Ohio University Administrative Senate
Minutes of September 19, 2013
Baker Center, Room 240

Next Meeting: October 17, 2013
12:10 p.m. – 1:30 p.m.
Baker Center, Room 240

Present: Filiz Aydin (online), Jewell Barlow, Joshua Bodnar, Nicholas Brigati, Lisa Dael, Marissa Dienstag, Tim Epley, Melanie Glassmire, Doug Grammer, Aaron Leatherwood, Marjorie Mora, Connie Pollard, Wendy Rogers, Melissa Standley, Andrew Stuart, Eileen Theodore-Shusta, Cathleen Waller, Matt Ward, Jessica Wingett, Eleni Zulia

Excused: Keely Hultz, Wendy Kaaz, Lisa Kamody, Kelly Pero

Absent: Martin Barnes, Toni Heightland, Amy Kovach, Jennifer Maskiell

Guests: Mark Krumel, Renea Morris

Call to Order: Joshua Bodnar called the meeting to order at 12:10 p.m.

Presentation: University Communications & Marketing - Renea Morris – Executive Director and Mark Krumel – Senior Director, Creative Services: Renea Morris and Mark Krumel presented the “it’s you” branding campaign. This campaign took three years of pulling together research that tells Ohio University “who we are.” Branding is important because there is an emotional connection to trusted brands, they build identity, and they help people make decisions. Advertising is everywhere and ads are placed where they can’t be missed. The Promise Lives Campaign was the first marketing campaign Ohio University had done. Without branding, there is a lack of visual consistency and Ohio University needed to communicate “who we are.” The message that “Ohio University was a great place, but no one knows about us” kept coming across in the research.

University Communications and Marketing (UCM) worked with outside agency, Media Buyer, to determine our brand elements: Primary Audience, Key Need, Value Proposition, Proof, Personality, and Brand Essence. UCM then presented the Brand Essence model to different groups on campus and determined that students and alumni think independently. Ohio University celebrates individuality and needed to be distinguished from other universities in Ohio that are similar in size that compete for the same students. There is a lot of opportunity at Ohio University and we have more majors and programs than Ohio State University.

- Print and video advertising was created. The brackets in the word “you” frame an individual.
- UCM created a website – social media campaign and asked people to shoot videos and send them in. The content was reviewed and posted on Facebook for comments.

Other marketing materials include:
- T-shirt giveaway and contest. An individual wears the “it’s you” t-shirt, then accesses Twitter to find where the staffer will be. Once located, they Tweet a picture of themselves with the staffer to win a $10 gift card to any dining location on campus.
- Posters are placed throughout the residence halls.
• Light pole banners are placed in areas where prospective students and parents park.
• Four unscripted commercials were created featuring alumni and 31 students from various colleges from freshman to seniors who talk about professors, their experience, and pride on being a Bobcat.

“It’s you” is broad enough to personalize for other constituent groups. UCM worked with Human Resources to create the phrase “you make the difference” for employee recruitment. They are to meet with HR later in the semester to discuss how to roll out to employees in a broader way. There will be a series of articles in Compass that will recognize people that are making a difference and a faculty and staff recruitment video will be created. Regional campuses got together with a message for regional higher education. They came up with the idea that regional campus students and staff transform themselves and because they live in the community they can make a difference in that community. UCM is working with a company out of Columbus to revamp the front door on five websites and they hope to launch spring semester. An app is being developed where an individual can place their photo in a number of different settings on campus. How long can we keep the intensity? It depends on the audience and how many ways the campaign can be kept alive before redoing it. There are lots of ways to keep this fresh. From research, it was found that no one else was doing anything like this. There is so much great footage from students that 10 additional videos are on Admissions microsite. The plan is to build a library of stories.

**University Update – Jennifer Kirksey – Chief of Staff & Special Assistant to the President:**
Jennifer Kirksey was unable to attend the meeting.

**Approval of Minutes:** Joshua Bodnar asked for a motion to approve the minutes of the July 18, 2013 meeting, Nicholas Brigati moved, Cathleen Waller seconded the motion, a vote was taken, and the minutes were unanimously accepted.

**Chairperson’s Report:** Joshua Bodnar recapped that COMP 2014 is starting to pick up and is predicted to be completed by December of 2014 at the latest with much of the groundwork completed by the close of this academic year. Part of the slowdown was due to very specifically written job descriptions; therefore jobs could not be as easily grouped into job families as was originally intended.

