

Washburn University Staff Council Meeting Minutes

June 14, 2022

Members Present – Leah Brown, Meagan Smejdir, Christa Smith, Blaine Smith, Matt Busey, Nancy Province, Gayla Sarkesian, Jennifer Bixel

Members Not Present – Carissa Schmidlein, Jackie Askren, Drew Liggett, James Scotti, Kelli Wietharn, Emily Schneider, Barbara Evans

Guests – Ernie Webb, Jeannette Nobo, Jan Crawford, Heather Center, Jan Crawford

- I. The meeting was called to order by Chairperson Matt Busey at 3:05pm.
- II. Roll Call
 - a. Attendance was taken by Zoom chat.
- III. Guest Speaker, Ernie Webb (Director of Strategic Marketing & Communications)
 - a. Primary focus is undergraduate recruitment marketing – there are 3 people on this team
 - i. This team focuses on the main Washburn campus, and there is a counterpart team at Washburn Tech
 - b. Support the Admissions Office in recruitment efforts, coordinate with our marketing agency, create in-house marketing materials, communications (emails and direct mail), manage and create social media ads and interactions, maintain and update the Enrollment Management web pages
 - c. Planning to shoot multiple videos during the fall 2022 semester, focused on various academic departments/programs around campus
 - d. Currently working on a virtual tour of campus; the company that is contracted to make this video will be on campus taking video, including aerial video
 - e. Focusing on reaching out to the Spanish speaking community, including having brochures translated to Spanish and an upcoming commercial in Spanish
 - f. Moving forward, Ernie’s team will be focused on personalized marketing and outreach
- IV. Approval of May 10, 2022 Minutes (Motion)
 - a. Voting
 - i. Quorum was not met, so this item is tabled to the next Staff Council meeting.
- V. Committee Reports:
 - a. Chair Report – Matt Busey
 - i. Scheduled to meet with Dr. Farley on June 28, 2022, and will provide updates to Staff Council after this meeting
 - b. Board of Regents Meeting Update – Matt Busey

- i. The Board of Regents has not met since the last Staff Council meeting
 - ii. Next Board of Regents meeting will be on June 23, 2022
- c. All Faculty/Staff Email/Posting Committee – Jackie Askren, Christa Smith
 - i. Working to determine who will be the administrator of the new List Serve, and once an administrator is determined, then it will be available for use
- d. Benefits Committee – Jennifer Bixel, Emily Schneider, Matt Busey
 - i. No updates
- e. Food Advisory Committee – Nancy Province
 - i. No new updates
 - ii. Reminders:
 - 1. Corner Market hours are 8:00am-3:30pm, including hot breakfast and two (2) hot lunches every day; Taco Tuesday every week!
- f. Parking Ticket Committee – Leah Brown and Blaine Smith
 - i. No updates
- g. Safety Committee – Jackie Askren (Matt Busey will report)
 - i. No new updates; planning to resume Safety Committee meetings in July 2022

VI. Old Business:

- a. Major initiatives for current session
 - i. If you or your constituents have any initiatives you want Staff Council to look at, please send those to Matt via email at matt.busey@washburn.edu
- b. Continuity Planning:
 - i. Officer terms:
 - 1. Bylaws state that “Officers will hold a one-year term and will hold office until their successors are elected.”
 - 2. Consider extending term length for continuity or creating new Immediate Past Chair officer role
 - ii. Feedback regarding continuity planning:
 - 1. Many are leaning to the option to create a new Immediate Past Chair office role

VII. New Business:

- a. None

VIII. Informational Items:

- a. Next Meeting: July 12, 2022, 3:00pm-4:00pm via Zoom Video Conference and in the Lincoln Room, Memorial Union

IX. Adjournment (Motion)

- a. Quorum was not met, so the meeting was adjourned at 4:45pm.

Minutes submitted by Staff Council Secretary Meagan Smejdir.