

## Official and Approved Minutes

These minutes are disseminated to provide information to the UTD Staff Council. They have been approved by the body in question and, therefore are the official minutes.

November 14, 2007

IT Auditorium ECS 2.102

9:00 a.m.

**PRESENT:** Jacob Abraham, Patsy Aguilera, Lynn Boyer, Laurie Brown, Heather Burge, Daniel Calhoun, Corina Cantua, Darlene Coppage, Chris Dickson, Bob Hamilton, Gayle Holt, Patrice Holt, Carolyn Ivey, Lori Jacobsen, Michelle Long, Tricia Losavio, Brenda Mahar, Irene Marroquin, Lin Maute, Paul Oelkrug, Judith Patterson, Gaby Perkowski, Loreen Phillips, Sandra Sawyer, Lori Skillestad

**ABSENT:** Ed Bennett, Dina Caplinger, Caroline Crossley, Tom Lee, Jacqueline Long, Tricia Losavio, Remona McLain, Rebecca Murray

**GUESTS:** David Gleason, Larry Wilson and any others I didn't notice. Marilyn Bechtol.

### 1. CALL TO ORDER:

Chair Chris Dickson called the meeting to order.

### 2. GUEST SPEAKER: Ms. Susan Rogers, Vice-President for Communications

Ms. Rogers presented a recap of challenges noted Fall 2006.

- Weak visual identity program; numerous logos and word marks, scant signage
- Changing nature of student body
- Lingering questions about students' role in rarified "think-tank" atmosphere
- Change as a constant
- Few visual cues identify campus

Desired Outcomes:

- Build enrollment
- Maintain quality among admitted students
- Build external recognition of quality
- Increase top-of-mind awareness among alumni and community

Communications' Tasks"

- Set branding standards, provide guidance to college community
- Build relationships with external media
- Obtain positive exposure for leadership
- Measure return on investment

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- Coordinate crisis communication, assure basic level of function in emergency

Major Communications Operational Units:

- News and Information, re-titled Media Relations
- Assistant Vice President Communications
- Managing Editor
- Assistant Director
- Administrative Associate – no new staff, but redefined functions
- Web Services – one new specialist
- Marketing – two new designers, one writer

Tactic: Share the Message

- Enable every member of the faculty and staff to advocate by providing an ongoing institutional story crafted to convey a sense of wholeness in presentation.
  - Creation of news services – underway
  - Creation of institutional messages in advertising and institutional publications – in development
  - Opportunistic placement of advertisement – ongoing
  - Creation of basic tools – contact databases, shared photo library, shared advertising contract, unified publications
  - Rework web to support narrative story of UT Dallas

Tactic: Partner to Create Coherent Messages/Responses

- Create a council of existing communicators within schools and units - done, functioning.
- Create new tools to build coherence within the communication effort – creation of standard items, staffing underway

Tactic: Revitalize Standards

- Refresh logo and branding tools
  - Update policy and guidelines, distribute and enforce through communicators group
  - Secure assistance of trademarks and licensing office with UT System to refresh existing materials prior to larger rebranding effort
  - Create staff to guide and assist with usage

ALL, STILL TO BE DONE

Ms. Rogers asks that we contact Communications if anyone in your area wins an award. The homepage needs to recognize these accomplishments.

The Communications Department has many tools to enhance events and/or presentations. There are 20-foot screens available. Just call to set up. Communications will set-up and break down exhibits. There are also backdrops and podium covers at a reasonable cost.

Please remember to report authentic news when you contact Communications.

Please place the UTD logo on every piece of information your department puts out. Please contact Communications for more information.

The new Homepage format will be launched this afternoon.

There will now be a News Center Homepage as well. Please note the right upper corner for daily campus news.

Communications needs more news about our students. Please keep a lookout.

**3. ROLL CALL:** (taken by Chris Dickson)

**4. APPROVAL OF MINUTES:**

A motion to table the minutes of last month's meeting was made by Daniel Calhoun and seconded by Bob Hamilton. There were too many corrections to be made during today's meeting.

**5. COMMITTEE REPORTS:**

a) Executive Committee:

Mr. Dickson stated that the Executive Committee has tabled Suggestion 2007.48 for now.

b) Attendance Report:

Mr. Calhoun sent out an Attendance Report via email this morning to Staff Council members. Members are encouraged to notice those who have been missing the last few meetings, to give that person a call to encourage them to make the next meeting.

c) Secretary/Treasurer's Report:

Mr. Dickson gave report in Ms. Kirkwood-Brown's absence.

**STAFF COUNCIL TREASURERY REPORT - OCTOBER  
FY08**

	EXPENSES	REVENUE	BALANCE
STATE FUNDS - <a href="#">316142 Operating Account</a>			
Balance October 1, 2007			2,000.00
New budget for FY08			0.00

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Balance October 31, 2007 2,000.00

STATE FUNDS - 316405 Operating Account

Balance October 1, 2007 3,000.00  
New budget for FY08 0.00  
Balance October 31, 2007 3,000.00

FUND RAISING - 317807

Balance October 1, 2007 10.00  
31-Aug-07 Ended FY07 with this credit 0.00  
Balance October 31, 2007 10.00

UTD STAFF ENDOWED SCHOLARSHIP - 525521

Balance October 1, 2007 625.47  
31-Aug Ended FY07 with this amount 0.00  
Balance October 31, 2007 625.47

Scholarship Staff Scholarship - 525528

Balance October 1, 2007 2,707.97  
31-Aug Ended FY07 with this amount 0.00  
Balance October 31, 2007 2,707.97

- d) President's Coffee:  
No report made due to Ms. Kirkwood-Brown's absence.
  
