



Meeting Minutes; Tuesday, May 12, 2015 Student Life Center, BOT Room

Present

Bonner, Stacey
 Boyce, Kim
 Boyd, Barbara
 Brady, Al
 Burnett, Karen
 Darling, Shelley
 Dixon, Michele
 Ely, Courtney
 Engstrom, Steven
 Foutch, Leslie
 Furlong, Kara
 Gilpin, Pamela
 Harrell, Rachel
 Henderson, Eugene
 Jeter, Wynn
 Johnson, Judy
 Jones, Eric
 King, Amanda
 Kissinger, Lauren
 Kovash, Michelle
 Latham, Vickie
 Lester, Frank
 Moore, Stacey
 Murphy, Lori

Nelsen, Scott
 Parkinson, Kyle
 Pepper, Ronnie
 Pickert, Donald
 Pring, Michael
 Pulcini, Ally
 Reynolds, Dana
 Richter, Andy
 Riddle, Dawn
 Rose, Susan
 Sanchez, Monica
 Seezen, Karen
 Shepherd, Justin
 Siegel, Charlotte
 Smith, Susie
 Soren, Carol
 Stanard, Ray
 Street, JJ
 Teaford, Jeremy
 Uson, Rae
 Wall, Anne
 Weisbrodt, Cathy
 Williams, Anthony
 Wocher, Melissa
 Young, Deirdre

Did Not Attend

Armstead, Ally
 Bailey, Christina
 Boshers, Chris
 Brown, Kenneth
 Clark, Maura
 Dean, Mary Ann
 Deike, Jan
 Dumas, Lydia
 Hamilton, David
 Hammonds, Deborah
 Martindale, Allie
 McChesney, Bailey Garrett
 McKinney, Rhonda
 Miller, Jean
 Nightengale, Cynthia
 Nodini, Sylvia
 O'Hara, Mark
 Poynter, Lisa
 Rager, Dottie
 Ramos-Lewis, Andrea
 Robinson-Wright, Monique
 Sauer, Matt
 Schmittou, Lorna
 Smith, Jennifer
 Smith-Borne, Joell
 White, Lolita
 Williams, Tara
 Wilson, Cliff
 Wilson, Jonathan

Sent Regrets

Ahler, Melissa
 Brassil, John
 Carlson, Robin
 Carney, Kathy
 Choate, Corey
 Crimi, Cathy
 Hammock, Patrick
 Johnson, Faye
 Lassiter, Lynn
 Loudon, Jeff
 Rider, Jill
 Roberts, Janet
 Sridaromont, Melissa
 Stokes, Kiley
 Thomas, Anna
 Williams, Dustin

Guest/Visitors:

Diggs, Calvin (VRWC)
 Grant, Deb (HR)
 Heaton, Ashley (Global Education Office)
 Hicks, Chris (HR)
 Holmes, Marilyn (VRWC)
 Lockett, Midori (HR)
 Misch, Heather (SON)
 Moran, Melanie (Public Affairs)
 Napier, Alan (HR)
 Putnam, Sara (SON)
 Thomson, Jaclyn (HR)
 Wertheimer, Marissa (VRWC)

8:17 am President, Michelle Kovash, called the meeting to order.

OLD & NEW BUSINESS ANNOUNCEMENTS

Motion to approve April meeting minutes approved.

COMMITTEE REPORTS

Membership, Michelle Kovash for Jill Rider

- Odd group elections end today, May 12th. New representatives will be announced and invited to our June meeting.
- Happy birthday to May babies!

Events, Michael Pring and Wynn Jeter

- We had a happy hour at Sarratt Pub on April 28th. We had good weather and it was more successful in terms of participation than last year. Thanks to all who came out!
- **May 27th**: LinkedIn workshop. This event is free, but space is limited so be sure to RSVP. We will also have professional headshots done 30 minutes prior to the workshop.
- We will have another **blood drive in June**. We're hoping partner with MCSAC because students are gone for the summer, so we'll probably have this in Light Hall.

Communications, Kara Furlong

- We are working on a newsletter that will come out at the end of June. If you'd like to submit any ideas for the newsletter, email kara.furlong@vanderbilt.edu.
- Committee members will meet soon either in person or through email to talk about the newsletter.

