



Staff Advisory Council Meeting

July 10, 2013 9:00 AM

Burnett Hall Boardroom

Meeting called to order 9:09 AM

Present:

Rebecca Carroll
Peggy Clifton
Rick Mathews
Shelley Merrick
Laura Mills
Shannon Reddick
Willette Stevens
Angela Storck
Greg Surrette

Absent:

Laura Pallini-Bolton

Approval of the Minutes

Motion made by Shannon Reddick to approve the minutes from the June 5, 2013 meeting. The motion was seconded by Shelley Merrick. Motion passed.

Treasurer Report

- Account balance prior to pledges: \$1,020.21
- Pledges received: \$12.50
- Total account balance: \$1,032.71

Committee Reports

Communications Committee

- Social networking is picking up followers. Will continue to solicit staff involvement on social media.
- Angela will be participating as a member of the Start Strong roll out task force to help introduce this new marketing concept to the campus and find ways for our committee to get involved with it.
- Amended minutes from the June 5th meeting including elections information from the new member meeting will be posted to the website soon.
- Website updates have been identified by Greg Surrette and submitted to Shannon Reddick for posting.

Elections Committee

- No report

Fundraising Committee

- How do we get folks to volunteer to be part of the fundraising committee?
- The officers are in charge of the elections according to the bylaws. Members must seek out members themselves to be involved in committees.
- As we move forward with outreach and special events, fundraising should join forces with them/tie initiatives together to make things move more smoothly.
- Perhaps an idea such as a community yard sale would be beneficial for putting the ones on raising money to each Armstrong staff member. We could use a parking lot on campus and rent

out parking spots for \$10-20 and let people set up their own items. Rebecca Carroll advised that we should check against current Armstrong policies to ensure such an event is permitted.

- A bake sale may be a good way to raise money rather than the book sale or in addition to the book sale.
- There are other things we can sell in addition to the books.
- Staff perhaps could give donations to the text books scholarship as a way of raising money.
- Please refer any folks on campus that would be willing to help with the fundraising committee to Laura Mills.
- Getting the necessary staff in place for the book sale can be challenging, so it is an expectation that all members of staff council give at least 1 hour toward working the book sale.
- Book collection is a priority. How are we going to accomplish moving and storing the books throughout the process?
- Student workers would be a good resource to help move books for the book sale. Student crew would be a good resource to help with moving books.

Outreach/Special Events Committee

- The committee had its first meeting and currently has six members.
- Anticipated events for the upcoming term:
 - October 2013: Treasure Savannah
 - November 2013: Toys for Tots; Veterans' Day Event or Adopt a Soldier
 - December 2013: Holiday Lunch with Humane Society Donations
 - March 2014: Treasure Savannah
 - May 2014: Staff Picnic
 - June 2014: "I care" packages for Hope House
- The committee will meet to narrow down the activities and to ensure they are closely related to the Staff Council mission.
- Joe Penny had mentioned the availability of a staff self-defense course. This may be more closely aligned with the Staff Development and Welfare Committee.
- Important to contact President's Office to see if they would be willing to fund completely the holiday luncheon. Shelley is charged with identifying the costs associated with a fully funded luncheon and she will provide feedback at the next SAC meeting. Will it be better than a pot luck option? Weigh

Staff Development and Welfare Committee

- CPR/AED class is upcoming. Have been asking committee members to help out with the planning and implementation of this training initiative for staff members.
- Couponing program costs \$100 to implement; investigating the opportunity to bring in a representative from Savannah Morning News who delivers this couponing workshop on a regular basis.
- Julie Gersch will be contacted about the possibility of delivering an estate planning seminar for staff.

Old Business

None

New Business

Marketing and Communications Start Strong Campaign

- Brenda Forbis attended our meeting as a guest speaker regarding the Start Strong marketing concept.
- The concept is based on research based on information gathered from Crane which indicates that alumni have a great affinity for Armstrong and a great respect for the quality of education they received; Armstrong provides a great foundation for students.
- Change of marketing concept from equations to start strong is an attempt to stay competitive in current markets.
- The focus of this marketing campaign is to increase memorability with potential and current students, as well as alumni.
- The Staff Council was charged to help support this campaign by providing information on what employees need to know when starting at Armstrong.
- Angela Storck volunteered to be the SAC representative on the Start Strong roll out task force.

Planning for 2013-2014

- Need to work together to come up with an annual plan and associated budget needs toward the beginning of each fiscal year so that we can plan projects and initiatives more efficiently and effectively; increases organization.
- Present to Dr. Bleicken a proposal for funding needs for the upcoming academic year by the August meeting.
- A calendar for each committee that outlines initiatives, projects and budget needs is desired.

SAC By-Laws Review

- Review is needed of the bylaws to ensure that the language is streamlined and consistent throughout.
- New ad hoc committee will be established to review the bylaws and propose changes for fall assembly approval
- ad hoc committee member volunteers: Shelley Merrick, Rick Mathews, Willette Stevens, Greg Surette
- Important to involve Lee Davis in the review of the bylaws; having his critical legal expertise would be valuable.

Textbook Scholarship Review

- Changes have been made to the textbook scholarship application but no changes have been made to the bylaws.
- Textbook ad hoc committee needed to review bylaws and application process to ensure consistency and intent.
- Textbook ad hoc committee: Rick Mathews, Angela Storck, Laura Mills, Laura Pallini-Bolton (tentative)
- Inconsistency in the process. Treasurer is also the fundraising committee chair. It may be improper for the person charged with tracking the money is also the person charged with raising it. Need to revisit in ad hoc to ensure things are being done correctly.

Angela Storck made a motion to adjourn the meeting. Greg Surette seconded the motion. The motion passed and meeting adjourned at 10:00 a.m.