- e) Benefits Committee:  
Ms. White reported approval by committee of eight scholarships for Fall semester, pending GPAs and transcripts. \$250 will be awarded out of the Endowed Scholarship Fund.  
  
Jacqueline Long gave a report to Ms. White concerning the Childcare Committee. They are working with the new Vice President of Diversity, Dr. Magaly Spector, on establishing policies. Their next meeting will be November 26, 2007, Lone Star Conference Room.
  
- f) Communications Committee:  
Ms. Brown reported that the committee met on November 2<sup>nd</sup> to make final plans for the Fall Forum. Mr. Calhoun noted that the Forum was

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videotaped. It would be good to place this video on the Staff Council website. Their next meeting is December 6<sup>th</sup> in the School of Management.

g) Development Committee:

Ms. Patterson reported that the committee met on November 18<sup>th</sup>. There are Staff Development tools on the Staff Council webpage. They will meet again December 20<sup>th</sup> at 9:30 a.m. The job certification survey was given to the Executive Committee and has now been given to the Diversity committee.

h) Fund Raising Committee:

Ms. Coppage reported that the committee met on November 8<sup>th</sup>. An announcement will go out today concerning the upcoming Poinsettia Sale. 250 have been ordered, 25 white, 25 pink and 200 red. The cost of each poinsettia is \$6.25 and they will be sold for \$10. Please note that the Poinsettias are of excellent quality. Each member was given 2 flyers to distribute in their area. The deadline to order is November 26<sup>th</sup> with delivery date of November 30<sup>th</sup> at the Activity Center.

The Balloon Sale will be discussed further at their next meeting. The plan is to sell 600 for Valentine's Day.

There are 2 boxes of Cookbooks left. The committee is putting together a flyer to promote the selling of what's left.

The Print Cartridge Recycle program is moving slowly. The committee is talking to vendors to find better programs.

The committee is also discussing other fundraising possibilities with local restaurants for things like UTD night.

Next meeting is December 6<sup>th</sup>.

i) Wellness Committee:

Ms. Holt reported that the committee met on October 17<sup>th</sup>. There will be a Wellness Seminar, "Making Difficult Healthcare Decisions and Advanced Directives", brown bag lunch at noon on Tuesday, November 20<sup>th</sup> in the Conference Center, Room 1.202. This seminar will be presented by patient representatives from the Medical Center of Plano. Please contact Ms. Holt if you plan to attend.

The Great American Smoke-Out is Friday, November 16<sup>th</sup>.

There will be an Open House at the Activity Center December 12<sup>th</sup> from noon to 1:00 p.m. There will be tours every 15 minutes and those who attend will receive a coupon for a free class.

The next meeting is November 21<sup>st</sup>, 2:00 p.m., SOM 3.216.

- j) VP for Enrollment Management:  
Mr. Abraham reported that they did not meet last month. Next meeting scheduled for November 19<sup>th</sup>.
- k) Faculty Senate:  
Dr. Leaf reported 3 directives of the Faculty Senate right now:
  - 1. Donna Rogers is working with the Faculty Senate to change Chapter 49, "Dealing with Difficult Students."
  - 2. The Faculty Advisory Council is trying to form a resolution that we can adopt and then at UT system level, for a Federal Sanction that would disallow the cut off of funds to UT Dallas. Bob Hamilton suggested that the council contact Congressman Burgess to help with this process.
  - 3. The Ombudsman Committee will consist of 6 members. Two faculty and two students have already been selected. Mr. Dickson needs to submit two names to represent the staff.
- l) UT System Employee Advisory Council:  
Mr. Dickson reported that the council is moving right along.
- m) Retired Faculty/Staff Association:  
There is no one here to report.
- n) University Committees:
  - i) Parking and Transportation Committee – committee met on November 7. Chief Colleen Ridge and Nancy Branch, the new Transportation Manager, reported to the committee that the new DART shuttle services will begin January 3, 2008. Service is provided Monday through Friday till 11:00 p.m. and Saturdays from 9:00 a.m. to 12:00 noon. The schedule will be looked at again in March to review if any changes need to be made.
  - ii) Campus Facilities Committee – no meeting as of yet but Dr. Leaf stated that a matrix is being formulated. The committee hopes to meet in January.
  - iii) University Safety & Security Committee - Dr. Leaf reported that there is a problem in the NSERL building with air movement. There are also security concerns for the building. There needs to be more Emergency Response Training. Signage and pathways need to be clear. Who will fund this? Next meeting to be November 19<sup>th</sup>.
  - iv) Women's Center – No meeting.
  - v) Dean & Directors Meeting – No meeting.
  - vi) IR Security, Planning & Policy Committee – No meeting.
  - vii) Auxiliary Services Advisory Committee – No meeting.

