

UI Staff Council
Wednesday, July 13, 2022
2:30 – 4:30 pm
2520D UCC

Present

Askling, Wendy; Barrett, Neda; Baxter, Brian; Beadle, Abbie; Blair, Damien; Bruno, Maria; Butler, Robert; Chaudhary, Nima; Cloyd, Brett; Coffman, Dawn; Dreyer Rossi, Monica; Dvorsky, Richard; Follmer, Carl; Gerasimovic, Jadvyga; Girazian, Zach; Heick, Shari; Hinkle, Anne; Hogue, Michele; Holm-Brown, Erika; Hopson, Greg; Immerfall, Jordan; Jain, Makur; James, Molly; Jorris, James; Kleppe, Jackie; Lawrence, Ethan; Mitchell, Sam; Morelli, Brian; Noggle, Karen; O'Connell-Moore, Debra; Paulus, Tammy; Peters, Ashley; Piper, Lisa; Podolefsky, Isaac; Potter, Ted; Rechkemmer, Molly; Shumaker, Mary; Slevinski, Sonia; Stenersen, David; Wong-Gibbons, Donna; Yoder, Jennifer; Zihlman, Kevin.

Absent

Bojin, Mihaela D; Hodges, Hannah; Ochola, Evans; O'Meara, Jamie; Patel, Sam; Perkhounkova, Yelena; Pritchard, Tracey; Ruiz, Rubia; Staal, Warren; Ta (Sheridan), Vivian; Welter, Jessica; Wilkinson, Darrelle.

Administrative Liaison

Rosenblum, Marla; Reardon, Cheryl.

Guests

Johnson, SueAnn; Kregel, Kevin.

Meeting

Minutes approved. (Motioned by Potter; Seconded by Piper)

Communications survey feedback – Mitchell, UISC Communications Committee

Survey revealed room for improvement in communications. Top purposes for communicating to constituents were events, volunteer opportunities, awards and recognition, and “please share” emails. Top areas for assistance include guidelines, templates, and scheduling help. Additional suggestions included ramping up social media presence and improving coordination between org and function reps.

Suggestions during open discussion included:

- Take best practice ideas from other shared governance groups such as UISG's financial committee report out.
- Regular Zoom updates with constituents has been popular at UIHC.
- Digital Signs to raise awareness about SC meetings and events.
- Create landing page on SC website for upcoming opportunities (awards, volunteer, events) and regularly link back from newsletter.
- More poll/surveys to improve two way comms.
- SC has a live feedback link that is not promoted.

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Considerable discussion was given to increasing social media use, with Instagram possibly becoming the main platform. This received both for and against feedback. Thoughts in favor included that social media is not going anywhere and that is how many people get information. In addition, it is free marketing and brand awareness, it could help raise the visibility of staff contributions, and is another channel to put messages out. Comments against include that it takes a lot of work to manage a social media account well, it may be a heavier lift than practical, and it could have negative impact on work-life balance for those looking for separation when they go home. Another suggestion was to partner with social media coordinators around campus to highlight staff work in home departments or units.

The Communications Committee plans to incorporate the feedback into a series of recommendations and tools to be shared at an upcoming meeting.

UI Strategic Plan –Kregel, University of Iowa Executive Vice President and Provost

Kregel provided an update on UI's new 5-year strategic plan, which became official on July 1. The plan is available at <https://strategicplan.uiowa.edu/>. The presentation included the development and implementation overview.

- Vision: "The University of Iowa will be the **destination of first choice** for a diverse and talented body of students, faculty, and staff, who will craft new chapters of exploration, discovery, creation, and engagement."
- Developed through broad engagement with internal and external stakeholders. 669 participants involved.
- Geared towards processes, implementation, and achieving outcomes.
- Themes of distinction: breadth of academic programs, experiential learning opportunities, culture of collaboration, comprehensive health sciences, writing programs, and impact on every Iowan.
- Strategic plan priorities (5): Excellence in teaching and learning, Innovative research and creative discovery, Welcoming and inclusive environment, Holistic well-being and success, Transformative societal impact.
- What makes this plan different: Deployment of content area experts and stakeholder groups and engaged "boots on ground" staff; Highlights: Teaching and learning, supporting all of campus, process oriented, engagement, impact, stretch goals.
- Shaping the future: Implementation, data and assessment, P3 programs to fund critical strategic priorities.
- Key metrics: Fall-to-fall retention for first-year under grads; Six-year undergrad completion rates; need and merit-based philanthropic scholarship; annual increase in research expenditure.
- Tactic Development and Progress: Increase student success, attract and retain talented faculty and staff, boost mental health and well-being.

Committee Retreat

Staff Council committees met separately to discuss priorities for the year.

Adjournment

Potter motioned to adjourn the meeting. Seconded by Podolefsky.

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Next Meeting

August 10, 2022, 2:30-4:30 pm 2520D UCC and Zoom