

**University Council**  
**April 14, 2025**  
**East Tennessee Room**

**1. Call to Order**

Provost Dr. Kimberly D. McCorkle called the meeting to order at 8:30 a.m.

**2. Roll Call**

Melissa Nipper led the roll call. Members present were: Dr. Ginni Blackhart, Dr. Joe Bidwell, Dr. Bill Block, Dr. Cheri Clavier, Dr. Dena Evans, Dr. Joel Faidley, Mr. David Finney, Ms. Joy Fulkerson, Ms. Christy Graham, Dr. Nick Hagemeyer, Dr. Mike Hoff, Dr. Keith Johnson, Dr. Chris Keller, Mr. John King, Ms. Tricia Korade, Dr. Dharendra Kumar, Dr. Sam Mayhew, Dr. Kimberly D. McCorkle, Dr. Brian Noland, Dr. Rob Pack, Dr. Tony Pittarese, Dr. Joe Sherlin, Dr. Alan Stevens, Dr. Sarah Thomason, Mr. Hunter Turgeon, and Ms. Jess Vodden.

**3. Standing Items**

*3.1 Approve Minutes of the March 10, 2025, meeting*

A motion was made to approve the minutes from the March 10, 2025, meeting. The motion was seconded; the minutes were approved.

*3.2 Review Agenda*

*3.3 Consent Agenda Items*

A motion was made to approve the policies on the consent agenda (noted below). The motion was seconded and approved.

- 3.3.1 Reconsideration of Residency Classification
- 3.3.2 Retirement Policy
- 3.3.3 ETSU Sponsored Computers

*3.4 Call for Voluntary Reports of UC-Essential Action Items from Governance Organizations*

*Faculty Senate:* Dr. Alan Stevens reported that Faculty Senate has been working with the Provost's Office to finalize the proposals for the faculty definitions and tenure and promotion documents. The final meeting is on April 28 and will include a celebration for the Senators who are rotating off Faculty Senate.

*Council of Academic Chairs:* Dr. Sarah Thomason reported that the Executive Council of Chairs has been working closely with the Provost's Office to arrange and organize a leadership institute for all chairs with the American Association of State Colleges and Universities. This will take place in August, and she asked everyone to encourage chairs to attend this event. They are also working with the Provost's Office to provide feedback about job families, tenure and promotion policy, and workload policy.

*Staff Senate:* Mr. David Finney reported that the faculty ombudsperson will now also serve as the staff ombudsperson. He thanked Provost McCorkle, Dr. Amber Kinser, Dr. Allan Forsman, and Dr. Alan Stevens for their support for this extension of the ombuds services to staff. He reminded the council that the annual Staff Celebration will be held May 21 at the Ballad Health Athletic Center. He will formally announce the date to staff this week. Staff awards are presented at the celebration. He asked council members to continue to encourage submissions for staff award nominations.

*SGA:* At the last University Council meeting of his tenure as SGA President, Mr. Hunter Turgeon thanked the council for their support for SGA. He reported a great turnout for the elections, which had 86 candidates on the ballot. The new SGA officers are: Shelby Koerten, president; Taylor Laymon, executive vice president; and Macy Miller, vice president for finance and administration.

Provost McCorkle thanked Mr. Turgeon for his service and noted that he has done an outstanding job in this role. She also noted that the SGA has been invited to attend the May 23 Board of Trustees meeting to provide an update on their work.

### *3.5 Sub-Council Report*

There was no sub-council to come before the council.

## **4. Action Items**

### *4.1 Old Business*

There was no old business to come before the council.

### *4.2 New Business*

There was no new business to come before the council.

## **5. Information Items/Presentations**

### *5.1 Strategic Enrollment Management Plan Update*

Dr. Joe Sherlin, Vice President for Student Life and Enrollment, and Dr. Heather Levesque, Assistant Vice President and Executive Director of Undergraduate Admissions, presented an update on ETSU's Strategic Enrollment Plan, 2025-2030.

Work on the plan began more than a year ago with a committee chaired by Dr. Tony Pittarese and Dr. Sam Mayhew. It is now with an implementation group that is led by Dr. Levesque.