Rules and Administration, JJ Street

Nothing to report

Staff Life, Andy Richter

- The **Member of the Month** is from the Staff Life committee: Congrats, Susie Smith!
- *Retirement Proposal*: Overview - The desired outcome is to increase the value of staff now and after retirement. Over the last several years, various folks have submitted questions about this. Our peer institutions such as Duke and Johns Hopkins have a formal program. This would help us grow goodwill and increase awareness. In 2013, we had 221 retirees, and 199 in 2014. Benefits could include increased productivity and loyalty of current employees who will look forward to being rewarded, along with continued contributions from retired staff and increasing goodwill ambassadors. Recommendations include celebrating retirees, creating a retirement package and offering it to early retirees, help facilitate movement to Affordable Care Act health insurance, communicating regularly with retirees, and developing an auxiliary board.
 - We added that "While we all appreciate Vanderbilt's matching 403(b) retirement plan" to proposal overview, removed loyal from the first recommendation item, and corrected "an" to "and" in the third recommendation item.
 - We voted to approve the second reading, we will forward it to the appropriate people in administration.

STANDING COMMITTEES

We will be nominating replacements for some members of the standing committees due to roll offs. Thank you to everyone for nominating for the standing committees. We will announce soon!

- *Benefits*: Melissa Woche: The Benefits Committee is on hiatus until August. There was assurance that health insurance plans will continue for FY16 for VUMC employees post-split.
- *Traffic and Parking*: Nothing to report.
- *Athletics*: Nothing to report.

Officer Elections

Newly-elected representatives' term will be July 1, 2015-June 30, 2016.

Michelle: We will pass out ballots and hear from the candidates. No one has stepped up to run for secretary yet. As secretary, you would do 2-3 hours of extra work, and in addition you get to be part of the Executive Committee. You get more information and exposure to leadership. We have some committee chairs some lined up, but if you're interested in being a committee chair, please talk to Michelle (michelle.kovash@vanderbilt.edu) or Rachel (Rachel.harrell@vanderbilt.edu). We try to do co-chairs, also, so you wouldn't necessarily have to take it all on yourself.

Candidates:

Eric Jones, running for Treasurer: Serving on the Executive Committee is a great part of the job. You get to discuss real issues that come up, and getting outside of our areas is important. The Kroger card program is only going to grow. I am also on the Employee Hardship Committee, so I see both sides and how we can help out.

JJ Street, running for VP/President Elect: I work at Peabody and am the current chair of the Rules and Administration Committee. The biggest factor in my decision to run was to support Rachel and her team. It's more important than ever to have a strong Staff Council. We have strengthened our relationships and communication with administration, and I want to continue that so staff members know they have a voice.

GUEST: Marilyn Holmes, Associate Director, Community Outreach, Vanderbilt Recreation and Wellness Center

My objective is to tell you a little bit about what's going on at the rec center and answer your questions.

- **Location/Hours**: We are located between 25th, Natchez and Children's Way. We have 300,000 sq ft. We are open all days except for five of the year. Due to budget and cleaning, we do reduce hours in the summer.
- **Membership**: We offer basic as well as premium memberships. The premium membership has extended hours but also costs more. The basic membership option helps relieve pressure in the evenings. You can use your Go for the Gold incentive if you wish towards membership; 1,800 faculty and staff have chosen to do this. We have 3,800 faculty and staff who are members. On the average day, we have about 1,800 people come through the turn styles!
- **Equipment**: We have a variety of equipment which helps with cross-training. We have trained fitness staff and 80 group fitness classes per week. We have a new climbing wall.

