



## Meeting Minutes: Tuesday, May 8, 2018 SLC, Board of Trust Room

### Present:

Balthrop, Merry  
Berry, Carolyn  
Brooks, Kay  
Caldwell, Caroline  
Carlson, Robin  
Carney, Kathy  
Chiavini, Amanda  
Choate, Corey  
Cruise-Streat, Kirra  
Daughtdrill, Latrice  
De Los Santos, Wil  
Dixon, Michele  
Erickson, Catherine  
Hall, Andy  
Hammock, Mark  
Harbin, Rachel  
Harvey, Gregory  
Heaton, Ashley  
Hughey, Jasen  
Johnson, Judy  
Jones, Eric  
Karls, Aletha  
King, Amanda  
Little, Geoff  
Loudon, Jeff  
Mandeville, Jenny  
Marshall, Jordan  
Garrett, Bailey

McClure, Nathan  
McDaniel, Jon-Michael  
Pickert, Donald  
Pring, Michael  
Rall, Kathleen  
Rauh, Jonathan  
Richter, Andy  
Ruiz, Carlos  
Scott, Carjamin  
Seezen, Karen  
Smothers, Natalia  
Soren, Carol  
Sprague, Megan  
Waits, Robert  
Westrom, Lynn  
Williams, Megan

### Not Present:

Anderson, Chrystie  
Barclay, Samantha  
Barrow, Terri  
Begarly, Brandon  
Biqiku, Laurel  
Blackledge, Phillip  
Bonner, Stacey  
Brady, Al  
Brown, Kenneth  
Clark, Joanna

Clemmons, Lee  
Cooley, Emma  
Doss, Dana  
Eckert, Danielle  
Fields, Craig  
Fisher, Joe  
Giese, Tiffany  
Halman, Malina  
Higgins, Ed  
Hill, Debbie  
Latham, Vickie  
Lord, Sara  
Luce, Nathaniel  
Miller, Jean  
Oliver, Leshuan  
Parks, Liv  
Porter, Beth  
Preston, Chris  
Robinson-Nichols, Ursula  
Rutledge, Scott  
Sanchez, Monica  
Sefcik, Stephanie  
Siegel, Charlotte  
Sims, Beth  
Stanard, Ray  
Taylor, Susan  
Tharp, Anthony  
Turner, Kimberly  
Turney, Kerrie

Vincz, JaNiece  
 Watkins, Heather  
 Woche, Melissa

**Sent Regrets:**

Anderson, Katherine  
 Brassil, John  
 Clark, Kristen  
 Fann, Lee  
 Korab, Emily  
 Malone, Amelia  
 Meadows, Rochelle  
 Morgan, Rachel  
 Wachter, Michelle  
 Weisbrodt, Cathy  
 Williams, Tara

Hopkins, Gwen  
 Jerles, Lori  
 Kopstain, Eric  
 Lawrence, Tiffany  
 Majewski, Ashely  
 Manlove, Sharon  
 Mynatt, Emily

**Visitors:**

Brooks, Bari  
 Draude, Philip  
 Eayre-Brammer, Ashley  
 Ervin, Heidi  
 Gibson, Maddison  
 Glasgow, Scott  
 Grant, Deborah

**OLD & NEW BUSINESS ANNOUNCEMENTS**

- Approval of April Minutes
- Please continue to support the Employee Hardship Fund
- Employee Appreciation Picnic is occurring May 15<sup>th</sup> from 11am – 2:30 pm on Alumni Lawn. Make sure to bring your Gold Card!

**COMMITTEE REPORTS**

*Events, co-chairs Judy Johnson & Amanda King*

- Employee Picnic is occurring on May 15<sup>th</sup>.

*Membership Committee, co-chairs Amanda Chiavini & Caroline Caldwell*

- Elections for even numbered groups close THIS WEDNESDAY
- Welcome new Group 5 members: Mark Hammock & Jeanette Wolff
- Happy birthday to May birthdays!
- Thank you for our May greeters!

*Communications, chair Carlos Ruiz*

- The USAC Communications Page has been updated

*Rules and Administration, co-chairs Ashely Heaton & Emily Korab*

- Bylaws review
  - Council year defined
  - Membership categories expanded and defined
    - Elected
    - At-Large
    - Ex officio
  - Committee Chair Terms – 2 years
  - Amendments
    - Reading and approvals – recommend only 2 readings
    - Technical/typographic changes

*Staff Life, co-chairs Andy Richter & Jeff Loudon*

- Employees have already begun sharing their stories of kindness. Please submit your stories by THIS FRIDAY to [www.vanderbilt.edu/care](http://www.vanderbilt.edu/care).
- Maya Angelou stated it best with: “People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

*Ashely Majewski, Program Coordinator, Department of Administration*

- ofo Pilot overview – March-August 2018
- Recommendation to expand bike share on campus came out of FutureVU initiative
- Undergraduate students brought the idea of partnering with the dockless bike share company ofo to administration
- Vanderbilt is partnering with ofo on a short-term, experimental pilot to test out the program on campus
- The pilot is part in the university’s mobility and transportation strategy in development as part of FutureVU
- Data and feedback gained during the pilot will be used to make decisions and bike share programs on campus and help inform decisions related to bike paths and infrastructure.

