

## **Marshall University Classified Staff Council Minutes**

September 15<sup>th</sup>, 2016, John Spotts Room MSC 2E37

**Members Present:** Chris Atkins, Nina Barrett, Amber Bentley, Missy Browning, Patty Carman, Tootie Carter, Joe Chambers, Stacy Good, Carol Hurula, Jennifer Jimison, Leonard Lovely, Becky Lusher, Lisa Maynard, Shay McComas, Tim Melvin, Larry Morris, Marcos Serrat, Nancy Tresch-Reneau, Tony Waugh, Rachel Williamson, Joe Wortham, Miriah Young

**Members Absent:** Jason Baldwin, Toni Ferguson, Donna Megquier

**Members Absent (Excused):**

**Guests:** Dr. Gilbert, Ginny Painter, Bruce Felder

The meeting was called to order by Chair Nina L. Barrett. Parliamentarian Joe Wortham confirmed there was a quorum.

### **Dr. Gilbert – University President**

- The new semester has gotten off to a good start, including winning our first football game.
- Dr. Gilbert said that he had a “sit down” with Student Affairs, which was a good opportunity to discuss issues on campus including that while we’re a diverse campus we are also segregated. They expressed a desire to better integrate students on campus. They then had an open discussion on campus issues.
  - Dr. Gilbert added that he made a point that the only way issues on campus are going to get better is if they are talked about, not ignored. This is something he wants to do with the campus as a whole, and for Marshall to be known as an “engaged” University with the students, staff, faculty, and community. Dr. Gilbert described community as being local, state, nation and world.
- September 16<sup>th</sup> Dr. Gilbert said that Marshall is rolling out a substance abuse coalition on campus to talk about what we as a University can do, and what we’re already doing to help with the problems in Huntington. Dr. Gilbert stressed that the problems of Huntington are the problems of Marshall, and vice versa.
- Dr. Gilbert is also serving on the Fairfield Alliance, as requested by the Mayor. They are looking at ways to revitalize the Fairfield community, which sits right next to the campus.
- After seeing a need to reestablish the Library’s previous hours, starting Sunday it will be open 24 hours on Monday – Thursday, closing at 9pm on Friday and Saturday, and Sunday will open at 1pm and run all night. As long as there is sufficient demand, those hours will remain in place.
- Dr. Gilbert reported that he and Bruce Felder had spoken with a company called Modern Think, which is a contract company that the “Chronicle for Higher Education” uses to conduct their “Great Colleges to Work For” survey. Marshall is currently considering using their free survey option, which would survey a sampling of about 500 employees for workplace satisfaction. More information can be found after these minutes on pages 7-9.

- Dr. Gilbert added that he does not wish to move forward with the survey until he has the support of Staff Council and Faculty Senate.
- The free survey would be about 60 questions.
- If we did the survey, there are two ways of achieving the status of “Great Colleges to Work For”:
  - To achieve good results from a large number of participants on the survey
  - If any issues are found, they are addressed and the next year’s survey reflects that positive change.
- Leonard Lovely moved to approve the President’s request to have Modern Think do a campus survey. Carol Hurula seconded. Motion carried unanimously.
- Security Recommendation follow-up:
  - Regarding the need for the Safety Building to have a backup generator: a generator is being purchased so that another generator already on campus can be moved there.
  - Regarding controlled access: Dr. Gilbert reported that he was told the core of the Safety Building is secure and has controlled access, just not the whole building.
  - Using radios on both analog and digital channels is in progress.
  - Retrofitting of ID swipes for controlled access was approved by the Safety Committee and is in progress.
  - Regarding the campus alert system protocol: that is currently under review.
  - Homeland Security grants for safety uses are being explored.

*Have you given any thought to making employee’s students who are in the “Metro” area be switched to “In State” for tuition? – Leonard Lovely –* Dr. Gilbert said he has spoken to legal counsel regarding this and they think a better way to address this would be by using scholarships.

### **Ginny Painter – Communications & Marketing**

Marshall has been working on and is getting ready to roll out a new Marketing Plan. Ginny came to the Staff Council meeting to share more about it with Council.

- Zone 5 is a Marketing Research group that came to campus a few years ago and did focus groups and surveys, etc.
- About this time last year Marshall did a RFP to find a firm who could take the research done by Zone 5 and help turn it into a Marketing and Branding effort, and TWG was selected.
- Through the research by both groups it was identified that Marshall did not have a specific “Brand” but that the term “Sons and Daughters of Marshall” was very prevalent along with the terms “family, pride, community, etc”. Thus the new marketing plan formalized these concepts that the Marshall Community was already using.
  - I am \_\_\_\_, I am a daughter of Marshall. We Are Marshall.
  - I am \_\_\_\_, I am a son of Marshall. We Are Marshall.

