

Meeting Minutes notes

Call to Order: Meeting called to order; quorum present

1. Approval of Previous Minutes Jason Ogletree and Alicia Dorton

- November meeting minutes were attached to the email for review.

2. E-Board Update – Proposed Amendment (Staff Council)

- The Executive Board presented existing vs. proposed amendments regarding the Staff Council structure.
- No vote held at this meeting.
- Members were asked to review the materials and provide feedback.
- Suggestion raised: Change wording from a fixed number (“three”) to “a minimum of three” to allow flexibility for additional meetings.
- Feedback was acknowledged and will be considered.

3. President’s Office – Don Green

- Spring enrollment increased 7.7% from last week.
- Enrollment is trending positively despite upcoming non-payment drops.
- Retention is up, and graduation rates are improving.
- Fall-to-fall graduation increased 19%, which is considered exceptional.
- Continued focus on attendance tracking, student success, housing, and dining improvements.

Strategic Plan Update

- Strategic plan published July 1, 2024.
- Key goals:
 - Increased enrollment
 - Improved retention
 - Higher graduation rates
- Phase Two focus:
 - Deepening student success initiatives
 - Enhanced orientation (MCU orientation)
 - Expanded student housing and campus engagement
- Faculty lunches ongoing and expanding to include staff.

Budget & Financial Planning

- FY27 budget hearings upcoming.
- Budget Q&A session: Held to explain proposal process and funding structure.
- Emphasis on transparency and understanding restricted vs. unrestricted funds.
- Budget funding changes:
 - 25% of future funding tied to outcomes beyond enrollment (e.g., retention, graduation).
- Additional budget workshops scheduled for April.

4. Enrollment Management – Kristi Hayes

- Spring enrollment:
 - 3,100+ students
 - 1,235 applications received (↑ 298 from last year)
- Summer and Fall applications also trending upward.
- Concern noted regarding delayed submission of required documents.
- Multiple enrollment events announced (Preview Day, Instant Enrollment Day, Dual Enrollment events).

5. Human Resources – Tonya Johnson and Creche Navarro

- New hires introduced.
- Retirements and departures acknowledged.
- Employee Appreciation Week: Early March
 - Main event Friday with activities and lunch.
- Performance evaluations ongoing.
- Professional development opportunities encouraged.

. Wellness & Employee Programs

- Spring into Health Community Wellness Fair: March 10
- Ongoing wellness activities (yoga, mindfulness, step challenge).
- USC Step Challenge begins in March.
- Wellness incentives available (earn up to \$100).

6. Marketing & Communications – Karolina Philomen

- Expanded digital marketing:
 - Search engine marketing

- Retargeted ads
 - Social media growth (engagement ↑ 400%)
- New advertising platforms:
 - Gas station screens
 - Movie theaters
 - Local TV
- Branding focus on belonging, affordability, and identity.
- Billboard installed at campus entrance.

7. Student Affairs & Campus Life/ Academic Affairs

- Homecoming events ongoing.
- CARE team actively supporting students.
- New sorority recruitment underway.
- Counseling and student support services highlighted.

8. Advancement & Alumni Affairs – Natalie Rischbeiter

- Annual Gala raised \$230,000+.
- Nursing scholarship endowment established.
- Shoe Drive collected 450+ pairs.
- Nonprofit Night fundraiser announced.
- Alumni Weekend scheduled for April.
- Scholarship and graduate recognition events upcoming.

9. Finance & Administration – Uzell Williams

- FY25 Enrollment = FY27 Funding
- FY26 Enrollment = FY28 Funding
- Facilities is working on Ongoing HVAC and infrastructure projects.

10. Accreditation Update (Teresa Betkowsi)

- Reaffirmation documentation nearing submission.
- 72 narratives completed.
- On-site review scheduled for fall.

- Appreciation expressed to faculty, staff, and leadership for contributions.

11. Treasurer Report

- **Gordon Gives \$1,698.39**
- **Staff Development \$598.08**

12. Staff Council & Announcements

- Staff Council webpage live.
- Van Friday winner: Enrollment Services.
- Financial balances reported.
- Facilities staff recognized for outstanding work.

13. Adjournment

- Motion to adjourn: Approved by Megan Williams 2nd by Natalie Rischbieter

Minutes taken by Larsen Hammond, Edited by Amber Isbell