VANDERBILT UNIVERSITY | STAFF ADVISORY COUNCIL

Meeting Minutes:

Thursday, November 21, 2024

Online Zoom Meeting

Present:

Abrams, Jenny
Allen Woody, Jennifer
Arizaga, Emily
Bagley, Sydney
Bahrt, Emily
Baughman, David
Bennah, Noni
Bennett, Jennifer
Best, Douglas
Bishop, Faith
Boone, Laura
Borgic, Kevin
Bourgoin, Jeremy
Briggs, Piersen
Broadrick, Troy
Brown, Tonya
Brust, Valerie
Burroughs, Machalia
Bush, Haley
Bush, Marita
Butner, Sean
Carro, Elena
Carroll, Sara
Chapman, Megan
Clapper, Stephanie
Cole, Victoria
Collins, Angela
Connolley, Carter
Cornwell, Cassandra
Cruise, Portlyn
Dawson, Renee
Dixon, Amanda
Fazi, Michael
Fontmo, Tiffeni
Garnder, Leigh Ann
Gill, Kayce
Haymer, Alicia
Herndon, Roger
Higgins, Ed
Hollifield, Michael
Hooper, Kevin
Howard, Tom
Humbert, Maddie
Jasper, Shaun
Jordan, Chad
Kelly, John
Kole, Brenda
Krasnove, Melissa
Kurilko, Rachel
Lampley, Cassanora
Lorusso, Valerie
Manning, Katherine
Moody, Chan'ce
Moore, La Tisha
Osa-Oni, Raven
Pendowski, Shelby
Penn, Sydney
Perkins, Anissa
Perry, Caitlyn
Poteete, Sarah
Pratt, Jeremy
Price, Amber
Putnam, Sara
Rice, Marquita
Ryon, Chance
Sasse, Ryan
Slabaugh, Cassidy
Smith, Amy
Taylor, Susan

Tift, Mary Beth
Weissinger, Jeffrey
Whitwell, Corbin
Wilson, Maisie

Not Present:

Albright, Dallas
Beach, Reina
Bumpas, Elizabeth
Calise, Sarah
Castellon, Bianca
Conwell, Patrick
Coradazzi, Daniel "Danny"
Crutchfield, Savannah
Cummings, Tallulah "Kenedee"
Dickson, Nancy
Fogg, Christine
Gladu, William
Griffin, Brittany
Grimes, Sydney
Karns, Allen
Knighton, Keeouka
Maddox, Lynn
Masters, Richmond
Mitchell, Heather
Musick, Margaret
norman, yolanda
Notestine, Wesley
Porter, Abigail "Abby"
Poston, McKenzie
Pring, Michael
Rivas, Beth
Sawyers, Ashton
Schuerlein, Wendy
Smith, LaDonna
Sumlin, Alicia
Turner, Kimberly
Wang, Joanne
Yarnall, Christopher

Guests:

Abernathy, Mia
Adams, Aubrey
Adams, Laura
AJ,
Alini, Evan
Andrews, Stacey
Barker, Emily
Buttrey, Catherine
Cesarone, Amy
Crawford, Tony
Culver, Tiffany
Echols, Joanna
Ertel, Steve
Garrett, Kaitlyn
Glasgow, Scotty
Harrison, Kimberly
Jones, Kara
Kozak, Catherine
Leibowitz, Mariam
Liebmand, Paul
Maggart, Kathryn
McNamee, Mary
Moore, Teea
Parker, Patricia
Porter, Will
Puckett, Mike
Raiszadeh, Sara
Reeves, Kellea
Richter, Andy
Seasholtz, Ian
Slagall, Heather
Stewart, Teagan
Stoecklein, Philip
Viviano, Kim
Wilhelm, Anita
Zwirko, Gwendolyn

WELCOME

Sara Putnam, President, called the Meeting to order at 8:32 am

<u>Review of the Agenda</u>

- Guest Speakers
    - Vice Chancellor for Communications and Marketing, Steve Ertel
    - Center of Expertise: Equity & Engagement
    - VUIT – upgraded support options: Heather Slagell
    - Staff appreciation and professional development survey
- USAC Business
    - President's Updates
    - Committee Reports