- Ginny showed examples of pieces for financial aid, admissions, banners, build boards, post cards, etc. The recruiters who are currently out using some of the new marketing materials for college fairs, and it's getting a very good early response.
- TWG is also developing a branding site, which will be available to the whole University. The site will help marry our existing graphic standards of how to use the logo and correct colors, with the new marketing brand. There will be templates, sample photographs, how to talk about Marshall and reinforce it on social media, etc.
- As Marketing, Communications and Recruitment are top priorities for Dr. Gilbert there will be a comprehensive yearlong advertising campaign including digital internet ads, billboards, kiosks in malls and airports, etc.
- This will be more than just a marketing campaign; it will be our brand going into the foreseeable future.
- Everything is being printed on our new digital press, which is very high quality, efficient and more cost effective. It also has the ability to do segmented mailings, giving the capability to personalize pieces being sent to prospective students based on gender, interests, etc.
- Each department has a contact in the Communications office to help them with any marketing they want to do for their department in particular. Contacts can be found on their website at <http://www.marshall.edu/ucomm/>.

### **Bruce Felder – Human Resources**

Bruce had to leave the meeting before he was able to speak so he sent his report via email:

1. Wellness Fair, Oct 19<sup>th</sup>, 2016 (Flu Shots from Marshall Health) 10am – 2:00pm in the Memorial Student Center. (Don Morris Room)
2. Retirement Workshop in early November, this will be the third (3<sup>rd</sup>) event that we've hosted in the last two years. We plan to work with TIAA and continue these events each year.
3. Biweekly Information Sessions – Email was sent out to “All Exchange” users today. First Biweekly pay day is Oct 28<sup>th</sup> for hours worked from Oct 1 – Oct 14.
4. Coming soon - FLSA plans for exempt employees who earn less than \$47,476. Effective December 1, 2016, many employees will be converted to hourly staff and eligible for overtime. I would like to meet with a subcommittee on employee Q &A, concerns, and assistance with implementation.
5. ModernThink Survey. I'm in full support of using this survey to establish a baseline that we can use to measure the areas that we are doing well in, but more importantly, the areas that we are trying to improve. It's one thing to talk about things, but it provides a totally different dynamic when we measure outcomes.

### **Approval of Minutes**

August 16<sup>th</sup>, 2016 Minutes approved without changes.

## **Miriah Young – BOG**

The Board met and had a new format for their meeting along with a new Chair, Wyatt Scaggs. Miriah is also on a new committee this year, Academics.

- Presentation by Dr. Janet Dooley from Journalism and Mass Communications.
- Discussed the new Undergraduate program at South Charleston, where they expected to have maybe 25 students due to the late recruiting season. However, there were 65 students enrolled.
- A Greek Leader Program took place at President Gilbert's house on September 8<sup>th</sup>. Dr. Gilbert reported on how the event went:
  - Discussed some of the issues related to the different fraternity and sorority groups on campus.
  - Talked about making things more consistent, and having more formalized "rush" practices.
  - Cedric Gathings, new VP of Student Affairs spoke about responsibilities of those in the Greek groups to be good representatives of Marshall regarding both their houses and their members' appearance and actions. He stressed that if you want to be respected you need to look like you deserve respect.
- Discussed bus services, which the students have been given an informational brochure about. There is a separate app called "RouteShout" for this service.
- Discussed investment earnings, and approved the investment earnings update, which was in the agenda.
  - The entirety of our investments have been moved under the purview of Perella Weinberg except \$300,000 that was advised not to be moved during audit.
- Perry Chaffin is currently working on Audit.
- After the flooding took place in the State, any enrolled students from the areas affected were called to see if they needed anything, including flood relief funds from Foundation.
- The Teays Valley property for Marshall Health came in under budget.
- Phase 1 of Stadium Renovation is complete.
- President Gilbert reported that the School of Pharmacy is now fully accredited.
- We hosted the first Governor's School of Entrepreneurship.
- President Gilbert has started a book club with the Yeager Scholars.
- Local high school principals are being hosted by Dr. Gilbert and Beth Wolfe here on campus.
- Recruitment has been moved from Academic Affairs to Student Affairs.
- Retention is up to 76%. Since we want that number to be higher they're looking at an absence reporting effort of sophomores and juniors.
- The goal for research has been to double Marshall's research funds, and we have brought on a consulting firm from Washington DC who has already helped bring on an additional \$2 Million in funding.
- P3, our Public/Private Partnership is on track to work on the Pharmacy building project where the Erma Byrd Center is.