*Teresa Kelley, ofo Bicycle Launch Team*

- ofo was created in China. There is a nice fit for the program in universities and it the largest bike sharing company in the world (22 countries).
- 200+ campus, 250 million+ users, 250 + cities, and 32 million rides per day
- Fairly new in the US
- How it works:
  - Download the app
  - Unlock by scanning the QR code (black squares)
  - Park the bike in an allowable location. Slide lock back into place to end ride

- ofo will be represented at the Employee Appreciation picnic next week. Please talk to us on any recommendation of bikes or any questions you have.
- Payments can include paying on a card per trip or setting up a longer-term contract (1 semester)
- \$.50 price point is based off of .edu email. If you have a Vanderbilt.edu email address, you will benefit from using it.
- Sometimes GPS doesn't work properly so they aren't "locked" appropriately which is showing the bike is still in use
- You are allowed to go outside the geo-fence, but it must be "parked" inside the geo-fence. If it is left unattended for a longer period of time, our team will begin the relocation process. Education is key.
- Give feedback on [ofobikes@vanderbilt.edu](mailto:ofobikes@vanderbilt.edu) if you have questions regarding the pilot or want to provide feedback
- Follow @futurevunews for updates on all things FutureVU-related
  - Have there been any instances of pedestrians or bike-riders being injured?
  - Not that have been reported.

*Steve Ertel, Vice Chancellor for Communications*

- Elevate communications and enhance communications.
- Old paradigm of communications:
  - Highly reactive
  - One-way
  - Insular
  - Siloed structured
  - Ad hoc
  - Static
  - Local
- New Paradigm: shift in progress
  - Proactive
  - Conversational
  - Strategic
  - Cross-functional
  - Data-driven
  - Dynamic
  - Global
- The division of communications develops and executes communications and marketing strategies that inform, engage, and inspire others to participate in Vanderbilt's
- Restructuring occurred in October to divide Communications into 5 areas
  - University Relations

- Strategic Communications
- Brand Engagement & Governance: Are we using it appropriately and getting value out of it
- Marketing Solutions: Creative aspects, design, and print
- Digital Strategies & development
- How do you take a mission and inspire people to follow you in that mission?
- Values-based communications: does it support the claims and the overall mission statement
  - Claim = fact + example
- Strategies:
  - Broaden understanding among key stakeholders globally
  - Advance understanding among key stakeholder about distinctive areas of excellence and research
  - Advance understanding among key stakeholder about our unique approach to educating the whole person
- Deploying strategies:
  - Empower, engage, inform
- Channels and tactics
- Audiences: How do we take advantage of events in which we can make an impact?
- Questions:
  - What was the most surprising thing coming from non-profit to academia field?
    - Faculty - I worked with scientists, but it's a different mindset. Finding ways to engage is different. Faculty gets benefits in engaging (recruiting faculty, receiving grants) and makes value in our department
  - What can you say about VU/VUMC split and how it affected the Communications Department
    - Because Vanderbilt is one brand, there is a lot of cross collaboration in maintaining the overall brand and name.
  - The Vanderbilt brand has become tarnished (firing of MC) How are you working with the community to get their buy back?
    - There is a community relations committee. We are constantly thinking of ways in which we can reconnect. Nashville has become a growing, sought-out town. We've worked on tours on campus, Chancellor Lecture series (open to the public), constantly coming up with opportunities to enhance relationship, etc.
  - Vanderbilt is a large entity. In your time here, what has been your biggest challenge in making a change

- It hasn't been that hard. Administration has been very open and giving in our area. When people see what is possible, people want a part of it. Anytime you're trying to change an antiquated method, you have to phase it for a bit. Work with low hanging fruit and grow your efforts accordingly.
- What big plans do you have next year?
  - We are probably going to have a lot of backlash in taxes. This past year, we wanted to take advantage of Perry Wallace SEC and got stakeholders engaged.
- How do you react when there is a communications breakdown?
  - Communication breakdown is normally at the department level. How do we empower local communications? We need to find ways to infuse our messages into other areas.

*Michael Pring, President*

- Please read bylaws before next meeting
- Do not forget to submit your story for CARE
- See ofo if you have any questions for them before you leave

## **CLOSING**

**The next meeting will be held June 12<sup>th</sup> at 8:30 a.m. at the Student Life Center, Board of Trust Room**