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
Vince, JaNiece  Watkins, Heather  Wocher, 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

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 15th 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 15th.

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 Louden

- Employees have already begun sharing their stories of kindness. Please submit your stories by THIS FRIDAY to 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 if you have questions regarding the pilot or want to provide feedback
• Follow @futurevunews for updates on all things FutureVU-related
  o Have there been any instances of pedestrians of bike-riders being injured?
  o Not that have been reported.

*Steve Ertel, Vice Chancellor for Communications*

• Elevate communications and enhance communications.
• Old paradigm of communications:
  o Highly reactive
  o One-way
  o Insular
  o Siloed structured
  o Ad hoc
  o Static
  o Local
• New Paradigm: shift in progress
  o Proactive
  o Conversational
  o Strategic
  o Cross-functional
  o Data-driven
  o Dynamic
  o 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
  o 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 aide 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 12th at 8:30 a.m. at the Student Life Center, Board of Trust Room