Members attending: Anne Jay, Sue Carroll, Melita Rector, Heather Heinlein, Anna Lane, Nick McCampbell, Debbie Giles, Pam Blevins, Jean Betters, Sharon Thomas, Cathy Eppinger

Others in attendance: Todd Dockery, Director of Compensation & Benefits, Human Resources; Julie Brown, Manager of Employee Relations, Human Resources; Janice Michaels, HR/OEI Assistant, Human Resources

Call to order: Ms. Lane called the meeting to order.

Minutes: The minutes for the May 2019 meeting were submitted and approved electronically with no changes needed.

Blue Ribbon Award: Sheri Carmichael, College of Business Graduate Programs office, was the recipient of the Chancellor’s Blue Ribbon Award for March 2019. Faith Garner, Safety and Risk Management, was the recipient of the Chancellor’s Blue Ribbon Award for April 2019.

Guest Speaker: Gina Stafford, Assistant Vice Chancellor, Communications & Marketing

The Division of Communication & Marketing handles:

- Marketing, Branding and Graphic Standards
  - Marketing: General promotion of the University to create awareness
  - Branding: Proper usage of UTC logos and other marks
  - Graphic Standards: Ensuring all the above best represent UTC and our brand

- Communication and Editorial Standards & Emergency and Crisis Communication
  - External and internal communication on behalf of the University or its leadership
  - Timely and effective information-sharing in federal Clery Act crime reporting and campus safety or security concerns
  - Ensuring consistency and professionalism in all official written communication—website content, press releases, magazine

- Photography and Videography
  - Document official University functions or activities
  - Campus resource

- Website Design and Content
  - Visual personality: The UTC look and feel
  - Editorial style: Representing UTC with consistency and professionalism
  - Departmental pages vs pages maintained by MarComm Division

- UTC Magazine
  - Resumed publication in 2017
  - Three issues a year
  - Topic themes and story ideas in each issue

- WUTC-FM
  - Chattanooga’s National Public Radio station
  - Analog, HD, App
  - Major programming changes
  - Local headlines and original, locally produced content
  - StoryCorps and Scenic Roots
  - Student involvement

- Public Record Requests
Campus-wide intake point
At first opportunity, send requests to our office without comment to the requester
Necessary follow-up with requester, involved department
Be mindful: Virtually anything you put in writing—and other formats—can be considered a public record

Our Values
- Excellent Customer Service
- Highest Standards of Professionalism in All We Do
- Highest Quality Work Product that Best Reflects on UTC
- As a Resource to All of Campus, Enable Fulfillment of the UTC Mission

Guest Speaker: Sarah Joyner, Staff Writer, Communications & Marketing

Content Refresh
- Working our way through 6,000 + pages
- Following the student cycle (Admissions first, etc.)
- Focusing on:
  - Consistency
  - Usability
  - Accessibility
  - Responsive design—are these pages mobile-friendly?
  - Cutting out the excessive
- Goodbye OU Campus, Hello Drupal
  - A new home for UTC.edu
  - Why? OU Campus not most user friendly or easiest to work with
  - Timeline: First wave goes live in August
  - Editor Access and Training
  - What’s next? Personalization/Customization of departmental pages where needed.

Guest Speaker: Stephen Rumbaugh, Creative Services Director, Communications & Marketing

- Controlling branding of swag
- Keeping brand consistent for all of UTC
- Redesigned Power “C” to clean up lines/angles
- Redesigned logo to remove “The” to allow system to be larger
- Unit/College name will no longer be all caps.
- Changes will be phased in as new items are needed/ordered

UT System requires that all UTC colleges, departments, programs, etc. use approved vendors when purchasing promotional items.

K@TE Training Credit
Julie Brown, HR, discussed updated K@TE flier which provides additional guidance regarding external training credits. Flier will be forwarded to members.

- Ms. Brown also shared that UT System currently maintains K@TE controls. UTC has shared concerns with UT System and has suggested giving campuses the authority to approve external credits. At this time, UT System maintains ownership, HR continues to collaborate with UT EOD regarding any concerns and clarifications needed.
- Ms. Brown stated that an email from the supervisor with all the required information can serve as proof of external training in lieu of a certificate or meeting agenda.
• Member asked what happens once an employee obtains 32 professional development credits and what are they incentives. HR shared that employees are encouraged to work towards professional development. Completed credits may be discussed during the performance review process. Currently, there is no incentive or recognition for completing.
• Can members get external training credit for Council Meetings (or other regular committee meetings)? Julie to confirm with UT System whether such training sessions can be submitted for credit? If so, what should the submission include?
• Member suggested having a template for trainers to ensure they include all necessary information for the participants to submit. HR will update the flier to include instructions for various training scenarios to include webinars.

**Mandatory Performance Review Training**

• Some compliance-related training is currently mandatory. UTC does not currently have required training for managers only.
• Several committee members feel that Performance Review training should be mandatory.
• Member suggested shifting the Performance Review training session sooner because their divisions expect reviews to be completed as early as January.
• Member suggested having the review period in line with the FY instead of calendar year.
• Shared options for pursuing a request that Performance Review training be mandatory:
  1. ERC and ESC can collaborate to craft a letter to Chancellor Angle OR Richard Brown to request that required management training be implemented.
  2. ERC and ESC can collaborate to craft a letter to HR and ask that HR spearhead presenting collective concerns to Chancellor Angle and the Executive Leadership Team (ELT).
  3. ERC and ESC chairs can take the request to the UT System Employee Relations Advisory Board (ERAB) for consideration of a system-wide initiative.

Members believe the best option would be to collaborate with ESC to craft a letter to Chancellor Angle and Dr. Brown to request that required management training be implemented and to also take the request to the ERAB for consideration. Motions were made and approved to add to ERAB agenda and have a joint meeting with ERC & ESC to draft proposal letter to Dr. Angle and Dr. Brown. Ms. Lane will contact Christine to coordinate.

**Network & Learn**

The next Network & Learn meeting will take place on July 25th in the UC Chickamauga Room. This month’s session will be “Finances Matter: You and your finances – How to plan your holiday spending in July”.

**Next Meeting**

The ERC will meet July 18th in the Fortwood Room, University Center

**Adjournment**

The meeting was adjourned

Respectfully submitted,

Janice Michaels
HR/OEI Assistant