

Staff Council Agenda

Date: April 14, 2021

Location: Zoom

Zoom: <https://uidaho.zoom.us/j/93449125346>

1. Call to order [1 min] - Chad
2. Attendance [3 mins] – Cari – Quorum established
3. Approval of the March minutes [3 mins] - Chad – Minutes approved
4. Staff Member of the Month [3 mins] – Tami
 - a. Travis Gray – *Finance & HR Business Analyst, Business Systems* - attended
 - b. *Travis assisted me with an Argos report that needed to be updated and he did it rapidly and made the process so easy and now I have the data I need. I can always count on Travis to provide great service with a smile!*
5. Marketing the University of Idaho - [25 mins] - Teresa Koeppel
 - a. Go-Forward Strategy – Integrated Brand Marketing & Communications
 - i. Legislative Comms Update
 1. Budget was sent back to JFAC
 2. Approach to erroneous reporting
 - a. Idaho Freedom Foundation wrote a report and has been engaging in a robocall and email campaign. Recorded calls state that UI is derailing American ideals. Directing people to their state leader to ask them to not support the Governor’s budget, which includes UI budget requests. Emails include videos from classroom lectures used out of context. UI has requested that these videos be taken down as many students were not aware that they were being filmed.
 - b. Strategy for response
 - i. UI will not be responding. Instead, UI is putting out positive messages of our story and values.
 - ii. Any request for information is being responded to within a 24-hour turn-around time.
 - iii. President did send an email to alumni and advisors requesting support from these partners, especially industry.
 - ii. Partnering to Advance our University
 1. Collaboration and partnership
 - a. Moving forward together towards a shared “North Star”
 - b. Development – moving people closer in relationship with the university
 2. Reminder – What is our Brand Promise
 - a. What the university of Idaho wants to stand for (and deliver) distinctively, every day.
 - b. Working on a vision statement currently that will launch with the opening of the capital campaign.
 3. What is integrated brand marketing?
 - a. We have brand perceptions and a brand promise
 - i. We don’t own brand perceptions – this is what people think of when they see our name/logo, etc. We can certainly influence this
 - ii. Brand promise is owned by us – what we are trying to achieve and become. If we are clear on this, it can help to make business decisions.
 - iii. Goal is to close the gap between the perception and promise
 1. Clear promise, shared strategy, one voice
 - iii. Key focus areas
 1. Vision articulation and a national branding strategy
 2. Enrollment marketing
 3. Campaign communications
 4. Internal communications

iv. Storytelling

1. Want to story tell with people vs. at people
 2. Working on something called “Story Machine,” still in ideation and building phase
 3. Three main ways to connect with audience
 - a. Tell a story about “us”
 - b. Tell a story brought to you by “us”
 - c. Tell a story that embodies the values, characteristics, personality, etc.
 4. What are the big trends
 - a. Hypercognitive thinking
 - b. Comfort collecting and cross-referencing many sources
 - c. Changing roles of truth & individual expression
 - d. Consumption as access vs. possession, expression of individual identity, matter of ethical concern
 - i. Are we communicating in ways that are inclusive?
 5. What does this mean for marketing?
 - a. Communities are becoming less defined, but increasingly more so around political ideologies
 - b. Seamless and personal digital and live experiences becoming baseline
 - c. Organizational models, structures and hierarchy less relevant
 - d. Targeted, digital marketing is seen for what it is – but still highly effective
 - e. Social media management can appear as “controlling”
 - f. Experiential marketing is impactful
 - g. Informing vs. persuading vs. co-creating
 - h. It’s not about us
6. Designated providers for workers’ compensation benefits [20 mins] - Nancy Spink
- a. [Workers' Compensation - Benefits | University of Idaho \(uidaho.edu\)](#)
 - b. What is the purpose of designated providers for worker’s compensation?
 - i. Intent is to help strengthen the WC benefit for UIdaho employees. Designated providers will help employees make safe, strong recoveries from accidents and provide appropriate referrals as needed.
 1. Occupational health approach
 - c. Report any incidents as quickly as possible on the website linked above – EHHS will be able to do a reach out to see if there are changes that can be made to make the work place safer. Filing a report doesn’t necessary trigger a claim. The claim begins when an employee seeks medical attention.
 - d. Questions
 - i. How was the designated provider chosen? How did you determine that Gritman was the best provider? What criteria was used in selection?
 1. Development of the program has been underway for about a year. There is a group that looks at claim trends.
 - a. Traction device program was created due to large amount of weather-related claims seen
 - b. Tristar, the university’s claims adjustment firm, provided a list of providers, UI began reaching out to all providers on the list. Winnowed down a list of providers based on response rate and other criteria.
 - ii. What is the definition of an “injury at work” that should be reported?
 1. If you ever have a doubt about if an injury should be reported, do report it.

