

**Staff Conference Minutes
February 21, 2017
Dina's Place
DiGiorgio Campus Center**

The meeting was called to order at 2 p.m. by Grant Scurry.

The minutes were acknowledged.

Dr. Mahony shared some legislative updates, mainly that there is a potential for a bond bill, but what it would be for is uncertain.

Questions were presented to Mahony. The first asked about the Federal Credit Union making the Winthrop logo available on credit cards. Mahony said they were looking into it and that places typically do that with larger institutions because they will then get a larger base of people to participate.

Another question asked about morale and if there was any kind of report available from the committee that looked into faculty/staff recommendations for improving morale. Mahony said he couldn't say exactly when that would be published, but that they've already taken the suggestions, such as increasing the pay toward competitive compensation efforts; including more staff in decision-making (search committees); recognizing the new Staff Member of the Year award at the annual F/S/R ceremony; and adding other social events.

He also mentioned that both faculty and staff conference now have a budget as long it follows Foundation rules; the new evaluation forms now offer five levels of ratings, which will give better feedback, among other things. An employee satisfaction survey will be here this fall.

Kimberly Faust, chief of staff and secretary to the Board of Trustees, gave a run-down of the Board of Trustees, including the board's purpose, its make-up, its duties, etc.

She said she is asked what people can do to assist in the university's and board's mission. She said you already are, and you can come to any board meeting, and feel free to share your recommendations to your supervisors so that they can share them with the board.

Katie Price, director of marketing, shared the upcoming rebranding initiative for the university, which satisfies objective 1.3 of the Strategic Plan. The plan will refine and highlight the university's competitive advantages. Plan will include primary research; new branding; media plan/strategy; website redesign; development and design of main printed pieces, to be handled by FMB Advertising out of Knoxville, Tennessee.

Patrice Bruneau asked about the introduction of CMS with the rebranding. Kimberly Byrd, director of web, said that is contingent on the SACS review, and that it can't be switched to yet.

Elections & Nominations- Penny Cotter is the new Athletics representative. Elections will be in mid-April for the upcoming open positions.

Media & Communications- Summersby Okey-Hamrick encouraged people to keep sending their milestones.

Professional Development- Goldie Gildehaus shared plans for an upcoming professional development conference.

Campus & Community Involvement-Pam Varraso shared plans to have a presence this year as well at the Come See Me picnic. Two-hundred people visited the tent in 2016.

Recognition-Carolyn Summers from Fine Arts was announced as the Staff Member of the Month.

Grant Scurry noted that, as Mahony said earlier, a Staff Member of the Year Award would be given out for the first time at this year's F/S/R awards ceremony.

April 21 is the next Winthrop at the Charlotte Knights game.

Next meeting will be Tuesday, March 21 at 2 p.m. in Dina's Place.

Meeting was adjourned at 3:04 p.m.