- **Programming:** Our Wellness programming including nutrition, Walking Wednesdays, Vandy Walks, etc.
- **Clubs:** We have 48 sports clubs as well. Over 1,000 students are involved. We have a quiddich team! Less than 1% of high school athletes play at the college level, so these clubs help recruit students to come here and participate in sports. These teams are competitive and travel.
- **Intramurals:** We had over 400 faculty and staff and 3,500 students involved in intramurals last year.
- **Outdoor Recreational Activities:** Nurses are particularly interested in the outdoor recreation activities. Faculty, staff and students can go on the adventure tours that we have. One of the ones that people really enjoy is just going to Cumberland to pick up tires and go for a walk- we don't charge for this!
- **Youth Programs 2015:** Our youth programs are CampVandy (June-August), Holiday CampVandy, and Vanderbilt Swim School (all ages, private and group lessons). We need counselors (16+) for the summer. Contact the facility if you know someone who needs something to do over the summer!
- **Aquatics:** We have a great pool for members, Swim School, private lessons, and for renting out.
- **Informal recreation:** Informal recreation options include bowling (\$5/lane in the evening of \$20 for a group), basketball, table tennis, racquetball, squash (only two courts in the city!), and the pool.
- **Parking:** There are 23 member parking spaces, which is more than we had at Health Plus. Park as close to Natchez as possible and walk down the sidewalk to the side/front entrance for the facility. There are also shuttle lots across from the facility. There is some metered parking in front of the recreation center and along Children's Way.

Events:

Thursday, May 14th: Between Light Hall and the VA, we will be doing Yoga on the Lawn (we will bring mats and equipment).

Wednesday, May 20th: **National Employee Health and Fitness Day**

There will be an open house at the rec center, plus a walk, departmental walking relays (marilyn.c.holmes@vanderbilt.edu for a form to participate), and other activities.

Questions?

Can you talk about the tennis courts? The tennis courts are not ours. Tennis center operation is separate; they have a separate office to handle reservations and payment (hourly).

Regarding the outdoor rec trips, what do the local ones cost? Local trips are \$15, 20 or 40 usually, depending on the trip. You can do horseback riding, canoeing, etc. and those are considering day trips. The cost includes equipment. You can also rent equipment for your own trips.

Do groups have to go at already scheduled times or could you work on a separate trip for them? You'll need someone who's certified (like CPR, etc.) to go on the trip, but we can probably work with you.

How does the faculty/staff use of the new facility compare to Health Plus? We had 3,400 unique individuals at Health Plus. We have 3,800 unique individuals at the rec center.

Is there a possibility for cross-zone parking? After 2:30pm and before 7am, you can park in other zones. Lot 75a is crossover parking anytime during the day. Also, be aware as you're walking. There are five emergency phones located around the rec.

GUEST SPEAKER: Melanie Moran, Associate Director of University News and Communications and Executive Director of Integrated Communications

- We are part of Public Affairs, which consists of Strategic Marketing (Medical Center, they will soon report to Dr. Balsler); News and Communications (we have University and Med Center news areas currently but they will be separate); Federal Relations; Creative Services; the Center for Nashville Studies and Community, Neighborhood and Government Relations.
- **Protecting the Vanderbilt Brand**
 - We manage communications during crises and sensitive and controversial issues. We have to get the facts under short timelines. We use social media regarding rumors. Things happen very quickly so we have to respond fast. We use AlertVU in some situations like public safety issues, and other times we state a position (like the rape trial).

Why is Beth Fortune the spokesperson? She's the Vice Chancellor for Public Affairs; she is a highly-trained, experienced professional. Sometimes the Provost or the Chief of Police might be the spokesperson, depending on who's the best person to speak on an issue.

- We are tracking what's said about Vanderbilt in the mainstream media also. A lot of this is about our research and faculty. We take turns being on call and being in charge to inform others and respond to media.
- **Promoting Vanderbilt in Washington**
 - Make sure that Vanderbilt's position on legislation is heard by the right folks.
- **Managing City and State Relations**
 - Work in state legislature on bills that affect VU and VUMC.
 - Community outreach (Osher Lifelong Learning, Dyer Observatory, and public library lunches)
- **News and Communications**
 - Media relations: get our stories out there and get the media the VU experts they need to comment.
 - We also provide media training to anyone who needs/wants it.
 - We track media mentions. You can subscribe for free to **VUToday** to see all media mentions.
 - Issue management
- **Video**
- **Integrated Communications**
 - When we tell a story, make sure that everything's together from print to electronic media.

Who is in News and Communications? There are 34 of us. We grew with editors from DAR and web communications.