Guest Speakers

Brand Identity - VC Steve Ertel

- Leads communications and marketing
- Brand - what we say about ourselves
- Reputation - what others say about us
- Bring the brand and reputation into alignment
- Reputation drives talent, generate resources, enhance our work/be successful
- What makes us distinct?
- 2020-today market research - perceptions, attitudes, etc about VU and our competitors
- 2024 completed brand strategy - what is our winning approach, gaps, strategy to close gap
- 2025 - more activation around brand strategy
    - Identity drives operating strategy, define our purpose and what we want to achieve
    - Crafted story - our founding, how we've grown and evolved
    - Purpose - why are we here? Our dedication to the lifelong realization of our potential - individual, team and organization
    - Beliefs - drive behavior - operating principals - the "how"
        - Belonging, self direction, growth, collaboration (challenge and support each other). Growth requires humility and courage.
    - Tone - attitude - always/never
    - Ethos - "north star" - radical collaboration across disciplines, work together towards greater purposes. Lead to Dare to Grow campaign.
- Where are we going? - state of the brand report
    - Limited brand awareness at national level
    - Lack of differentiation
    - Devaluation of higher education
- Differentiate and amplify positioning - leadership redefined, if you believe in leading differently, you belong here. We produce leaders - in all sectors.
- Developing a message map - framework for marketing going into 2025

Center of Expertise, Equity and Engagement - Will Porter

- Title 9
    - Sexual misconduct, sexual discrimination
    - Supportive measures to individuals experiencing sexual misconduct
    - Pregnancy/parenting
- Student Access - equal access/accommodations for students
    - Defined disability - temporary or permanent/chronic
    - Testing arrangements, notetaking support, alternative formats, mobility
    - Insuring access - physical, meaningful
        - Accommodations
        - Universal design
        - Refer students to student access
        - Universal design - broad approach that benefits everyone
        - Service animals - don't always have harness/tag
        - vanderbilt.edu/student-access
- Equal Opportunity and Access - federal laws, title 6 & 7
    - Reasonable accommodation for faculty and staff
    - Discrimination and harassment investigations and resolutions
    - Translator and interpretive services
    - Prohibited conduct - discrimination, harassment, and retaliation
    - Protected classes - categories listed such as race, disability, sex
- Mandatory reporters - all employees are considered mandatory reporters, report to title 9 office
    - Incident report and investigation
    - How to report - vanderbilt.edu/EOA, vanderbilt.edu/title9
- Create a welcoming atmosphere
- Maintain confidentiality

VUIT - Heather Slagel

- TeamDynamix - IT service management system
- Why? This provided IT an opportunity to better serve the VU community.
- New offerings and enhancements!
    - New chat interface
    - Knowledge articles - self help option
    - Friendly version of service catalog
    - Live phone support
    - In person support
    - On campus support

- New service portal
    - Short video available
    - Search feature - including chat feature
    - Services
    - Submit feedback via ticket system

        - tdx.vanderbilt.edu

HR - Joanna Echols

- Survey - share what staff want to see in staff appreciation and learning/professional development
- Five minute survey
- Launching peer to peer learning and facilitation program - please circulate this information, launching next cohort

USAC Business

- Representative survey - share next month
- Communications
    - Department features "meet the team" on social
    - Email Faith Bishop
    - **Submit social for IG and X**
    - Next meeting December 6
- Equity and Inclusion
    - Days of significance
    - EDI training
    - Awareness months listed
    - Next meeting December 5
- Events
    - Thank you for coming to events!
    - Gathering event - December 17
    - Next meeting December 4
    - Membership
        - Happy birthday to November birthdays:
            - Sara Carroll
            - Cassandra Cornwell
            - Brittany Griffin
            - Keeouka Knighton
            - Sharon Manlove
            - Heather Mitchell
            - Alicia Sumlin
        - Member of the month - Chance Ryon
- Staff Life
    - Mega proposal
    - Next meeting December 4

<u>Next USAC Meeting</u>:

- Thursday, December 19, 2024
    - In Person and Via Zoom – 8:30-10 AM
    - Email: usac@vanderbilt.edu

ADJOURN

Sara Putnam, President, adjourned the Meeting at 10:01 am.

USAC Vision: Through communication, consultation, and service, the Council will promote a strong partnership among the staff, faculty, students, and administration of Vanderbilt University.