

Attendees: Amanda Sharpe Co-Chair, Cathy Caiazza Co-Chair, Harish Nayak, Mike Osadciw, Heidi Mergenthaler, Jennifer Hamson, Anthony Siragusa, Terra Buttram, Joe Williams Jr., Sherri Gunter, Melinda Adelman, Anthony Campbell, Kaitlin Legg, Kristi Brock, Dawn Marshall-Hosier, Theresa Danylak, Katie Papas, Amy Kadrie, Molly Snyder, Bailey Nixon, Angela Buchiere, Andrea Walton,

Guests: Sasha Eloi-Evans, Janice Holland, Kwasi Boaitey, Elizabeth Stauderman

**Announcements:**

- The May minutes were posted in Teams yesterday and were approved.
- Administrative Support position has not been filled. HR has refreshed the posting.
- Several stakeholders and people involved in the HR Workday project which will replace HRMS. There was an in-person event at Rush Rhees to launch the kickoff this project. Amanda was able to attend. As they continue to move forward, they are going to keep us updated and we will stay involved in that.
- Amanda also attended the Staff Awards-one of our inaugural members; Chris Apple received the Lamar Murphy Leadership Award.
- We were able to get some time with the Board of Trustees when they were on campus in May. We were able to give a short presentation to the Board about where the Staff Council came from, how it started, what we've been up to and what were the major issues and themes amongst the staff including:
  1. Staff shortages
  2. Burnout
  3. Low morale
  4. Hybrid work opportunities
  5. Better alignment with compensation and market value
- The University Management Team (UMT) meets quarterly and brings together leaders from across the entire University including the Medical Center. As Staff Council Chairs we are invited to attend those meetings, the last one being held on May 25. Some of the high-level topics discussed were:
  1. The Strategic Plan- take a look at the website for details and top priorities
  2. Self-Study for Middle State Accreditation- we will be going into our next accreditation review process over the next couple of years.
  3. We're welcoming our new Provost David Figlio July 1, 2022, and he will be taking over the Strategic Plan and start to implement some of those initiatives.
  4. Human Resources discussed the Workday Project
  5. Update on academic operations- The Registrar's office is going to be reorganized and Tina Sturgis will be heading up a spoke and wheel registrar operation that will include coordination across all of the schools.

Terra Buttram provided an overview of the Co-chair terms review. The detailed presentation has been shared in Teams. Our current issue is that a co-chairs term may not align or coincide with their term as a GSC representative, which may pose a risk that a representative may lose their district election while

still having a year left as a co-chair. The Election Committee came up with two proposals to address this issue.

1. Co-chairs run for two consecutive one-year terms.
2. Co-chair holds their position for as long as their actual co-chair term lasts.

There are two potential Bylaws changes that were proposed. Due to time constraints, Terra asked for feedback on these changes, and she will be providing everything in writing. The feedback was leaning towards proposal #2, that the co-chairs hold their district seat as long as their co-chair terms.

Election Process & Timeline:

- There is a large group of council members that will be cycling off this year. Names of those staying and spots up for elections were shared in Terra's presentation (available on Teams)
- July 18-31 Nomination Period
- August 15-29 Voting
- September 1 Notify election winners
- September 6 Announce election results to districts
- September 9 GSC Orientation & Annual Workshop
- You can self-nominate, and you have up until the end of the nomination period to withdraw if you choose to
- Encourage interest from your constituents to participate or nominate staff in other districts

**Sasha Eloi-Evans** Associate Vice-President and Deputy Chief Diversity Officer, and **Kwasi Boaitey** Director of Culturally Responsive Management from the Institutional Office of Equity and Inclusion joined the meeting and offered a presentation to share information about the office.

IOEI is approaching their 3-year anniversary this summer. The majority of that time has been spent operating in a pandemic. There have been a number of scholars that have pointed out how Covid 19 has intensified and intersected with global inequities along race and gender. IOEI is working continuously to improve equity and inclusion at our institution and within our community. Our role is to provide a safe place for people to share, for us to listen, acknowledge and collaborate.

