Present: Carly Armour, Mihaela Bojin, Libby Conley, Dennis Crall, Nancy Davin, Suzanne Doershuk, Theresa Drake, Kathleen Ford, Michael Geneser, Lorna Golson, Shari Heick, Michael Hesseltime, Gregory Hopson, Genevieve Johnson, Karen Kluesner, Jackie Kleppe, Joe Lang, Tyler Lantz, Elizabeth Lara, John Laverty, Kim Lebeck, Monica Madura, Emily Milke, Katie Millard, Adam Miller, Tom Moninger, Steve Paulsen, H J Pedelty, Yelena Perkhounkova, Lisa Piper, Ted Potter, Kathryn Reynolds, Gayle Robertson, Jessica Richardson, Marla Rosenblum, Mary Shumaker, Mary Starks, Brenda Van Dee, Ashley Vanorny, Linda Varvel, Katie Villhauer, Cassie Walizer, Angela Ward, Matt Watson, Michael Weaver, Linda Weir, Tab Wiggins, Julia Woodiwiss, and Kevin Zihlman

Absent: Christine Cole, Sally Fisher, Jadvyga Gerasimovic, Jeri King, Heather Mineart, Sonia Slevinski, and John Weyer

Administrative Liaisons: Cheryl Reardon, Associate Vice President and Chief Human Resources Officer

Guests: Bruce Harreld, University of Iowa President; Dr. Brent Gage, Associate Vice President in UI Enrollment Management; Joni Troester, Assistant Vice President in UI Benefits, Health & Productivity; Cristobal McKinney, Writer/Editor, University News Services; Damien Blair, University of Iowa Human Resources Medical Leave & Disability Advisory Group/staff member

Welcome, Roll Call (sign in sheet only), and Minutes
Minute Adoption:
- September 12, 2018 - UI Staff Council meeting – adopted by majority with no edits

Minutes Review:
- September 19, 2018 - UISC Executive Committee Meeting, no edits to bring forth

Annual Address to Staff Council – ‘Stable Resources Plan’ University of Iowa President, Bruce Harreld

Arriving early to engage with attending staff, President Harreld presented to our Council members about our ongoing efforts highlighting UI’s 2016-2021 Strategic Plan: Student Success, Research & Discovery, Engagement, and Cultural Values (Diversity, Innovation, and Collaboration).

- Student Success is not only a transformative education experience, what our students experience outside of the classrooms is also impactful. Guiding our students towards a clear pathway to achieve their education and personal goals is ultimately everyone’s achievement.
- Research & Discovery: University of Iowa has recently separated Research and Economic Development. Their importance has not diminished, but by separating them, the focus can be defined on a deeper level.
- Engagement, not only broadens education and improves health, but enhances our economic development. As a state university, we are committed to public partnership providing services to our larger community and nation.
- Cultural Values have shaped our institution and continue to evolve. Focusing on how we innovate, not only in performance, but in teamwork and collaboration can impact our future. Coaching and listening to feedback from our vast array of colleagues can enhance everyone our future.

By being relentless and purposeful in our actions, we can formulate a stable resource plan. The University of Iowa has dropped eight points in the last decade. Our general education funds have decreased and the cost of educating our students have increased. We are not alone. The University of Iowa hopes to outline a predictable resource plan by:
Controlling overhead, ensure current costs are in alignment with the strategic plan
• Establish predictable five-year plan for tuition increases
• Maximize scholarship opportunities for need-based students & merit based students
• Invest strategic plan to deliver on student success goals

Together, we can communicate to our constituents and our community members. Together, we can achieve these goals.

**Enrollment Management at the University of Iowa** - Dr. Brent A. Gage

The enrollment management position is the first of its kind at the University of Iowa. Dr. Gage, recruited from Alabama, Birmingham, has a PhD in Statistics and in his second year. Their team has been gathering a new type of enhanced data ever since.

What is strategic enrollment management? “Strategic Enrollment Management is a comprehensive process designed to help an institution achieve and maintain the optimum recruitment, retention, and graduation rates of students, where ‘optimum’ is defined within the academic context of the institution. As such, SEM is an institution-wide process that embraces virtually every aspect of an institution’s function and culture.” ~ Michael Dolence

**Enrollment Management Model at Iowa:**
• Introduced at Iowa in January, 2015
• Combines Admissions, Operations, Communications, Financial Aid, Scholarships from previous structures.
• Introduces a new area-Enrollment Analytics
• Became a transparent operation to campus
• Significant emphasis on data collection

**Enrollment Management Take Aways:**
1. We all have a role in student recruitment as a campus community.
2. Enrollment Management is a data-driven organization that is trying to meet institutional enrollment goals and the core components of our strategic plan.
3. We are updating our strategies for fall 2019 recruitment to improve high ability, diversity and non-resident student recruitment.

For in depth data/information, please visit our presentation page within our [UI Staff Council website](#).

**University of Iowa Human Resource Updates** - Cheryl Reardon

OTAC –Handout (posted on [UI Staff Council website](#))

The University Human Resources Talent Acquisition and Information Management teams have made process, system, and website enhancements to address Staff Council recommendations for the university’s new job-posting and search-management system. University Human Resources (UHR) is continually looking for input for enhancements and appreciates feedback provided to date.

**Joni Troester - Health & Dental Plan Updates**

The most recent review of the UI health benefits structure for faculty and staff was conducted in 2009-2010. Within the UI environment, the most recent change is the transition of AFSCME covered Merit staff to UI self-funded health plans. Given these factors, UHR has lead a review of health plans.
The review focuses on developing our benefits philosophy, guiding principles, and a plan design that provides high-quality benefits to support recruitment and retention of faculty and staff, and is financially sustainable for the institution. There will be more to come in January, 2019.

With an exception highlighted in an email last week where roughly 400-500 employees may have a change in specialty drug costs, there will be no changes in 2019 for benefits and flex credits.

General Timeline for benefit review*

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activity</th>
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<tbody>
<tr>
<td>November 2017</td>
<td>Initiate Review</td>
</tr>
<tr>
<td>Spring 2018</td>
<td>Develop survey and review benchmarking</td>
</tr>
<tr>
<td>Summer 2018</td>
<td>Review actuarial models</td>
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<tr>
<td>September 5 - 19, 2018</td>
<td>Conduct faculty / staff survey</td>
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<tr>
<td>Spring 2019</td>
<td>Discuss and submit final recommendations</td>
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If recommendations call for change, the earliest implementation would be plan year 2020.
* This timeline was updated September 4, 2018.

**MSE/C Candidate Nominations** - President Michael Hesseltine

Genevieve Johnson nominated Damien Blair for an open seat as our MSE/C representative. Any further motions can be submitted to Marla Rosenblum for UISC Executive Committee to consider.

**Announcements** - President Michael Hesseltine

**Staff Council Health Fair** – Staff Council will have a table at this year’s UI Health Fair, November 7th located each year at UI Field House. A signup sheet and additional information will circulate via email in the upcoming days.

**Meeting adjourned**

Denny Crall motioned; Michael Geneser confirmed motion.

Next Meeting: Wednesday, November 14, 2018; 2:30 – 4:30 PM
NEW LOCATION: FELLER ROOM, CARVER HAWKEYE ARENA