for all UMC work. Three new staff members, all called Marketing/Communications Specialists, are joining the staff in October, replacing three positions that had been vacant.

Ms. Vodden has worked with the Office of the President to develop a Statement of Work for UMC. This is a comprehensive plan that outlines major projects for the upcoming year, and these projects are designed to advance the university's strategic goals. Projects that are part of the UMC Statement of Work will not be charged design fees; however, if a campus partner is asked to assist with design, the client may be charged the standard design fees. Other changes include the elimination of the [projects@etsu.edu](mailto:projects@etsu.edu) email. Now, Partnership Managers in UMC will work directly with clients to oversee project management. The office is working more closely with

Biomedical Communications (BMC), which is doing a number of design projects for campus, and the two offices have a process in place for Identity review and proofreading.

A broad series of new templates will be made available to the campus soon as UMC phases out Design Conductor, a platform that had been providing some templates. Other updates from Ms. Vodden included that the Postal Office is now handling all business cards printing requests, and future university-wide updates, such as the Weekly Update, Accent, and ETSU Events emails, will come directly from UMC.

The current marketing council is being revitalized as the ETSU Marketing and Communication Network and will have a greater focus on shared learning and collaboration.

### 5.2 ERP Update and Security Update – Dr. Karen King

Dr. Karen King talked about cybersecurity and the work the ITS team is doing to improve security on campus and across the university's network and systems. In looking at potential risks, there are multiple threats; phishing is a major one, and others include denial of service, data breach, ransomware, and other vulnerabilities. The team has performed a risk assessment of the entire security environment and developed a roadmap to remediate gaps. Dr. King anticipates that new policies related to security will be brought forward in the future.

She discussed a number of activities that have been done or are in the planning stages by the ITS team to support cybersecurity. While there are protections in place for ransomware, this remains a significant risk.

#### ERP Update

Dr. King also provided a summary of work during the past two years in anticipation of a new ERP (Enterprise Resource Planning) for the campus. Due diligence has been done. Several presentations have been made and discussions have occurred with campus leadership groups about this process. In particular, she has met with administrators on campus who work directly with the ERP to understand what they would like to have in a new system.

The University of Tennessee is also proceeding with acquiring a new ERP, and this presents possible partnership opportunities for ETSU. Once the UT system has a contract in place with a new vendor, ETSU will be at a critical decision point on how to move forward.

President Noland reflected on how this move to a new ERP will be a “milestone change” for the institution, and if the decision is made to partner with UT, there could be a number of potential benefits. Depending on decisions that are made, ETSU could begin the implementation in the next 12-18 months.

## 6. President's Report: Dr. Brian Noland

President Noland began his report by introducing two ACE Fellows who were attending the meeting. He also noted that the previous day (Oct. 10) was the institution's 110<sup>th</sup> anniversary. Other highlights of his report:

- He gave an overview of recent CARES Act funding distribution. Recently, ETSU had distributed over \$8.2 million in a third round of CARES funding to 12,970 students. Those with greatest financial need received the highest level of funding. A similar distribution is planned for spring 2022.
- President Noland shared enrollment data from across the state. ETSU, along with most institutions in the state, witnessed an enrollment decline. This drop in enrollment was most noted at community colleges.
- While undergraduate enrollment was down and graduate enrollment was flat, there were some “wins” reported, including the Quillen College of Medicine having the highest first-year class in the history of the school. Among the new class of students this fall, ETSU saw an increase of first-time freshmen (12.4%), new transfer students (6%), international students (82.6%), and new dual enrollment students (2.4%).
- The average GPA was 3.5. We also have the largest number of Presidential Scholars.
- Diversity recruitment efforts have yielded a more diverse class; however, the number of males attending ETSU has declined in recent years, which is mirrored across the nation.
- The number of out-of-state students increased. While retention rates dropped as a result of the pandemic, ETSU did have the highest graduation rate (51%) this year.
- Budgets are solid, and he does not anticipate any further adjustments this year. Nearly \$4 million in carry-forward funds is being distributed across campus, including \$2.2 million to the colleges and \$1.3 million to reserves; in addition, \$1.7 million is being distributed from year-end dollars to offset enrollment declines. Two colleges that saw enrollment increases last year – Business and Technology and Public Health – are also receiving additional resources.
- A 3.5% across-the-board salary enhancement is planned for November. This complements a number of other recent salary enhancements, including one-time bonuses and a health insurance holiday, that have been offered recently.

- A review of the Great Colleges to Work For survey yielded positive results for ETSU, including a score of 80% in the category of promoting well-being; that number was above the national average.
- Major legislative priorities include three capital projects (\$51.7 for an academic building; \$45.7 million for the first phase of Brown Hall renovation; and nearly \$42 million for a new integrative health services building that will encompass both educational and clinical work). Other major priorities are funding for the Gatton College of Pharmacy and funding through the THEC outcomes formula.
- President Noland also provided an update on the Committee for 125 Chapter II. A series of internal listening sessions, town halls, and meetings will begin on campus soon.
- He is extremely proud of the work of ETSU Health to combat COVID-19. To date, more than 29,000 vaccinations have been given through ETSU Health. Related to the topic of vaccines, he will continue to closely follow recent Executive Orders that could impact vaccination requirements for federal employees.
- He concluded by reminding the council that this is Fall Break and he encouraged them to take time to rest, spend time with loved ones, and reflect.

#### 7. Announcements

Dr. Susan Epps reminded the council that nominations are being sought for the All-Southern Conference team. Anyone can nominate a faculty or staff member.

#### 8. Adjournment

Provost McCorkle adjourned the meeting at 10:01 a.m. The next meeting will be November 8.