USM Professional Staff Senate

To: USM Professional Staff

From: Karen Walsh, Co-Secretary

Date: February 19, 2016

RE: Meeting Minutes – February 10, 2015

Agenda Items

Present: Janis Albright, Laura Blanton, Judith Ferrante, Jen Hart, Erica Leighton, John Reed, Lynn Rollins, Martha Scott and Lorrie Spaulding, Katie Mahoney, Karin Pires, Helen Gorgas Goulding, Dan Welter, Karen Walsh, Justin Swift

Absent: Karen Pearson, Gary Stephenson, Bob Adams, Angela Cook, Heather Dilios

Senate Welcome and Introductions

President Leadership Report: Justin Swift

USM has been working with the Community colleges to allow a more seamless transition. USM now has an Agreement with the Community College so that if a student is admitted to the community college, they will automatically be admitted to USM.

The Committees are making a lot of progress. The Professional development scholarship is on line. Susan Nevins asked if she could promote it in her area. The Strength Finders workshop took place last Friday. Next month is the Osher Map Library workshop. Dan Welter is creating a flyer for it. The art gallery tour will take place in April.

Motion to approve minutes was made. Senator Mahoney seconded the motion.

Guest Speakers:
Bob Stein, Exec.Dir.Public Affairs 1:30-2:15

Update on what Public Affairs is currently working on. We recently sent out a survey to the USM community asking what makes USM unique. There will be a shift in focus as we launch next year’s marketing campaign. As an outsider coming in, Bob’s only critique would be that some of the statements in our current marketing campaign any school can say. It’s not unique to USM. What if we really focus on what we can get here? How do we package it? The survey asked for just the “onlys”… something that might be “Only at USM”. There are a lot of treasures that staff and faculty know. Responses have been very good. March 1st deadline. Counted 35 responses already. Should have a lot to choose from. Next
step is to take the ideas and package them in a creative way to get people’s attention i.e. community engaged internships offered at a public university rate.

Another thing Bob feels we are missing is serious marketing for adult students. We are well positioned to do this. Would like to focus on how we recruit. We need to concentrate on adults coming back to school. People will be going to the job fair tomorrow. We are also partnering with the press herald on two job fairs. USM Admissions will have a presence at tomorrow’s job fair at USM.

Bob believes it’s important to define what a metropolitan university is. Defining the benefits. Military – does USM promote to all of the branches? Laurie mentioned that the Army ROTC is offered through UNH because we are not big enough. Navy is through UMaine. Every person can utilize their benefits. We do have a great veteran’s support program here. Among the top 25 in the country. This can be marketed.

Work with companies on tuition reimbursement? Not certain if it’s something Bob should take the lead on or if Enrollment Management would handle. Probably Nancy Griffin would take the lead on this.

Aviation program is at the UMA campus. Any chance it could be brought here? UMA had to partner with an aviation company to offer this.

Public Affairs work. What can the ProSen do to help your work? Bob mentioned that there are two different offices – Public Affairs and Marketing and Brand Management. One thing about Public Affairs, it is understaffed for the amount of things that go on here. They do not have the time to get all of the information out. Anything we can do to get the word out about events and ask people to put the information on their websites to help promote the events would be helpful.

Also, certain messages we want to get out to the public. If there’s an event, we want to get it out. Very interested in student success stories. We would rather have an event highlighting one of our faculty members. One of the things we’re trying to do is get another half time person to promote music and arts. They have so much going on. It would be nice to be able to get this information out. Danielle has a how-to guide on how to promote. If you do have ideas for a story event, go right to Danielle Violette.

Marketing and Public Affairs staff are very strong. Very organized – Tracy knows her stuff.

Students use the portal a lot. They have been trained on how to use.

Should you get a media call, there are two things Bob asks you not do. You should not tell the reporter you are not allowed to talk to the media. Second, unless it is a very simple question, don’t answer immediately, find out their deadline and tell them you will call them back. Then call Bob to talk about it before calling back. Spread the word on this.
Approval of Minutes: January 19, 2016

Chair’s Report: Justin Swift

Treasurer’s Report: Martha Scott
No change. Balance remains at $3,506.20. Need to clarify budgets related to longevity and professional development events and scholarship and employee recognition awards.

We have spent money on engraving the plaques. They need to go back to the library. Invoice for plaque engraving was $101.75.

Enrollment Management Report: Justin Swift
Spring enrollments hovering around 5% down. A little better than what we thought. Fall enrollments are better than last fall.

New Employee Program: Martha Scott
Letters are going out to new employees hired or reclassified between October-December 2015. Martha will ask for another list for the quarter ending March.

Standing Committees

Professional Development Committee: Karin Pires, Jen Hart, Judith Ferrante, Janis Albright, Laura Blanton
All events for spring semester have been scheduled. Scholarship application has been distributed. Email reminders will be sent out periodically for the events and scholarships. Committee is scheduled to meet on 2/25 to review scholarship applications.
-We were able to pull together a number of meetings. Wanted to have a program for Gorham as well as Portland since they will be at lunch time. Lunch and learns for the Osher Library in Portland and Art Gallery in Gorham. Communications team did an email blast. We are also creating a flyer.

Scholarships are out there. We have three that we can do. Have $600 total so up to $200 each. Even though it’s not a lot of money, the gesture and support will be powerful. The scholarships will be provided for professional development opportunities.

