

Interim University Council

Date: August 8, 2016

Time: 8:15 a.m.

Location: D.P. Culp University Center, East Tennessee Room

Attendees: Dr. Brian Noland (chair), Dr. Gordon Anderson, Dr. Wilsie Bishop, Dr. Larry Calhoun, Dr. David Collins, Dr. Wallace Dixon, Dr. William Duncan, Dr. Susan Epps, Dr. Virginia Foley, Dr. Jane Jones, Ed Kelly, Dr. Karen King, Stefanie Murphy, Dr. Wendy Nehring, Pam Ritter, Dr. David Roane, Jeremy Ross, Dr. Richard Sander, Dr. Janna Scarborough, Joe Smith, Josh Whitlock, Jennifer Hill (recording secretary)

Guests: Dr. Mike Hoff, Dr. David Linville, Wayne Winkler

MINUTES

Dr. Brian Noland opened the meeting and welcomed those in attendance. Before moving to the agenda, he encouraged Interim University Council (IUC) members to take a look at the renovations that are nearing completion in The Marketplace.

Approval of Minutes

The minutes from the July 11, 2016, meeting were approved.

Report on WETS-FM Funding

Joe Smith, assisted by Station Manager Wayne Winkler, presented a review of funding sources, challenges, and opportunities for WETS-FM/HD, ETSU's public radio station (*see attached [PowerPoint presentation](#)*). Smith gave a brief history of the station and discussed the role it plays in the campus and community. He pointed out that funding for the station comes from the state, the Corporation for Public Broadcasting, underwriting, and donations, including an annual on-air fund drive; this fund drive brought in \$296,394 in contributions in 2015-16. He outlined revenues and expenditures, noting that the station has lost \$122,205 in state funding since 2012-13. Smith said the costs for outside programming from NPR range from \$1,892 per year for "The Diane Rehm Show" to \$62,222 per year for "Morning Edition"; a number of programs are produced locally at little to no cost, and the conversion to HD radio has allowed the station to triple its programming without requiring additional budget or staff. As a result of decreased funding, full-time staffing is down from nine to six, with remaining staff members having taken on new duties, including Winkler, who is filling in on-air more; an underwriting director, who works on commission, is new to the staff.

Goals and challenges include strengthening the station's ETSU Foundation account, building reserve funding to cover equipment failure/repairs, and preparing for replacement of the WETS-

FM tower on Holston Mountain; this is estimated to cost \$200,000, which will come from reserves. Smith also said he wishes to work with University Advancement on having a staff member who will nurture relationships with supporters and perhaps pursue more corporate sponsorship.

Following a question regarding convenience of giving, Winkler said the station is working with University Advancement to set up an electronic funds transfer system, which will allow donors to give a monthly contribution via deduction from checking accounts; this will reduce the need to contact donors to recommit when credit/debit cards expire. President Noland also pointed out that if additional resources are raised to help support the station, approximately \$130,000 that is provided by the university could be returned to the university's budget and used for other purposes.

Report on 2016 Campus Lighting Survey

In introducing Dr. David Collins to deliver this report, Dr. Noland said that lighting and campus safety were a big concern for the Student Government Association, and the university is taking purposeful action to address these issues.

Dr. Collins noted that few people are aware today of the "Bright Light Path" project that took place on campus approximately 20 years ago, and safety issues continue to be at the forefront. He said Facilities Management staff continually strive to keep light bulbs replaced; Public Safety officers and others who notice bulbs that have burned out do or should let Facilities know; in discussion, the suggestion was made to have a form available online that individuals could complete to notify staff of burned-out light bulbs.

Dr. Collins presented the 2016 Lighting Survey that was conducted in April by the ETSU Commission for Women, SGA, Facilities, and Environmental Health and Safety (*see attached [PowerPoint presentation](#)*). He pointed out several locations on campus where lighting has been repaired, and listed locations where lighting is to be evaluated or corrected through a \$1.5 million LED Project that is being funded by the state. He said LED lighting is brighter and costs less.

In discussion, Council members expressed appreciation for the lighting already provided on campus. In addition, Collins said that trees and shrubs on campus are continually being evaluated for their impact on lighting, as well as disease and other factors, and pruning, removal and replacement work is continually performed accordingly.

Academic Chair Development Planning Report

Dr. Wallace Dixon discussed plans for providing better training and preparation for new academic department chairs (*see attached [PowerPoint presentation](#)*). He noted that many times, faculty members are unprepared to take on this challenging role, and there is no formal job description for department chairs at either the university or Tennessee Board of Regents level.

He reported that the Council of Academic Chairs has planned several events that will help, including a New Chairs Workshop, which will include a breakfast with Provost and Vice

President for Academic Affairs Dr. Bert Bach and a discussion led by experienced department chairs regarding actual cases of difficult situations faced by those filling that role. Other plans include continuation of the Chairs Networking Sessions; the establishment of a new Topical Brown Bag Series, which will cover such topics as hiring strategies, faculty evaluation strategies, goal-setting, and professional etiquette; and an event that will allow academic deans to share their perspective and foster better communication between deans and department chairs.