- There will be a substance abuse coalition on campus consisting of about 40 people from many different areas of campus.
- Next Board meeting will be November 2<sup>nd</sup> in Charleston.
- Jendonnae spoke about the Student Conduct Procedures, and they will be bringing those back to the board at a different date to align Marshall's with federal laws.
- The President's Investiture will be the following Thursday.

### **Strategic Planning – Miriah Young**

Strategic planning for the University has begun, being led by Dr. Cam Brammer and Dr. Carl Mummert.

### **Carol Hurula – ACCE**

ACCE will meet the following week.

### **Committee Reports**

***Election Committee – Becky Lusher*** – We're currently in the middle of a special election to elect one person for EEO 10 and one person for EEO 60/70. Nominations are due the following Tuesday, and elections will run from Friday, October 7<sup>th</sup> – Tuesday, October 11<sup>th</sup>.

***Legislative Committee – Chris Atkins*** – Legislative interims are coming up.

***Personnel/Finance Committee – Joe Chambers*** – Joe reported that he would like to partner with the Furlough Ad Hoc Committee in order to coordinate before the next legislative session.

***Physical Environment Committee – Nancy Tresch-Reneau*** – No report.

***Staff Development Committee – Miriah Young*** – The committee has already approved fall Tuition Benefits, and will next be working on this year's Holiday Project.

- Missy Browning spoke to another topic for the committee:
  - The Alumni Association is sponsoring an event called "Herd for the Homeless" during which they will cook for the homeless. Also, there are several agencies doing coat drives for the event as well. Missy wanted to know if Staff Council would like to sponsor a coat drive as well.

***Ad Hoc Scholarship Fundraising Committee – Tim Melvin*** – Tim handed out a draft they have been working on for the MU Employee or Dependent Endowed Scholarship. (p. 10)

- Employees who have been working on the scholarship are Tim, Joseph Chambers, Carol Hurula, Krystle Davis from Foundation, and Jean Ann Bevins from Financial Aid.
- The purpose of the is stated in the first paragraph.
- Paige Muellerleile is taking this to the University Functions Committee, which Tim is also on and will speak about as well.
- Fundraising can begin as soon as it's set up.

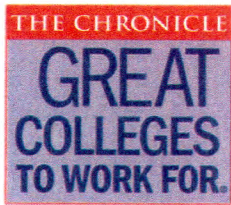
- Joseph Chambers made a motion that Staff Council approve the document to be taken to Faculty Senate University Functions Committee for further discussion. Leonard seconded. Motion passed unanimously.

**Announcements**

Minutes taken and prepared by: \_\_\_\_\_  
Katie M. Counts, Program Assistant, Staff Council

Minutes approved by: \_\_\_\_\_  
Nina L. Barrett, Chair, Staff Council

Minutes read by: \_\_\_\_\_  
Dr. Jerry Gilbert, University President



## Methodology

[Chronicle Great Colleges](#) > [Participation](#) > [Methodology](#)

The Chronicle Great Colleges to Work For® program is designed to **recognize** institutions that have been successful in creating great workplaces, and to **further our research** and understanding of the factors, dynamics and influences that have the most impact on organizational culture at institutions of higher education.

At the core of the program is a two-part assessment process: a **faculty/staff survey** (The ModernThink Higher Education Insight Survey®) and an **institutional audit** capturing information detailing various institution demographics, policies, practices and infrastructure (The ModernThink Institution Questionnaire®"IQ").

Each participating institution is asked to submit an email list of full-time faculty/staff randomly selected across four categories (Administration, Faculty, Exempt Professional Staff, and Non-exempt Staff) to participate in the survey. **Adjunct faculty are included only for community colleges.**

[Sample Sizes](#)

[< 500 Employees](#)

[501-1,000 Employees](#)

[1,001+ Employees](#)

Sample sizes are determined based on the number of employees in the various categories. Institutions with **fewer than 500 staff** in the designated categories are given the opportunity to survey the **entire population**.

To be eligible for participation, institutions must be non-profit, located in the United States, and have at least 500 students.

## ModernThink Higher Education Insight Survey®

The ModernThink Higher Education Insight Survey® is a faculty/staff survey derived in part from the ModernThink Insight Survey®, an assessment tool that has been used in over 55 "Best Place to Work" programs with more than **4,000 organizations**. The

survey measures the extent to which employees are involved and engaged in the organization and ultimately, the quality of the workplace experience.

The survey measures 15 dimensions reflecting managerial and organizational competencies. Benchmark data is compiled across Carnegie Classification, Region, Enrollment Size and Public/Private status.

