
Absent: Wendy Brentner, Jessica Church, Kim Geguzis, Carol Ives, Rick Klatt, Shannon Lizakowski, Twila Martin, Toni Mueller, Richard See, Raymond Small, Carolyn Tappan, Darrin Thompson, Rebecca Tritten, Joan Welsh-Grabin, Michele Yacopucci, Marsha Adolph

Administrative Liaisons: Sue Buckley, Vice President for Human Resources; and Kevin Ward, Assistant Vice President for Human Resources Administration.

Guests: Efe Ayruoh

Welcome, Roll Call, and Minutes
Meeting called to order.

January minutes passed unanimously.

Joe Brennan: Update on the UI Marketing Campaign

What does the Office for Strategic Communication do?

- Messaging
  - Our academic quality
  - Outcomes for our students and our state
  - Our values and Culture
- Impact
  - Health of our students
  - On the economy
  - Young people both college-aged and programs for youth
  - Quality of life

Our toolbox consists of earned coverage, paid advertising, direct correspondence, and shared social media items. Our paid advertising has reached millions of Iowan adults since July 2014. We also have advertising signage in the malls in Omaha, the Twin Cities, and Chicago.

Uiowa.meritpages.com is a new initiative that connects with hometown news outlets and social media to help students share their UI accomplishments. So far there have been 1.5 million views of items shared by 13,000 participating students and 7,000 stories shared with 2,500 hometown newspapers.

The “For Iowa” campaign was not for recruiting students. It was about building relationships throughout the state.
The office has also been working with admissions to research how students view the UI, tailoring messages to distinct populations, engaging more people in the recruitment effort to cast a wider net, and provide more help keeping prospective students interested after they’ve been admitted.

Former Associate Tom Rice is now working in Des Moines as the academic director of the University of Iowa John and Mary Pappajohn Education Center as a liaison between the UI and Des Moines area education, business, and non-profit leaders with the goal of expanding the UI reach into that area with Des Moines-based UI educational programming and enhancing outreach in central Iowa.

Joe left us with a request for help:

Promote the UI in our social networks, get involved with student recruitment, and to share our ideas about good stories the UI can tell re: academic quality or student experience, our impact, or our culture and values.

**Rod Lehnertz and Terry Johnson: VP Transition and AIB Update**

With Sr VP and University Treasurer Doug True’s announcement to retire, Terry Johnson has assumed duties relating to investments and portfolio. Rod Lehnertz assumed the role of interim Senior VP for Finance and Operations. This includes the reporting structure of FM, ITS, FO, Public Safety, Business Services, etc. Rod said he expected the interim positions to last at least through the calendar year.

Current VP searches are on-hold until clarification on the presidential search timeline has been reached. Ideally, a new president would assist with these decisions.

AIB grounds and building were gifted to the UI (likely value of approximately $30- to $40-million). Provost Butler has outlined 11 implementation teams to facilitate the transfer of operations by summer 2016. It is too early in planning to know how the transition will impact current AIB faculty and staff. Name of the new campus is currently Regents Regional Center operated by the University of Iowa. The campus will be self-supporting.

**Terry Johnson (in for Debby Zumbach): Sourcing and Procurement & Shared Financial Services TIER Project**

**TIER Sourcing & Procurement Update:**
Huron Consulting looking at all procedures, policies, and staffing, then making assessments.

**TIER Shared Services Update:**
The Board of Regents approved a University Wide Shared Services Model. (This approval can be found in the minutes posted to the Board of Regents website). The University Wide Shared Services Model creates a Shared Services Department that reports directly to Finance and Operations. The reporting structure is a solid reporting line to the Shared Services Director. The University Shared Services Implementation Proposal, approved by the Board of Regents, specifically states that the Shared Services Director position would be filled by shifting a current position and will not be a new position. Chazey Partners is responsible for verifying our implementation plan and verifying the savings.
• While all three universities are doing a self-implementation of recommended changes, Chazey Partners was hired by the Regents to help each University implement its self-implementation plan and report back to the Regents on actual progress.

• Chazey Partners is a nine-year-old company with good experience and seems to genuinely want to help us.

• A new position is being created, the Shared Services Director.

• Staff that are assigned to the Shared Services Center will continue to work within departmental units across campus but these employees will report directly (solid line) to the Director of Shared Services.

• There will also be two change management professionals engaged to see the IT, HR and Shared Services projects through implementation.

• The IT and Finance implementation is on a 3-year rollout and the HR implantation is on a 2-year rollout.

**Kimberly Keister and Matthew Watson: Staff Council Communications Committee**

Setting up Outlook for sending out constituency emails, you’ll need to add the FROM field. Place your constituency list in the BCC field (not TO or CC); be prepared to expect many bounce-backs from Out-Of-Office notifications; keep email size down (no backgrounds or large attachments). Instructions will be placed on our shared drive for modifying and importing Staff Council signatures into Outlook. Proposals for tasking an Executive Committee member with drafting a starting point for councilors to use for sending messages to their own constituencies and for the implementation of mentor partnerships for new and veteran councilors. It will also be for a Councilor Spotlight to help promote Staff Council.

**Sue Buckley: Human Resources Updates**

BOR unanimously passed the UI early retirement program. 1400 faculty and staff members were eligible. As of Wednesday morning, 155 individuals (mostly staff) have expressed interest.

Looking into expanding the electronic performance review and goal management system to SEIU and merit employees.

Eight Staff Council members have been assigned to a TIER Efficiency Advisory Group to help guide the implementation of parts of the study.

TIAA-CREF providing free services for early retirement advice – and any other University member seeking financial advice.

**Announcements**

Support the [TOTALLY UI Staff Council Bowl for Kids’ Sake Team](#)!

Meeting adjourned.