In discussion, it was pointed out that there is an online handbook for department chairs, but IUC members stated that it is not user-friendly in its current format, because it contains links to large volumes of information but is unsearchable.

President's Report

• **Board of Trustees Planning**

Dr. Noland gave an update on the status of planning for the establishment of the new Board of Trustees (BOT) for the university, which is being guided by the Governance Transition Committee chaired by Dr. David Linville (*see attached PowerPoint presentation*). He said that as the committee reviews and updates ETSU and TBR policies and procedures in preparation for submitting the ETSU Substantive Change document to the Southern Association of Colleges and Schools, straightforward changes will not need to be placed on the public comment website for a 30-day review prior to approval by the IUC, but major, substantive changes will be subject to that process.

Dr. Noland pointed out that the process will begin moving very quickly and gave a timeline of steps to be completed in the coming months. Some of these steps include the establishment of a Trustees' Classroom, based on the successful President's Classroom program, in which incoming trustees would learn more about ETSU through visits to colleges and departments and spend time in discussion on policy issues from the local to the national level that affect the university; restructuring ETSU's internal calendars to coordinate with BOT meetings; a Tennessee Higher Education BOT Summit that will be the first official meeting and represent the formal transfer and acceptance of responsibilities from the TBR to the institutional boards; preparation for the first ETSU BOT meeting in April; and the coordination of a BOT retreat in 2017.

• **Performing Arts Update**

Dr. Noland reported that the Johnson City Commission approved the city's \$8 million investment in the Fine and Performing Arts Center. This investment provides expanded seating capacity for the main hall, covers other amenities associated with the additional space, and guarantees that the university will provide the city with up to 20 days per year of access to the facility when it is not being used for educational purposes. Dr. Noland noted that the agreement does not require the university to absorb the Millennium Center, because the State Building Commission will not allow the two buildings to be tied together, but ETSU will go before that body within the next year regarding transfer of the Millennium Center to ETSU. The city's investment allows the university to move forward in obtaining final drawings featuring an expanded main performance hall and approval from the State Building Commission, which will consider the project in September. An aggressive fundraising drive will begin this fall, with \$2.4 million remaining to be raised by the university to meet the matching funds requirement, and

there are overages related to equipment that will need to be covered. Dr. Noland said that ETSU will have raised over 33 percent of the cost of the building, and with the city's money in play, ETSU will have raised over \$20 million; he said this could be the largest institutional match ever made by any institution in the state for an academic building.

Dr. Noland said he anticipates that the Lamb Hall renovation will be at the top of the TBR's capital list for the 2017 legislative session; therefore, it is important that fundraising for the Fine and Performing Arts Center be completed soon. In discussion, it was noted that some restrictive policies that made it difficult for individuals to conveniently give in the earlier fundraising drive would be changed.

- **Proposed Addiction Treatment Center**

Dr. Noland reported that the Certificate of Need hearing is scheduled for Aug. 24 and rezoning proceedings are forthcoming for the approval of the proposed drug addiction treatment center slated to be established through an ETSU-Mountain States Health Alliance partnership. This project is slated to move forward at the MSHA property in Gray. Dr. Noland presented a number of statistics regarding prescription opioid abuse, and noted that faculty at all education levels have the opportunity to influence the decisions of the young people in their classrooms regarding drug use.

- **Random Reflections**

Dr. Noland ended his presentation with some motivational quotations he shared at a recent presentation. He recalled a discussion with another administrator, who pointed out, "As administrators, we focus so much of our time on solving problems that over time, all we see are problems." He said that when people step back and look, they will see wonderful things happening at ETSU and across the community.

Update on Student Changeover from Goldmail to Office 365

Dr. Karen King provided an update on the effort to convert student email from Goldmail to Office 365, which began in the spring with a marketing campaign to communicate with students. She noted that students wanted and asked for Office 365, which gives the same benefits faculty and staff have, including the ability to download Microsoft Office to five different devices, additional storage, and more. There have been some problems that have arisen during the transition process, and steps are being taken to alleviate these. These steps include:

- Creation of a landing page to redirect students from Goldmail to their new *etsu.edu* accounts (students may still access their Goldmail accounts)
- Preparation of an Office 365 information packet to accompany the fall Syllabus Attachment
- Placement of full-page ads in the first three fall editions of the *East Tennessean* student newspaper
- Digital signage across campus coordinated through the Student Organization Resource Center
- Speaking with Staff Senate
- Monitoring progress through the number of student logins
- Helping offices duplicate campus-wide messages to go to both Goldmail and Office 365

- Providing information via the student cable channel
- Printing cards provided to parents at orientation
- Use of yard signs
- Coordinating a social media campaign and billboard messages with University Relations

Following discussion, King said she would also ensure that messaging goes out through D2L.

In addition, King pointed out that there will be a new Goldlink portal in September, and an email has been sent to staff so they will have an idea of what it will look like. She said employees would not need to do anything for the transition.

In related business, Dr. Wilsie Bishop shared a compliment she received from the father of a prospective student regarding the transparency and usability of the ETSU website, as well as the quick response to questions that he received from staff.

The meeting was adjourned.