The **60-statement** survey utilizes a five-point agreement scale (Strongly Agree, Agree, Sometimes Agree/Sometimes Disagree, Disagree, Strongly Disagree), along with a Not Applicable response option. The survey instrument also includes an **18-item benefits satisfaction component and two open-ended questions**.

## There are 15 demographic questions at the end of the survey\* :

Gender

Age

Ethnicity

Race

Relationship Status

Annual Salary

Job Status

Years at Institution

Tenure Status (Faculty Only)

Supervisor Status

Years in Current Role

Job Category

Job Role

College/School

Department

## ModernThink Institution Questionnaire<sup>©</sup>

The IQ captures important demographic data as well as details regarding institution policies and practices. This information enables us to examine which benefits and programs are most effective, identify best practices and compile benchmark data based on different categorizations of the program participants. The information collected through the institution questionnaire is reviewed and analyzed to support both the recognition analysis and our continuing research.

## Recognition Methodology

The primary factor in deciding whether an institution receives recognition is the feedback collected from the ModernThink Higher Education Insight Survey<sup>®</sup>. There is **no minimum response rate** that institutions have to achieve to be eligible for consideration.



However, in analyzing the data we review confidence levels and confidence intervals to ensure statistical significance. The information collected through the institution questionnaire is reviewed and analyzed both for completeness and content.

Participating schools are first segmented into 4-year and 2-year college categories. Schools within each of these categories are further classified into three groups based on student enrollment: Small (<3,000), Medium (3,000-9,999 students) and Large (more than 10,000 students).

Special acknowledgement goes to those schools recognized in multiple categories. Accordingly, **Honor Roll recognition** goes to the top ten schools in each 4-year size category and the top four schools in each 2-year size category based on the number of times they were honored in the individual recognition areas.

**Recognition categories** are based on the **survey dimensions** and **responses to the benefits component** of the survey.

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## Recognition Categories

- Collaborative Governance
- Professional/Career Development Programs
- Compensation & Benefits Facilities
- Respect & Appreciation
- Confidence in Senior Leadership
- Supervisor/Department Chair Relationship
- Diversity
- Teaching Environment (Faculty Only)
- Facilities, Workspace & Security
- Tenure Clarity & Process (Faculty Only/4-yr Only)
- Job Satisfaction
- Work/Life Balance

*\*While encouraged to provide responses to all 15 demographic questions, respondents have the option of skipping one or more of them.*

## *MU Employee or Dependent Endowed Scholarship*

1. The Marshall University Foundation, Inc. has established a fund known as the *MU Employee or Dependent Endowed Scholarship*. The Marshall University (MU) Employee or Dependent Endowed Scholarship Fund was established by the Classified Staff Council for the purpose of awarding money to MU staff, faculty, and employee dependents who are enrolled at MU and meet the scholarship eligibility requirements. This scholarship is intended to help off-set tuition costs which are not covered by the Classified Staff Council Tuition Benefit, the Employee Dependent Undergraduate Tuition Assistance Program, or other scholarships. Eligible employees and/or dependents are those who also qualify for the employee or dependent waivers, as determined by the Human Resource Department.
  2. The income, determined by the spending policy established by The Marshall University Foundation, Inc. Board of Directors, shall support this annual award. The fund will be managed in a manner consistent with the provisions of the Uniform Prudent Management of Institutional Funds Act (UPMIFA) as adopted by the State of West Virginia. Additional contributions may be added at any time.
  3. The recipients shall be in good academic standing with a 2.5 GPA or higher, have financial need per standards of the Office of Student Financial Assistance and either:
    - employees attending at least part-time in an undergraduate or graduate program.
    - employee dependents attending full-time in an undergraduate or graduate program.
- This is a nonrenewable scholarship, however, students may reapply. The Office of Student Financial Assistance shall make applications available and select the recipients, based on funding available.
4. The Marshall University Foundation Inc. accepts funds where selection of recipients is not based solely on any of the following criteria unless University policy dictates otherwise: race, gender, religion, handicap or national origin.
  5. This fund will become endowed once a minimum of \$15,000 is received. Should the endowment level not be reached or the purpose for this fund no longer exist at Marshall University, or changes in the law impact the tax exempt status of the Foundation, the Board of Directors of the Foundation may designate a purpose most consistent with the original intent of the donor.

Signed: \_\_\_\_\_  
Nina Barrett  
Chair  
Classified Staff Council

Dated: \_\_\_\_\_

Signed: \_\_\_\_\_  
Paige Muellerleile, PhD  
Chair  
Faculty Senate

Dated: \_\_\_\_\_

Signed: \_\_\_\_\_  
Ronald G. Area  
Chief Executive Officer  
The Marshall University Foundation, Inc.

Dated: \_\_\_\_\_