7. Change in council leadership reminder [2 mins] – Chad

- a. Next month, a new Chair and Vice chair will be elected. There has been a self-nomination for Vice-Chair, still needing a nomination for Chair.

8. Reports [20 mins]

- a. Human Resources – Brandi
- b. COVID update – Emily

- i. Johnson & Johnson Vaccine distribution has been paused. Not very common in Moscow, shouldn't be much of an interruption locally. Lewiston will have paused their distribution.
 - ii. State of Idaho hospitalizations are up. Please continue to follow the "Healthy Vandal Pledge"
 - iii. Vaccines
 - 1. Gritman's clinics are full for the next few weeks
 - 2. Rite Aid just received a large shipment of Moderna and have appointments as early as today
 - 3. Moscow Building Supply has a clinic this Saturday from 9-12:30, they are distributing Pfizer
 - c. Faculty Senate – Charles
 - i. RFP process will be announced shortly surrounding P3 spending
 - ii. Budget model discussion
 - iii. Charles is finishing his second term, Bob Hoffmann will be replacing him.
 - d. Elections – Erika
 - i. Bob will be stepping down as communications chairs for next year and will need to be replaced
 - ii. There has been a new staff council member selected from the previous ballot
 - iii. There is another ballot that needs to go out for voting for an exempt staff member
 - iv. Last ballot had a strong response
 - e. Staff awards – Summer
 - i. On Monday, Summer did a video recording to announce the award winners. The video will be played at the Faculty/Staff Excellence Awards
 - 1. May 5th is when the video will be released
 - 2. May 6th is when the official recognition event will be held. There will be a save the date sent out via email and the daily register next week.
 - ii. Travis Gray has created a program that will recognize staff and thank them for their service on their actual anniversary. Their certificate will be emailed. Discussions are underway regarding printing an official certificate.
 - f. Wellness committee – Erin
 - i. Website is close to going live.
 - ii. If you have ideas for off campus wellness items that should be include, please send them to Erin.
9. Parking lot topics [2 mins] - Chad
- a. Lysie Clott – UBUNTU committee. Concerns about staff and faculty feeling targeted by Idaho legislature and Idaho Freedom Foundation. Concerns about staff specifically as they have fewer protections than faculty. There were several staff members called out by name in the IFF report. Committee is wondering if there is something that they can do specifically or if there is something that Staff Council to do.
 - i. If anyone is feeling targeted, there are resources at the university that can help with this and people that you can speak to.
 - 1. Chad and Diane will be meeting with Brandi/HR on the 20th and will add this to the agenda. If there are specific examples that you know of, please send them to Chad.
10. Good of the order [5 min] - Chad
11. Close [1 min] - Chad

Meeting Guidelines

- 1. The [monthly agenda](#) will be posted in Teams (UI-Staff Council) under the general channel and agenda tab. A copy of the agenda will also be emailed before each meeting and posted to Staff Council's website.
- 2. Each agenda item will be assigned an estimated time limit. All council members are encouraged to hold the agenda item owner accountable to time and topic integrity.

3. Discussions will spur questions and topics not on the agenda. Those items will be recorded in the topic parking lot section of the agenda and meeting minutes. Items in the parking lot will be reviewed by the Staff Council officers. If the items align with the parameters of Staff Council's mission, they will be added to the next month's agenda as new business.
4. Presentations and subsequent Q&As will be time limited. If more time is needed, items may be posted in the parking lot and presenters may be invited to future meetings. The desired outcome is a presentation specific to topics that align with Staff Council's purpose.
5. If training or long-form presentations are relevant to staff, Staff Council is happy to facilitate brown bag lunches or other such meetings.
6. Committee chairs may request time to present updates. The agenda will no longer allow for round robin reports.