

General Council Meeting Minutes
June 12th, 2009
Toepfer Room

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1 Call to Order

The council meeting was called to order by Kathy O’Linn at 10:15am.

2 In Attendance

Beasley,	Marcia
Blazar,	Kathleen
Copes,	Bonnie
Dore-Arshenovitz,	Maureen
Dowdell,	Kathleen
Fretthold,	Kurt
Essman,	Christian
Grigger,	Theresa
Jacobberger,	William
Juknialis,	Barb
King,	Catherine
Kramer,	Robin
McColl,	Karen
O’Linn,	Kathy
Payne,	Martha
Primm,	Tonia
Saafir,	Michelle
Smith,	Mary Lou
Swiatkowski,	Shannon
Wichert,	William

3 Approval of Minutes

The minutes from the April meeting were approved with minor changes to page 5, Melanie (sp) and edits from Kathy O’Linn.

4 Announcements

Budget Report – Binders need to be ordered before the end of June. Robin will be sending out accurate budget number

Farmers Market will be held every Friday in the summer in the BRB Atrium from 11:30 – 2:30. On nice days it might move outside. There are vendors bringing local produce—Cash only.

Summer BBQ’s are back on campus on Wednesdays from 11:30 to 1:30 pm on the Crawford deck with music to set the theme. Rain site is Tomlinson Café. Price is \$7.75 per

person or \$35 for a book of 5 tickets which can be purchased at Tomlinson Café or Access services.

Marcia Beasley thanked all the people who helped with the Service Awards Luncheon. Kathy Blazar was an honoree.

It was determined that due to low attendance of voting members at the meeting, the 3 resolutions to be discussed by Fringe Benefits would be tabled until next meeting .

The Presidents Committee on child care options met. This information was sent to the sac com mailing list. Please review Beth's comments concerning the executive summary from the Faculty Senate minutes.

5 Old Business

6 New Business

7 Reports of Standing Committees

7.1 Communications — No report

7.2 Community Service – They had no meeting in May. The Cleveland Cultural Gardens project is still planned. Case Daily has put out a request for volunteers to take place in the CWRU Community Day

7.3 Elections – **The Case Staff Advisory Council** is currently accepting nominations for representatives through June 26, 2009. Eligibility for membership on the Council is defined as all regular, full or part-time, exempt and non-exempt, non-faculty employees of the University with at least six months of service with the University. Representatives will be elected for a two-year term. Terms of membership begin on the third Monday of September of every year.

The following management centers will be filling positions this term.

School of Dentistry

Mandel School of Applied Social Sciences

Frances Payne Bolton School of Nursing

Academic Administration - includes:

- Office of the Provost and University Vice President
- Office of the Vice President for Research and Technology Transfer
- Undergraduate Admission
- Undergraduate Studies

- Graduate Studies
- Financial Aid
- Registrar

University Administration - includes:

- Office of the President
- Office of Budgets and Financial Planning
- Office of the Campus Planning and Operations
- Office of University Relations
- Office of Finance and Administration
- Office for Information Technology Services
- Office for Student Affairs
- University Libraries and Library Services

Also please consider nominating yourself. Send all nominations to: SAC Elections Committee c/o Robin G. Kramer at rgk@case.edu. If there are questions please feel free to contact her at 368-5942. We should post flyers. Robin will send to SACCOM to post. Nominations will be accepted through June 26th. Bio-Sketches are due by July 15th. Electronic voting will begin July 24th. This is an important issue. If you do not want to take part in the committee, then you should not commit to the taking part. Don't accept the nomination if you can't be there.

7.4 Fringe – We have three resolutions and they are important to help push through. We tabled the care giver leave indefinitely, so we created the all purpose leave. We are also looking to increase the tuition reimbursement from 2000 to 2500.

7.5 Staff Policy

7.6 Staff Recognition— Finished President's Award process and approved all three recommended staff. We will be discussing Party on the Quad at the next meeting.

7.7 Staff Training and Development— The committee has completed the second successful year of managing and promoting the SEEF Program. Over the past two years, we have solicited donations from departments on campus, created and promoted a cookbook, using staff and faculty recipes to assist the cause. We have established an educational bond with the Inamori International Center for Excellence and Leadership which has graciously offered scholarships to the Weatherhead School for programs of leadership and excellence. To date, we have distributed 130 staff awards to be used for personal and educational development not covered by regular university benefits. The committee continues to look for ways to keep this fund growing by exploring other avenues that may be feasible to promote the fund during the coming year.

The committee continues to provide timely news to all staff by way of the monthly electronic SAC Newsletter. We have highlighted each committee for the past six months giving staff information about the committee's mission and purpose.

7.8 University Parking Committee

7.9 University Fringe Benefits

7.10 Liaison Reports

8 Discussion of Issues

Glenn Bieler came to discuss branding. He is the VP of Marketing and Communications. He has been here for 15 months and is looking at trying to resolve past logo and brand issues. It is more than just logo, it is brand positioning. People have accepted and like the new logo. Now it is time to build the brand and solidify the message. We put together a team of people who can look into the branding, an immersion team made up of faculty, staff, students, and alums. This branding needs to be meaningful to all stakeholders. The process took into account all areas of each stakeholder. "Defining a Progressive University Experience." That was internal. Now, what is the tag line for external sources? Think beyond the possible is that Tagline. Teaching students to do things no one has done before. We are starting with an internal rollout and student presentations. After that, we are going to go to external sources. There was a video created about what the tagline really means. Various areas are all represented. This was presented to the board of trustees to great reviews. It will end up on YouTube channel and other sources. It will be part of the brand rollout. We will be working on a logo branding framework. It needs to be developed over the summer. There are many issues related to this that needs to be worked out, but we are working on it. Logo needs to be strictly managed or it dilutes the brand. We need to have guidelines for use of SAC identifier. At this point, the issues are still in the works.

9 Adjournment

The Meeting was adjourned at 11:31am