Staff Senate Meeting
May 19, 2015
Marshall Center Chamber
10:00 a.m.

Call to Order and Welcome President Christy Chefalas, 10:10am

Introduction of Speaker - Tom Hoof, Chief Marketing Officer and Vice President of University Communication & Marketing

- Mr. Hoof came to USF September 2013 after eight years with the Tampa Bay Rays. Prior to that, he was at Disney World for 10 years. Three of his former Rays staff have since joined him at USF.
- University Communications and Marketing (UCM) is responsible for consolidating and honing the USF brand through images, spoken and written communication, and media.
- Communications is responsible for:
  - Creating positive stories and news about USF.
  - Responding to media requests for information and official statements.
  - Responding to public open record requests.
  - Serving as a resource and liaison for providing expert commentary to media.
  - Building relationships with various media outlets.
- Marketing is responsible for servicing the USF brand and advertising the University. Currently, Marketing provides individualized services for Athletics with onsite staff, the St. Petersburg campus, the Sarasota/Manatee campus, the College of Business, and Admissions. They are available to provide marketing plans to colleges and departments.
- UCM visited Disney World to meet their staff and look at their organization and processes to bring some of their strategy to USF.
- Mr. Hoof played a sample of marketing videos for USF football and Sarasota/Manatee campus. USF uses outside vendors for videography, but retains complete control over content, style, editing, and the final product. UCM is looking to establish a uniform look and message for the University.
- The USF web site has over 36,000 pages. USF is currently moving to a new Content Management System (CMS) which is about 25% complete. The USF site (www.usf.edu) receives over 500,000 visits per month, the top three pages being Admissions, individual major programs, and employment/HR. UCM is looking to streamline the content to ensure that visitors to the web site can find the information they are looking for and stay longer than the average two minutes.
- UCM is also looking into consolidating and tightening up digital and social media. Currently, there are many Facebook, Instagram, Twitter, and Snapchat sites that may be confusing to outsiders. A new policy will be distributed later this month that will require departments to submit requests for new Facebook pages to UCM for approval. Some of the problems with the addition of digital/social media include uncontrolled or inaccurate information, unintentional copyright infringement, ADA compliance, and

exposure to hacking. The UCM contact for Facebook is Steven Dapcic (sdapcic@usf.edu).

President's Report – C. Chefalas

- Elections for Chair and Co-Chairs – Commitments and Vacancies for 2015-16. Voting will take place at June Meeting. Positions include:
  - Staff Morale Chair
  - Staff Morale Co-Chair
  - Quiet Quality Chair
  - Quiet Quality Co-Chair
  - Communications Chair – Ginny Gates-Fowler
  - Communications Co-Chair
  - Senate Operations Chair – Paul Cleveland
  - Senate Operations Co-Chair
  - University Wide Chair
  - University Wide Co-Chair
  - Communications & Marketing Officer

Vice President's Report – C. Mercurio Dove

- C. Mercurio Dove has obtained three door prizes for the QQA Reception. All are hotel stays.

Treasurer's Report – S. Connelly

- No expenses posted in E&G, Carry forward, Concession, or Gift in Kind.
- $72.00 in donations received for Scholarships in April, $34.00 in May, $850.00 paid out for Spring 2015 scholarships, and $75.00 for Fall 2014 scholarships. P. Cleveland to follow up with remainder of recipients who have yet to accept their award in Oasis for Spring 2015. Fall 2014 non-accepted awards to be forfeited. Report provided separately.

Secretary's Report – W. Jennings (absent by notice)

Sergeant @ Arms Report – A. Reecher

- 26 senators, quorum is 9.

Parliamentarian's Report – B. Waiz

- Presentation of Roberts Rules of Order (separate attachment)
  The Senate is mostly in compliance to ensure an efficient and orderly meeting. Need to implement the following:
  - Announce the Call to Order, motion to be seconded, Consent requested, if no objections proceed with meeting.
  - Allow for approval of spending for significant sums, even with prior approval of budget. Motion for funding and expenditures, motion to be seconded, Consent

requested, Pros discussed, Cons discussed, motion to approve, vote Yes/No, motion approved.

- Elections will continue as last year. The slate of volunteers for Chair and Co-Chairs of Committee will be voted on unless more than one person commits to an office.
- President to motion to adjourn, motion to be seconded, consent requested, if no objections meeting is adjourned.

Regional Reports – Sarasota/Manatee

- Sarasota/Manatee senate members were pleased to see the video presentation by Mr. Hoof. The quality of marketing is much improved. The Hospitality Program at Lakewood Ranch is wonderful and a great addition to the campus.

Committee Reports

Staff Morale – M. Washington

- Quiet Quality Awards Reception, Friday, June 12th at 3:00 pm. A vendor has been chosen to assist with decorations to be paid from concession funds. S. Connelly is working on establishing the vendor in FAST and obtaining the purchase order.
- A motion was made to approve spending of no more than $700.50 on food for the event from Gift in Kind and Concession funds. Seconded by S. Connelly, approved by consent with no objections.

Quiet Quality – Y. Frank

- Y. Frank needs assistance from her committee and the general senate with evaluating the QQA submissions and presentation of the awards.

Communications – G. Gates-Fowler

- The Co-Chair has resigned. Assistance is needed. B. Waiz agreed to assist in the interim and will need access to the CMS and the server folder.

Senate Operations – Paul Cleveland (absent by notice)

University Wide – T. Marlow

- Lunch with the President is coming up next week. T. Marlow has been trying to contact an attendee from Housing who does not have email or a phone. C. Chefalas provided a name to contact.
- T. Marlow is working with HR to get additional information and a new contact for the Staff Tuition Waiver program.
- Looking for suggestions for speakers for 2015-2016. Suggested:
  - Innovative Education (contact Stephanie Harff).
  - Parking (contact Raymond Mensah).
  - Emergency Management (contact Fleishman?).
  - INTO (contact Glen Besterfield).
  - Vice President of Administrative Services when hired, AVP of HR when hired.

Retirement Card – S. Connelly

April

- Howard Rich - Tampa - USF Health - Receiving - 28 years. 1 month.

- Charles Garretson - Tampa - Engineering - Electrical - 8 years, 10 months.
- William Matthers - Tampa - Building Management - Systems - 9 years, 7 months.
- Mary Smith - Tampa - Education - Psych. & Social Foundations - 31 years.
- Joan Snyder - Tampa - Athletics - 34 years, 3 months.
- Evelyn Diaz - Tampa - Behavioral & Community Sciences - FMHI Administration - 28 years, 2 months.

May

- Susan Granda - Tampa - Information Technology - 38 years, 2 months.
- Mr. Cyrus Lewis - Tampa - Student Health Services - 32 years, 1 month.
- Rosalba De Medina - Tampa - Housing & Residential Services - 7 years, 8 months.
- Mr. Robert Bowman - Tampa - Building Services - 3 years.

Communications and Marketing – W. Jennings (absent by notice)

New Business

- C. Dove Mercurio brought a draft of the postcard that will be printed and sent via campus mail for recruiting. A suggestion was made to replace the aerial view of Tampa General Hospital with a photo of the Sarasota/Manatee campus. We should also have UCM review for compliance.
- Need to review the number of senators and their areas of representation against the USF population and try to recruit in under-represented areas. C. Chefalas will ask T. Frecker for data. S. Connelly will run the GEMS query and provide data.

C. Chefalas made a motion to adjourn. Motion seconded by M. Washington. Consent with no objections. The meeting adjourned 11:30 a.m.

Respectfully submitted,

Wendy S. Jennings, Secretary