

TO: Staff Senate Members

FROM: Susan Falbo

DATE: February 20, 2012

SUBJECT: January 25, 2012 Minutes (revised)

In attendance: Ms. Bealla, Ms. Clause, Ms. Cullen-Brown, Ms. Eagen, Ms. Falbo, Ms. Fetsko, Mr. Franceschelli, Ms. Freeman, Mr. Gaylets, Mr. Harris, Ms. Hynosky, Ms. Kennedy, Ms. Laffey, Ms. Lang, Ms. Mascelli, Mr. Murphy, Mr. Pace, Ms. Rafter, Mr. Sakowski, Ms. Stamford, Ms. Thomas, Mr. Wasalinko, and Mr. Wimmer.

Ms. Falbo will take the minutes in Ms. Murphy's absence.

Mr. Murphy opened the meeting in the Rose Room of Brennan Hall by welcoming everyone to the 1st meeting of 2012. Mr. Murphy offered the opening prayer.

1. Minutes:

Ms. Stamford made a motion to accept the minutes which was seconded by Ms. Bealla. The minutes were accepted as written.

2. Agenda:

Ms. Stamford made a motion to accept the agenda. Ms. Cullen-Brown seconded the motion. The agenda was approved.

3. Guest Speaker:

Gerry Zabolski, VP, Public Relations and Alumni Relations was our guest speaker. Mr. Zabolski thanked all the employees for the story they tell everyday through their jobs. He said that a dedicated workforce makes his job much easier.

Mr. Zabolski said that his division employees 21 and hires between 35-40 student workers each year. He then gave a brief summary of his division's responsibilities.

Alumni Relations

Mr. Zabolski said that there are an estimated 45,000 University of Scranton alumni. Mary Jane Rooney, Director of Alumni Relations and her staff try to maintain a connection between them and the University. He said that Alumni are an invaluable resource in the support they provide our current students. An engaged Alumni group is an asset to the institution in so many ways:

- they are an excellent networking source for our students when looking for employment and internships
- they offer professional connections (doctors, lawyers, financial advisors, etc.)
- they are an excellent forum to get the University's story out.

He said that close contact is maintained through social networking and email. An estimated 1,200 – 1,300 former students visit campus during Reunion Weekend during the summer.

The President's Alumni Liaison Committee incorporates current students. Specific criteria must be met for students to be appointed to this committee. Deans, Faculty and Academic Dept identify a cross-section of students that are interviewed for appointment.

Public Relations

News and Media Relations is spearheaded by Stan Zygmunt. In his tenure, the University has developed a more positive repertoire with the media and has increased its footprint in the last few years. Jesuit tradition is always part of the story.

Marketing/Communications

Mr. Zaboski said that in the past 3 to 4 years, a more aggressive marketing strategy has been adopted. We are using TV, print and billboards to get our story out as well as publications that maintain the level of excellence our scholarly divisions do. He said that the highest profile target markets are located in NY, NJ, and PA with secondary markets in CT, MA, MD and VA. He said that Facebook, UTube, Twitter, LinkedIn, MySpace all have official University of Scranton sites and that the University is "friends" with over 10,000 on Facebook alone.

Mr. Zaboski announced that our new campaign slogan is, "Be Surprised".

Parent Relations

Mr. Zaboski likes to refer to this as Parent Relations/Student Affinity. Julie Bialkowski leads this area. She works with alumni to maintain a presence with students even after graduation. The "Beyond the Commons" dinner links graduates with alumni. The office provides a wealth of resources for parents; connecting parents with appropriate people on campus to resolve issues quickly and effectively.

Community Relations

Mr. Zaboski said that Julie Schumacher Cohen connects students with the downtown. She involves students in the Scranton community. Outings planned for the downtown have included training sessions for RA's, a scavenger hunt; and movie night (students will have dinner at a restaurant in the city then take in a movie).

Conference and Event Services

This division generates revenue that helps to hold tuition down. Frani Mancuso rents space that would just go unused and turns a profit that benefits students and their parents.

Another event run through the division is the Employee Celebration. Attendance/participation is encouraged across the board at the University. The event builds positive relationships and goodwill.

4. President's Report:

Mark Murphy stated that the Staff Senate is 4 years young.