Professional Recognition and Awards Committee: Heather Dilios, Judith Ferrante, Helen Gorgas Goulding, Karen Walsh
Committee met on 2/4 and included Erin Kane from the Classified Staff Senate. Committee will prepare a draft proposal for the President’s Office. Erin will discuss with Classified Staff Members. Proposal will be for an Employee Recognition Event, a celebration of Staff contributions. Faculty will be invited to participate as in past years. If they choose to participate, they will be asked to appoint 4 faculty members to the planning committee and also provide funding equal to other Senates (if Senates are asked to fund); this represents a marked departure from past years where faculty attend but do not contribute labor or money. Event agenda would include Professional Staff Awards, Classified Staff...
Awards and Faculty Awards if they choose to participate. Award details are still being worked out but preliminarily the committee supports five to ten $100 ProSen Excellence Awards with a much more simplified nomination process. Additional event features will include longevity recognition, slide show of employee shout-outs, speaker. Is there a budget? Assuming that we work with the same dollar as in the past, $8,000 was last year’s budget. Instead of doing breakfast, have a true event after work? Thinking Abromson after hours. Recognition vs. longevity.

Faculty have never contributed financially or offered to help. We would reach out to them to see if they would like to participate and contribute this year.

Aramark is here until the end of fiscal year and then Cidisco?

After hours – would it be successful? Would it be contradictory? If you have on what campus, would people come after. Perhaps have it on a Friday afternoon after 2 pm?

Some ProSen members felt the “after hours” concept would not work. Many have to rush off after work for day care and other commitments. A possible option would be to offer the event in the afternoon so people could attend and go home right after.

Can we get classified on board with this?

**Election Committee:** Lorrie Spaulding, Jen Hart, Dan Welter
The election committee has met and submitted materials to the Communications Committee to update the website and e-mail the Professional Staff. This will be done during break week. Election committee met and revised the letter that was sent out last year encouraging people to step up to the plate. Included the benefits to joining the senate. Communications Committee will get out and Dan will create a flyer. We should all be thinking of people we can ask to serve. Time commitment is challenging – could you share the seat with someone? There would be one senator but they would have another person who could attend the meeting in their place if they are not able to attend. Transportation and Parking committee currently operates this way.

**Ad Hoc Committees**

**By-Laws and USM Governance Constitution Rewrite Committee:** Katie Mahoney and Angela Cook
No report. Katie is requesting an additional member of the committee. Justin will work on the committee with Katie.

**Communications Committee:** John Reed, Erica Leighton, Heather Dilios
Bio and other website updates pending break. Goal for enhancements to be ready for election cycle. Notifications for scholarship program and workshop series distributed and updated on website. John needs to meet with Heather. He can go into the Senate website and has permission to modify.

**Longevity Awards:** Martha Scott, Karen Walsh, Helen Gorgas Goulding, Janis Albright
See Professional Recognition Committee

**Classified Staff Senate:** Heather Dilios
No report at this time
Faculty Senate: Karin Pires, Jen Hart
Faculty Senate meeting scheduled for 2/5/16 was rescheduled to 2/12 due to weather. No report at this time.
Faculty Senate meetings are available on the Faculty Senate Blackboard page. If you need assistance enrolling, please contact heather.dilios@maine.edu. December meeting minutes are not posted as of 1/12/16.

Student Senate: Laura Blanton (P); Lorrie Spaulding (P); Bob Adams (P); Dan Welter (G); Erica Leighton (G)
December Meeting information available at https://usm.maine.edu/sga/student-senate
Minutes available at https://drive.google.com/drive/u/1/folders/0B8zFq62LVL6IS3p4VXYtYmFtWEU

USM Board of Visitors: Justin Swift. Met this past Friday morning. Bulk of meeting run by George Campbell, new VP for Advancement and President of the USM Foundation. Goals 1.46 percent of alumni donate to the system. He wants to bring it up to 10 percent by 2020. He’s not just focusing on alums, also leadership team. He is also looking at the different advisory boards on campus. His goal is to have 100 percent participation with advisory board membership. Looking for different tiers of alumni donations. He is also looking to raise a lot more funds for scholarships. By 2020, he wants all fundraising to total $50 million. There is a stretch goal of $150 million.

Justin will reach out to see whether George can come to our April meeting.

Budget Advisory Committee: Martha Scott. Last meeting was on January 14th. Still in fact finding mode. Still talking about transparency. No concrete discussion to advise the President. Next meeting is next Tuesday, the 16th.

Much of this is being driven by the unified budget. There are different committees working on different areas of focus. Each committee is supposed to come up with pros and cons and give a recommendation.

Transportation and Parking Committee: Inactive Dan Welter believes this committee may be reactivated within the next 30 days. Karin has been asked to serve on the committee. Student senate would like to have this committee reactivated. Students are reporting lack of parking, especially on the Gorham Campus. Also, distance with student lots in proximity to buildings. Weekends, particularly during athletic events, there are issues with parking.

President’s Council on Climate Neutrality: Inactive

President’s Council on Diversity: Lorrie Spaulding. There was a student group there that had put together the rally at the student center. Faculty should have competency training. Primary concern is that we are bringing in an outside consultant to do a climate assessment through focus groups. Could the past concerns when this was done in 2010 be brought to Nancy. Nothing was done last time there was a climate assessment.

Old Business
1. Workshop Series Status
2. Scholarship Application Status
3. Committee Status Reports
   a. What is needed by committee
b. Next steps

New Business - NONE

Next Meeting

Wednesday, March 9th, 1:00pm-3:00pm, 304e Payson Smith & 101 Bailey Hall (Justin asked whether we should change the meeting due to 4 people being out due to a conference. We decided to keep the meeting as is because to change it may cause more conflict on other calendars.

Note: All Senators are welcome to submit agenda items to the Co-Secretaries in advance of any ProSen meeting as well as any specific questions to be asked of the President’s Leadership Team.