

Minutes of the Administrative and Professional Faculty Senate: Nov. 11, 2014

Senators in attendance: Ashlee Claud, Elizabeth McCormick, Sandra Bond, Chad Wall, Scott Bennett, Alix Guynn, Loretta Estes, John Leonard, Phil Crigger, Laura Quesenberry, Lisa McDaniel, Ed Oakes (Cabinet Liaison)

Senators unable to attend: Geoff White, Donna Spradlin, Dan Waidelich, Anthony Byrd

1. Welcome. Meeting started at 10:31. Minutes from the October 14 meeting were approved.
2. Guest: Joe Carpenter discussed Radford University's marketing and branding initiative.
  - a. Started last Spring with a Request for Proposal.
  - b. Fuselideas was chosen, a company located just outside Boston.
  - c. Dilemma: off-site has no brand; lack of cohesiveness.
  - d. Worked with a public relations firm to implement and market the brand (Albright Group out of Atlanta/Richmond).
  - e. Purpose: to support staff and faculty recruitment; support enrollment and donations; building campus pride.
  - f. Discovery interviews via focus groups resumed once Fall 2014 semester began: 48 one-on-one interviews with 200+ participants over 230+ hours.
  - g. Next focus groups will be for alumni on a regional scale and will look at graduating class.
  - h. Will also survey prospective students and their parents.
  - i. All data go into three creative options; hope to have out around February 2015.
  - j. What they have heard: once students get to RU, they make up their minds about it – the size, the look of it, variety of programs and organizations but not get lost in it all, location (distance good/bad, recreational opportunities).
3. AP salary study update: Between the September AP Senate meeting and today, many AP faculty received letters from HR about their salary increases. It was better than what we had planned because more people got raises than might have but we have no information on how it was done. Would have been nice to have been told they were working on it. Oakes commented that there were some funds available but HR wasn't sure if this could happen, so they didn't say anything. Was for both AP faculty and for classified staff.
4. AP handbook update by Ed Oakes: small committee still working on it; Brogdon is checking on law changes that might affect it.
5. Response to Student Government Association's resolution: group came up with the response and gave recommendations on how to make it acceptable to everyone on campus as well as passable.
6. Work-Life Balance: Christina Brogdon wants to table it in general. ESHE (now Health and Human Performance) has come up with a Faculty Fitness program to start in the Spring – a walking club; personal training (by students); daily feel good circuit; functional fitness program on M/F at Noon; yoga on Wednesday at Noon; Dedmon pool.
7. Next meeting: December 9 at 10:30 in the Bonnie Combo Room.
8. Meeting adjourned at 11:35.