Sasha shared the Five EDI Institutional Priorities which can be found on their website. The office is located in Wallis Hall, with space also in Taylor. The office is made up of the Compliance Team which includes the Policy Against Discrimination and Harassment, Title IX and Sexual Misconduct and the Affirmative Action Program. Our office is also responsible for providing the annual harassment and discrimination training that all employees are required to take. We are also making efforts to engage students and we have ongoing meetings with the Minority Student Advisory Board which serves as an umbrella group for many of our cultural student organizations. Some faculty initiatives that we do have is the national Center for Faculty Development and Diversity that provides resources for research support or research productivity.

Another one of our priorities is what we call the Equity and Inclusion Council of Deans and Directors. One of the things that our Vice President Mercedes Ramirez Fernandez acknowledged when she started is that there are a lot of people at the University who have been committed to equity and inclusion work and operating in their own spaces. This Council is an opportunity to bring these folks together for collaboration.

The Education on Learning working group is focused on gathering all the workshops and training opportunities that are happening across the University and creating a repository so people can register and participate in those opportunities.

Kwasi explained more in depth about culturally responsive management and how it is meant to create a space where individuals can express themselves and feel supported. He gave an analogy that referred to Soul Train where there are two lines and someone walking down the middle while the lines are keeping the beat for that individual to express themselves. Much of culturally responsive management is looking at how intersections of this organizational culture impacts each other, honoring and yielding to each other as we work together in common spaces.

The Office has created a Religion, Spirituality and Faith Committee. Religion and Spirituality have moved to the forefront of cultural issues at our university this year. The committee is dedicated their work to assessing the needs of students and finding ways in which to meet those needs.

The Encompass Newsletter comes out monthly and offers information on happenings at the University. The Juneteenth Celebration will be held on June 16<sup>th</sup> and there is a Women's Empowerment Conference that is scheduled September 22<sup>nd</sup>.

**Cathy Caiazza** asked if any of the initiatives mentioned in this presentation will be focused on staff, being that staff is the largest constituent group here at the University. Kwasi said his work is focused on creating spaces where people feel their needs are met and also recognizing that not everyone is available during typical business hours and finding ways to accommodate those individuals as well.

Sasha explained that the office is still young, and we recognize there is a gap around how supported staff feels. There will be education and learning opportunities that staff will have access to as well as professional development opportunities around EDI. We will also be recognizing and celebrating our veterans and celebrating Pride and the Heritage Months. The biggest piece right now is just letting people know that the IOEI is here. Sasha has been doing some Listening Tours to gain more information regarding the Identity Caucuses. She welcomes any feedback from GSC members and others. Please feel free to contact the office via the website. <https://www.rochester.edu/diversity/>

**Elizabeth Stauderman**, Vice President for Communications joined the meeting. Elizabeth is an officer of the University and also a member of President Mangelsdorf's Senior Leadership Group that meets once a week to talk about emerging issues. Elizabeth runs an office of about 40 people in University Communications and are divided up into four groups:

1. Communications and Strategy
2. Content
3. Media Relations and Crisis Communications
4. Digital Group

Elizabeth has hired an outside consultant to do an assessment of University Communications and is wrapping up the final report. She gave a brief overview of her past experience in advertising and at Yale University. While at Yale her work as head of communications in units of schools provided her with the understanding of the tension between the priorities that a dean may have versus the priorities that a university might have and the need to coordinate the two. Elizabeth's job is to oversee all the different communication plans that each school may have. When Elizabeth first arrived, she created the CSC,

Communication Steering Committee which included directors of communications from all of the schools and units and places like Advancement, Global Engagement and Government and community relations. President Mangelsdorf has allocated funds for the Communications office to embark on a branding project that will help create an overarching brand for the University of Rochester. Shortly after Elizabeth arrived in 2017, she hired a polling firm to do an awareness study of the University of Rochester name and discovered that nearly half of the United States had never heard of us. She recently did another survey to discover that number had dropped to 29%. Her goal is to raise that number to about the 70% recognition area like many of our aspirational peer institutions. As part of her branding exercise, she would like to establish a standard set of peers that we can compare ourselves against. Elizabeth shared a presentation that was shared with the Board last month, which covered what branding is and what it is not. The goal of the branding exercise will be to build both an internal constituency and enthusiasm as well as external applications. Branding is the idea not the advertising, publicity, or taglines. The University currently has both the Meliora Values and ICare Values. Elizabeth, Amy McDonald and Kathy Gallucci are considering a unified core set of values. There were new banners just put up around the University that is experimenting with simplifying the University shield to make it more graphically interesting but also more readable from a distance. If anyone has any thoughts or feedback on this, please contact the Communications department. By being more consistent about what we say, we will be able to begin through repetition, to attract more revenue and research dollars. Hopefully with new consistent messaging it will help us build good relationships with internal and external stakeholders as well as the City of Rochester. The branding exercise is being aligned with the Strategic Plan. There will also be an effort at the same time to build the research enterprise which is being led by Steve Dewhurst. The timeline is long and there is a Steering Committee that made up of Elizabeth, Jeff Coleman from Warner, Amy McDonald, Steve Dow and Karl Withers. They are currently working to secure an agency to work with.