**6. OLD BUSINESS:**

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- a) Care Awards: Mr. Dickson reported that there were over 30 nominations. Those nominations are under review by the committee.
- b) Flu Shots: Mr. Dickson reported that 465 shots were given this year, more than last year. We were budgeted for \$8,000 with total cost of \$7,905. It was suggested that more publicity be sent for people to donate to the Staff Council Scholarship fund. Collections were down from last year. We collected over \$360 in donations.
- c) Fall Forum – Mr. Dickson reported that the forum went well. Scholarships recipients were recognized during the meeting and Dr. Daniel gave his State of the University presentation. There were concerns of the timing of the Fall Forum. This hit during the first week of registration, making it impossible for advisors and other key personnel to attend. Please look at Fall and Spring registration periods when planning staff meetings.
- d) Community Project – Mr. Dickson is forming an ad-hoc committee to head up a clean-up UTD project one Saturday of each month. He needs three more people to serve on the committee. Please email him if you are interested or know of anyone that might be interested. This project is planned to start January or February of 2008.
- e) Ombudsperson – Mr. Dickson request email from anyone interested in filling the 2 seats on the Ombudsperson committee.
- f) Staff Council Suggestions
  - i) 2007-050 (UT Flex Pay – Dependents)  
As more and more of us are taking care of elderly dependents, it would be really nice if we could include medical related expenses for elders in our UT Flex pay so that pretax dollars could be used.

One issue that will be a problem is that many elderly dependents still technically are “independent” since they file their own tax returns and are not claimed as a complete dependent on their care-giver’s tax return.

As America ages and we begin to deal with more and more issues that impact the quality of life for our elders, there will no doubt be other ideas generated for employers to consider.

Response from Claire Occhipinti: “Thank you for the opportunity to review a Staff Council suggestion. Elder parent issues are something that many of us have to deal with. I’ve reviewed suggestion 2007-050-S and read the PayFlex Plan booklet. Page 12 of the booklet (attached) states that medical expenses may be claimed for “your qualified dependents who you claim for federal income tax purposes.” Based on the employee’s tax status they might be able claim medical expenses for an elderly parent. Only

the suggestor will know if the elderly parent can be claimed as a qualifying relative for income tax purposes. I've attached some information I was able to gather from the IRS website. Our program must follow IRS guidelines but if an elder parent can be claimed as a qualifying relative for income tax purposes, then the employee may file FLEX medical reimbursement expenses incurred as support for the parent."

Mr. Dickson recommended closing this suggestion and sending it back to writer. This was motioned by Judy Patterson and seconded by Kathy White. A roll call vote was made with all members approving.

- ii. 2008-001 (ADA issue)  
Need for better/easier access to the ATEC building. There are no direct routes to campus. It is difficult for disabled individuals to navigate and additionally no ADA access in to the building. Sidewalk and/or repave the Arts building drive to be ADA compliant out and inside the building.

Response from Zeke Barrera I have received the Staff Council's suggestion regarding walkways, driveways and parking access to the Visual Arts Building for individuals with disabilities. Existing UTD buildings with no/limited ADA access accommodations is not an easy issue to address. Currently, UTD is undergoing a campaign to raise funds for a new Visual Arts Building therefore this suggestion may be resolved in the new building design. Both Facilities Management and OFPC Building Design teams are keeping tabs on ADA considerations for all new building/facility design projects. EHS is forming a working group involving Disability Services, Human Resources, Facilities Management, University Police and the Office of Emergency Management to address ADA issues campus-wide. Regarding the Visual Arts Building, I believe the response to your suggestion is to let the working group evaluate all the parameters and decide on the interim the action.

The council did not feel that the suggestion had been addressed. It was motioned to table Suggestion 2008-001 by Kathy White and seconded by Daniel Calhoun.

## **7. NEW BUSINESS:**

- a) Staff Council Guidelines Revision Proposal – Vote Needed  
See revisions of Policy Memorandum. This has to be approved by 2/3 vote of Staff Council. There was discussion from various members with concern to filling vacant Staff Council positions for districts. The motion to accept revisions as amended by Mr. Dickson was motioned by Paul Oelkrug and seconded by Kathy White. A roll call vote was taken with 25

for and one against. Revision Proposal approved. This approval will now be sent to UT System for approval.

b) Staff Council Suggestions

- a. 2008-004 (University Fund Raising)
- b. 2008-005 (Fall Forum)
- c. 2008-006 (Fund Raising Calendar)

The Executive Committee has not had a chance to see these suggestions. Therefore, it was motioned by Gayle Holt and seconded by Gaby Perkowski to table these suggestions until next month's meeting. All council members were in favor.

**8. OTHER BUSINESS:**

- a) Kristen Blakely suggested that Staff Council hang a banner on campus like Student Government has on the School of Management building. This will now be Suggestion 2007-009.

**9. ADJOURNMENT:**

Darlene Coppage motioned to adjourn the meeting. Gayle Holt seconded the motion. The meeting was adjourned.