

UI Staff Council Executive Committee
Wednesday, April 19, 2023
2:30 – 4:30 pm
2520B UCC

Attendance

Present: Brian Baxter, Brett Cloyd, Molly James, James Jorris, Jackie Kleppe, David Stenersen, Jessica Welter, Kevin Zihlman

Absent: Brian Morelli

Liaison: Kellie Digmann

Minutes

The March 2023 UISC Executive Committee Meeting Minutes are approved with no edits.

Discussion topics

DEI Events -James Jorris

- DEI event occurred and went very well. IMU was a good venue but more people needed in person to fit the space. Conflicts with dates-President Wilson had a DEI event at her house as well contributing to low in person attendance. Online 80 people and in person 25-30. DEI is meeting to make adjustments for next year-ideas:
 - Middle ground for room size, who you open it up to increase attendees.
 - Combine with another another DEI event?
 - Maybe less food to encourage people to attend in person vs. restricting attendance for this reason.
 - DEI committee to expand and create subcommittee potentially
- Hawkeye Caucus went well.
 - 45-60 minutes with Zach Wahls in his office and a sense of how things are going thus far.
 - DEI issues could be something that carries on annually.
 - President Wilson indicated it was a good thing to get ahead of the DEI issues.

Staff Employment Value Proposition (EVP) Subcommittee-Keith Becker, Senior Director, Talent Acquisition • Talent

- Development and implementation history given
- Purpose: Internal strategy to align language for marketing that is easy to understand
- INTERNAL marketing on how we sell us
- How we are positioned with competitors in market-how it feeds into our UIOWA brand. EVP is what sells us and sets us apart.
- Target audience-difficult! All different staff types.
- What kinds of things do they all want-data obtained to support EVP came from survey with F and S in concert with consultantants in 2020 pre COVID. Things mostly the same as 2018 but more holistic.
- Who are we competing with? Many variables.

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- Goals: Relevant, Real and Rare
 - Points of differentiation Stability, Quality of life and Purpose/meaning
- The draft EVP is BROAD based on unit or division
- Deploy the EVP at Onboarding, market to existing folks, external and then test and gather data

Next steps

- Create a more polished product and process.
- Keith was invited to come talk with the UISC sub-committees to help with internal marketing and what the messages should look like.

Budget Status Update –Stenersen

Coke funds:

- **Increase to Iowa Awards Ceremony**-\$2000 originally. Asked for additional \$721.54. (Using up their mini grant funding so can we extend.) Still under what they spent last year. Next year likely they will bump up the original amount to compensate. Motion to award the money was approved unanimously. Motion to approve-Brett Cloyd, Second Kevin Z.
- **CLAS (Sandy Mast) CLAS staff retreat.** \$3500 .Estimate of costs for approximately 25 people. Motion to approve James Joris, second by Molly James. Unanimously approved.

Board of Regents Presentation

- Jackie Kleppe ran through her presentation and feedback was offered.

Open Discussion/Hot Topics

- Elections-a good number for each seat.
 - Next email will point out the uncontested seats for transparency
- President Wilson's May SC meeting-
 - Survey to UISC on what we would like to discuss OR fireside chat. 10 minutes of presentation and then preplanned questions.
- President Wilson Reception on May 23
 - Who goes? Just those who have served or also those incoming? Reward for those who are serving or good introduction to new staff Councilors?
 - Kellie will make formal invitations to send out.
 - This will replace the spring celebration that happened last year. Maybe do just a volunteer event in July or resurrect the gatherings after the UISC meetings.

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Adjournment

Motion to adjourn-Brett Cloyd and Seconded Brian Baxter

Next meeting

UI Staff Council Executive Committee
May 3, 2023
2:30 – 4:30 pm
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