- **MyVU:** We used to have a biweekly newspaper printed called the Register, but this wasn't a good way to communicate timely news. MyVU is our primary communications vehicle. Everything is in one place. This comes out twice a week but the website is available and updated 24/7.
 - Kara Furlong is the editor of MyVU.
 - We produce a print version two or three times a year. When we have something to communicate, we will do a print piece; this is more strategic than trying to fill up an edition.
 - People do read this; the overall open rate is **26%!**
 - We use Exchange to send this out instead of paid services like MyEmma. We ran it through one of those services for eight issues to get data on opening rates, etc. Most read stories are focused on “my life at Vanderbilt”, what I need to do my job kind of stories.
 - The MyVU website is also well-read, 1.25 million unique views over 12 months.
 - While the trend is to go to mobile for most websites, MyVU is more of a desktop experience for most users.
- **Overall Content and News Goals**
 - Strengthen public perception of VU's research enterprise
 - Vanderbilt community engagement and pride
 - Promoting and protecting the brand
 - Elevating Vanderbilt nationally and internationally
 - Provide exposure and promotion for faculty
- **Vanderbilt's Media Strategy**
 - We use our online presence heavily and communicate with the community 24/7
 - Bringing Vanderbilt to the world
 - Multimedia: TV, web, YouTube, Facebook, Twitter, mainstream media, video team
- **Media Landscape**
 - 50% of the public now cites Internet as main source of national and international news. Social media is the source for 19% of Americans. 50% of Americans own a smartphone or tablet. Our websites will render properly on these so it's easy to navigate.
- **Mining Our Experts**
 - We are a kind of match maker between what's going on in the news and what our faculty members know about.
- **One Story, Many Platforms**
 - We will write website articles that have video and graphics to tell a story, and tell that same story with tailored content for audiences on other platforms.
- **Strategy: Story + Platform + Audience + Voice**
- **Stories:** Why Vanderbilt? and top priorities (on the homepage); The “heart” of the institution (on Facebook); and breaking news, customer service, and attaboys (on Twitter)

- **University Web Communications**
 - Brought together in 2013.
 - Serves all colleges and schools except SOM
 - Directly supports top-level university websites
 - Manages all top-level social media
 - Five years ago, content management systems were bought, used and maintained by depts
 - 3,719 help desk tickets in 2014
- **Supporting admissions**
 - Personalized websites for every admitted student
 - Visually dynamic I'M IN website specifically for yield
 - Open 'Dores publication
 - Facebook tabs
- **Vanderbilt Video**
 - Support VUStar, Vanderbilt's 24/7 television studio with satellite uplink
 - Produce VUCast
 - Produce specialty videos for Admissions, DAR and other campus clients
 - We try to have multiple uses for a video we're shooting
 - Provide media training
- **Publications**
 - *Vanderbilt Magazine, Vanderbilt Lawyer, Vanderbilt Business, Peabody Reflector*
 - We also do special publications to promote colleges and schools among peers
 - An audit of all of our publications said we had too many publications and weren't reaching out to specific alumni. In 2012, we replaced several school-specific, bi-annual print magazines with monthly e-newsletters. These are top performing emails now.
- **Analytics**
 - We share a dashboard weekly to provide at a glance statistics.
 - As platforms change how analytics are provided to us, we have trouble with apples to apples comparisons.
 - We focus on engagement, such as sharing, comments, and retweets to see if people are getting something out of the content we produce.

Questions

I miss the staff highlight in the Register. Is that possible in the future for MyVU? Kara Furlong: Everyone wants to read those human interest stories about their coworkers. That is one of the things we could do to get people interested.

Are there design trainings available to staff? Creative services is where you'd go to ask that question. We signed up for a subscription to Linda.com, which has online training for things like that.

What was your best day? I always love Commencement. My best day ever was when Mohammad Yunus was the Senior Day speaker. Getting the chance to talk to him was a great moment. We get to meet great people and hear their stories.

Voting Results

- Thanks to Rachel and Andy for tallying the votes this year. We have seven new write-in nominees for secretary so we'll contact them after the meeting. JJ Street will be VP/President-Elect and Eric Jones will be Treasurer.
- If you're interested in being secretary or a committee chair, contact Michelle or Rachel.

Our next meeting will be Tuesday, June 9th in the Student Life Center Board of Trust room. We will have breakfast. New members will be invited. We will do awards and committee highlights.

Meeting is adjourned at 9:54am.

For more information about the council, please visit the [USAC website](#).