• An instrument with broad support from the Senates has been identified for the Faculty and Staff Survey. A final quote on the cost is expected and central funding is requested from the Provost and the President, who have seemed very supportive of the initiative. Our hope is the initiative will be centrally funded and the Senates will coordinate it and are actively engaged in reviewing the results after the completion of the survey.

• The New Senator Information sheet has a new paragraph on the back page titled “How We Are Different.” Faculty Senate has a more “legislative” style and they write and approve resolutions as a formal feedback channel. Administrative Senate engages in more direct interaction and discussion. Work is done by discussion and then Senate acts as the bridge between constituents to get information out and gather feedback.

**Vice Chairperson’s Report:** Cathleen Waller and Eleni Zulia are on the Sick Leave Donation committee. There is debate on whether to have a pool for sick leave donation or if the donation should be specific to an individual. The committee is meeting September 20 and again the following week. The University may develop a short term disability policy as a bridge to Sick Leave Donation. When finalized, Sick Leave Donation will probably be a pilot program. Forward any thoughts and ideas to Waller@ohio.edu or Zulia@ohio.edu.

**Secretary’s Report:** No Report
Treasurer’s Report: Tim Epley stated that nothing is different in July and August reports because of delays with administrative overloads. Purchases are beginning to show for September and Epley will distribute the report at the October meeting.

Committee Reports: No Report

Old Business: None

New Business: None

Discussion and Announcements: WOUB is seeking assistance with their pledge drive October 22 – 25, 2013. Doug Grammer assisted last year and said there is a script to follow and the setting is informal. Most sessions are two hours in length and times most needed for volunteers are early morning as the first session starts at 6:33 a.m. and evening. Sign up information attached. ● Cancer Prevention Study 3 participants are needed and Senators are encouraged to participate. For more information contact Amy Magorien 1-888-227-6446 or cps3@cancer.org, or call 1-888-604-5888. The website can be viewed at www.cancer.org/cps3. ● The Faculty and Staff Resource Fair 2013 is October 9 from 11 a.m. to 3 p.m. in the Baker University Center Ballroom. Administrative Senate will have a table with new promotional items that were approved for purchase last year and will participate in the raffle. One Executive member will staff the table at all times and time slots are available for other Senators to assist. Sign up information attached.

Adjournment: Joshua Bodnar asked for a motion that the meeting be adjourned, Lisa Dael moved, Marjorie Mora seconded, the motion passed unanimously, and the meeting adjourned at 1:05 p.m.

Respectfully submitted,

Jessica Wingett
Secretary

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WOUB is currently seeking volunteers to answer phones for our pledge drive. If you are interested please contact Kasey Fetherolf at kf102509@ohio.edu

Our schedule for the pledge drive is as follows

10/22/2013
6:33AM- 9:00AM 6 volunteers needed
9:00AM-11:00AM 5 volunteers needed
11:00AM- 1:00PM 4 volunteers needed
1:00PM- 3:00PM 4 volunteers needed
3:00PM- 5:00PM 5 volunteers needed
4:00PM- 6:00PM 6 volunteers needed
7:00PM- 9:00PM 3 volunteers needed

10/23/2013
6:33AM- 9:00AM 6 volunteers needed
9:00AM- 11:00AM 5 volunteers needed
11:00AM- 1:00PM 4 volunteers needed
1:00PM- 3:00PM 4 volunteers needed
3:00PM- 5:00PM 5 volunteers needed
4:00PM- 6:00PM 6 volunteers needed

10/24/2013
6:33AM- 9:00AM 6 volunteers needed
9:00AM- 11:00AM 5 volunteers needed
11:00AM- 1:00PM 4 volunteers needed
1:00PM- 3:00PM 4 volunteers needed
3:00PM- 5:00PM 5 volunteers needed
4:00PM- 6:00PM 6 volunteers needed

10/25/2013
6:33AM- 9:00AM 6 volunteers needed
9:00AM- 11:00AM 5 volunteers needed
11:00AM- 1:00PM 5 volunteers needed
1:00PM- 3:00PM 5 volunteers needed
3:00PM- 5:00PM 6 volunteers needed
4:00PM- 6:00PM 12 volunteers needed
Resource Fair Sign Up

October 9th, 2013

- 11 to Noon
- Noon to 1
- 1 to 2
- 2 to 3

Email Josh to sign up to help staff the table. Bodnar@ohio.edu