The overall plan sets a goal of 15,500 students by 2030. This will mean an increase of 300 students per year. They discussed the five goals of the plan and some of the strategies planned to meet these goals:

- **Goal 1: Sustain the size and academic profile of the first-year cohort.**  
They would like to sustain a first-year cohort of 2,100 students with an average GPA of 3.5. Strategies include continuing to leverage integrated recruitment and marketing plans, growing international student enrollment, and enhancing scholarship opportunities.
- **Goal 2: Expand the undergraduate transfer population.**  
Strategies include identifying academic programs with capacity to grow, adding scholarship opportunities and streamlining the awarding process, and increasing recruitment/engagement with National Guard and Reserve units, as well as matching the Department of Defense per credit Tuition Assistance Rate.
- **Goal 3: Grow undergraduate adult enrollment.**  
Strategies include expanding degree completion options, implementing alternate schedule options, and expanding non-credit offerings that are meaningful for regional businesses.
- **Goal 4: Increase graduate enrollment.**  
Strategies include promoting graduate education to ETSU undergraduate students, expanding data-driven recruitment and marketing in key markets and demographics, and exploring changing models of program delivery.
- **Goal 5: Improve student retention and success.**  
Strategies include creating a one-stop student services model, creating a Student Success Center, and embedding student success practices and support in general education experience through the ETSU Compass Core.

They discussed the implementation of the plan, which includes three standing committees (Student Success Committee, Recruitment Committee, and Tuition and Fee Committee) that will report back to the SEM Executive Committee. The plan also includes a focus on infrastructure enhancements and analyzes risk management over the next five years. The plan will offer flexibility to adjust to external conditions.

Several council members offered comments and questions. Dr. Chris Keller mentioned a possible partnership pipeline in Mexico. Ms. Tricia Korade discussed graduate students' concerns with the growing number of online courses. Dr. Alan Stevens emphasized the importance of investing in additional faculty lines to teach an increasing number of students.

## **6. President's Report**

President Brian Noland delivered a detailed update outlining key short- and long-term institutional strategies, with a primary focus on salary adjustments and organizational enhancements.

The university continues its work on faculty and staff salary enhancements. Approximately \$1.6 million has recently been allocated for faculty salary increases. When the reclassification of staff job families is completed, staff salaries will be evaluated and adjusted through a similar process, supported by a \$2.4 million salary pool. Additionally, Governor Lee's proposed 2.3% salary enhancement will be implemented across the board, with further market-based salary adjustments planned for the fall, depending on enrollment outcomes.

Dr. Noland discussed ongoing budget planning linked to maintaining or increasing enrollment levels and discussed the new budget model aimed at sustaining fiscal responsibility.

He addressed anticipated legislative changes, including modifications to the university's governing board to allow appointments by the General Assembly. The Board will grow to 12 members – with six appointed by the Governor and six appointed by the General Assembly.

The university's transition to the Oracle system remains on schedule for a July 1 launch, with transitional support initiatives in development.

In a major student support initiative, Dr. Noland discussed upcoming plans designed to boost outcomes for first-generation and low-income students. A new Student Success Center will be established, offering personalized advising. Emphasizing lasting institutional impact, he referenced former Governor Bill Haslam's call for purposeful leadership focused on meaningful change.

President Noland concluded by expressing gratitude for the collaborative efforts of university leadership and highlighted several key upcoming dates.

## **7. Announcements**

Mr. John King, Interim Vice President of Advancement and President/CEO of the ETSU Foundation, reminded University Council about Forever ETSU, and encouraged the council to make a gift to support the initiative. He reviewed each of the designated days and thanked the council for their support.

Dr. Nick Hagemeyer, Vice Provost for Research and Chief Research Officer, reported that approximately 300 students are scheduled to participate in Boland Research Day on Wednesday, April 16. He invited the council to come and support their work.

As Chair of the search committee for the new Executive Director of Housing and Residence Life, Dr. Sam Mayhew reported that finalists will be on campus for visits and interviews next week.

## **8. Adjournment**

Provost McCorkle adjourned the meeting at 9:25 a.m.

*The next meeting is scheduled for May 12 at 8:30 a.m.*