**Sherri Gunter:** You mentioned internal constituency and I look at this as your faculty, Staff and doctors who have to live the brand first and they have to represent your brand. In order to do this, you need to have staff who are not overworked and understaffed and patients that don't have to wait three months for an appointment. You can't have your students living in substandard dorms, and using outdated classrooms and technology. You need to invest in the infrastructure first.

**Elizabeth Stauderman:** Your points are well taken, and President Mangelsdorf is aware of the infrastructure issues and part of the Strategic Plan is to help alleviate those issues. She is not happy with the current state of student living arrangements. I don't think we delay the branding effort while we wait for the infrastructure to get fixed.

**Sherri Gunter:** If you have staff who are overworked and underpaid and waiting for the CPM project to come through and they see all this money spent on advertising you are going to have a lot of resentful employees. I would like us to take an internal look at how we can live the brand itself.

**Elizabeth Stauderman:** I am committed to creating a brand that is authentic and that is why we will be consulting as part of this. It's really important to understand sentiment, at the same time it's a very circular thing. If you're looking for donors outside our normal channel of donors, you need to be able to tell them a story that inspires them and makes them want to contribute to the University.

**Harish Nayak:** I'm wondering how can marketing efforts at a departmental level, not a school level connect with similar efforts across the University?

**Elizabeth Stauderman:** Jessica Kaufman is on our steering committee and representing all the facets of what's going on at Eastman. I think its important to continue to understand that and we don't want to stop any successful urgent marketing efforts that are going on right now. We have to work very carefully on that and that is one of the reasons this is taking so long.

Elizabeth concluded her presentation and said to reach out to her directly with any feedback or concerns.

**Amanda Sharpe:** If you have questions on Sasha and Kwasi's presentation, you can reach out directly. Any questions for Elizabeth can be submitted to Kathy and I or start a Teams chat and we will send them to her and follow up on that.

Anthony Siragusa shared that he recently completed in master's in strategic leadership at Roberts Wesleyan College.

**Amanda Sharpe:** We are planning an in-person happy hour at 4:30 today at Swiftwater today on Mt. Hope. **Our next meeting is scheduled for July 8<sup>th</sup> via Zoom.** Let Kathy or I know if you can't make it.

Following our last meeting we discussed the annual feedback survey that we asked all the GSC members to take. Many comments indicated some confusion about expectations of council members. Along with a small group of newer members we have come up with this presentation on what the responsibilities of staff council members are. Cathy, Tara and I worked with Jenny Hamson, Heidi Mergenthaler and Nino to put this together.

Jenny Hamson and Heidi Mergenthaler shared the presentation that reviewed the baseline expectations of being a GSC member.

- The commitment is roughly 6-8 hours per month
- Monthly meeting
- District/District Group meetings 1-2 times per month
- Committee meetings as relevant
- Participate in at least one committee-Bylaws, Communications, Elections, Executive
- Establish a baseline communication method based on the needs of your district

**Cathy Caiazza** suggested that it might be valuable for the outgoing representatives to meet with new members to ease them through the transition and help them understand what might be unique to their district.

**Amanda Sharpe** explained that when her and Rich Wattie worked together at Eastman they just sent out an email and asked their constituents how they wanted to receive communication, whether it be an email, town halls or open office hours. Amanda also suggested the possibility of creating a handbook for new members that includes a summary of expectations.

Melinda Adelman suggested creating a one-page document to send out with the call for nominations for the next round of elections.

Amanda has posted the recording of the meeting in Teams for anyone not able to make the meeting this morning.