The University Governance Council met December 15, 2011. He said that the following items were discussed:

- Employee fundraising will be examined and rules, regulations and policy hopefully will be put in place after discussion
- Alternate work schedule is still in discussion

- Governance survey results indicate that we still need to work on improving communication.
- Opportunities for individual employee groups to attend meetings remain challenging. An improved definition needs to be sent to the University Governance Council.

Mr. Murphy reported that the Executive Committee met and the following items were discussed:

- Nominations/on line voting will be completed by 04/15/2012
- Deadline for newsletter items is 02/14/2012
- Extending today's meeting extra 30 minutes to include Roundtable discussions
- Emeritus staff item has been tabled for further investigation
- Staff Senate attendance policy needs a 2nd look. Attendance must be mandatory or seat vacated.

5. Patricia Day, Liaison Report

Ms. Day reported that:

- The operating budget was balanced in early December
- The Sursum Corda awards will be handed out during the Spring convocation, February 9, 2012
- A "Lunch & Learn" initiative will be implemented by the Staff Development Committee to aid in the new Performance Management appraisal system
- The alternative work schedule policy draft will be presented to the President's cabinet.

6. Committee Reports:

Communication Committee

Mr. Wimmer and Ms. Kennedy reported:

- Newsletter deadline is February 14, 2012
- Newsletter will be published middle of March 2012

Social Events Committee

Ms. Hynosky reported:

- \$472 was raised through raffles; Ms. Morse won 50/50 \$119; Wine basket had most tickets sold
- 100 toys were donated and turned over to Ms. Vaccaro in the Community Outreach office
- Approximately 425 people were served at the Christmas morning breakfast on campus

Staff Development Committee

Ms. Mascelli reported:

- "Lunch & Learn" Performance Management appraisal training session will be held sometime April 2012. Any questions or suggestions may be addressed to Ms. Mascelli.

Finance Committee

Ms. Fetsko reported:

- Invoices and expenses for Staff Senate Christmas breakfast have been received. All appear to be non-remarkable.

Election Membership Committee

Ms. Fetsko reported

- Committee met 01/10/2012
- 2012 elections will be held April 3 through April 10, 2012.
- Meet and Greet luncheon will be held April 3, 2012. Candidates will deliver short bios. A bank of computers will be available at this time so anyone who wants to may vote immediately
- Coffee with the Candidate will be held at a future date to coincide with elections. This event will be held 4pm – 5pm in DeNaples Center Ballroom to accommodate 2nd shift employees
- Call for nominations will occur shortly
- Committee will meet again February 2012
- Ms. Stamford asked for suggestions/questions or comments on my.scranton portal

Social Events and Community Building Committee:

Mr. Murphy thanked the committee for all the work they did on gathering and organizing all the Sursum Corda Award nominations.

7. Old Business:

- Parking issue concerning usurping of parking places on Ridge Row by Faculty. C.Murphy was to have spoken with C.Sanderson, Parking. C.Murphy not in attendance; no report.
- Ombudsman topic tabled until next meeting.
- Attendance
 - Attendance by employees other than Senators
 - Replace Senators who do not attend
- Staff Emeritus – Ms. Stamford stated that she believes there is an old policy covering this.
- Maintenance of Scranton email account
 - Faculty Emeritus are allowed this privilege
- Criteria for Staff Emeritus
 - Benefits of this title
 - Comparable to Faculty Emeritus?
 - Ms. Day wants to investigate the scope of this issue. She will seek input from President's Cabinet. Action will then be taken for or against.

8. Open Business:

- Wellness Day, Wednesday, March 14, 2012
- Staff meal plan. Mark Murphy would like to keep this at executive level for time being.
- Mr. Murphy would like to share the Electronic version of Governance survey with the Senate.

9. New topic:

- There was a request that exploration on a Staff meal plan be done. Other regional colleges/universities offer this to their employees.
- Incidental Use Policy has been drafted. Ms. Cullen Brown seemed to think it is driven by Federal guidelines and encompasses using UofS computers, network, etc. for other than University of Scranton business.

- Mr. Murphy gave words of gratitude for work done on Christmas Breakfast; donations and website work.

No adjournment. Meeting broke out into Roundtable discussions at 11:30am.

Respectfully Submitted By,

A handwritten signature in cursive script that reads "Catherine Murphy".

Catherine Murphy
Secretary, Staff Senate