

Administrative and Professional Faculty Senate Business Meeting Minutes

April 10, 2024 at 3:00 p.m.
Heth 43/RUC 3rd Floor Board Room

Present: Ashlee Claud, Mary Francis, Stephanie Hovsepian, Chat Hyatt, Eric Lovik, Debra Johnson, Kay Johnson, David Halpin, Malinda Tasler, Juan Urista, Meghan Viet

Not Present: Staci Allen, Tom Bennett, Sandra Bond, Vanessa Conner, Charley Cosmato, Emily Fitzgerald, Matt Harman, Mark Lambert, Jess Rothe, Deana Sentman, Scott Shull, Tom Snediker

Guests: VP Dannette Gomez Beane.

- 1. Call to Order:** The meeting was called to order at 3:00 pm by President Ashlee Claud.
- 2. Approval of Minutes:** The minutes from March 13, 2024 were approved.
- 3. Guest Speaker:** Vice President of Enrollment Management and Strategic Communication, Dr. Danette Beane.

FAFSA delays – 6 months of work done in 6 days. Concerns about students delaying and not depositing, but not the case. Students are depositing, and it's not that that most are eligible for the tuition promise. Significant gains with families making between 125 and 150 thousand and over 200,000 (See Dr. Beane's presentation to the Board of Visitors: https://www.radford.edu/content/dam/departments/administrative/bov/2024/EMSC_BOV_Agenda_Mar_2024.pdf). We had a glut of applications from freshmen in 2017 when the consultant firm started. We received lots of applications, but there was a reverse correlation with enrollment. The 2019 bump was when JCHS was acquired. We figured out how to do enrollment management after not doing it for a while.

Where are we? We have fewer applications, but not by much. Dannette is happy. The GPA went down a little (COVID kids). 90% are finishing applications, unlike 75% with the consulting firm. We are only admitting 3.3 GPA and above; we are about 3.5 overall. 32% are in-state. 25% down with out-of-state applicants. International deposits have a 150% increase. We never know if these are real. Transfers went up through the roof with the tuition promise. 57% increase in deposits.

Q&A – Heard IRS said there are issues with education FAFSA. Beane – out of 1,000 we were able to package 2 because of errors.

Question from Danette – Athletics? Malinda – Basketball doing transfers now. Our academic team struggling with figuring out things. Numbers are fine. Total enrollment of athletes is around 300. We're still recruiting. Chad – tough on coaches – they have only so much scholarship money to give out. Not all of our students have scholarships. There are only a few fully-funded teams like basketball. Malinda – we're doing visits, etc., we just don't know.

Q – Branding – getting rid of old branding?

A – Update – we have 24 months to get the new branding out the door – i.e., measurable adoption. Athletics is protected – has its own logo. Our current logo is being trademarked. We had to buy out someone with our new logo. Delivered by this fall. Danette – didn't design it, am the steward of this logo. I'll get you 4 items – 200 tablecloths. Plus, a placard to put on top of the tablecloth. Plus, two tabletop pull-up banners. Sub-brand situation – t-shirts. No sub logo. Placard and pull-ups have sub-brands on them.

Q – What does that mean by October 1 benchmark?

A – Brand equity study. Will assess every third quarter about the adoption of the brand. 12 billboards around the state, radio and TV ads. Buying stuff with your sub-brand is fine if you have the money. But, as much as you can, promote the overall brand. Get rid of your stuff – give it away, like between now and Quest.

VisionPoint is leading the branding campaign. *Find Your Place Here* is the tagline. Danette's office will assess.

We've wasted a lot of money on swag. We could have hired multiple positions with this money. A policy is coming down.

Q. Nametag without department name? – A. The sub-brand is overwhelming. We dilute our brand.

Question from RUC – Is the RUC brand in effect, or going away? We're confused. Do we call ourselves RUC?

A – We won't be in that space in a few years. Programs moved to RHEC. We need to get out the Radford Brand across the university. New website has it that way, too. RUC is a location, as is RHEC. I have not changed anything in that building because we will be out in a few years. President will be asking for new building.

Q. What's going on with Abingdon HEC? A. Amanda Baldwin-Estep left in February. No programs there right now, but we are renewing our lease. That person will report to me. Will be our spokesperson – broad duties. It's still an approved academic site. President has some ideas for the site.

Danette was AP faculty for 17 years, and knows we do the work. She appreciates all of us and is available to us.

Saturday is Highlander Day – 1748 coming. As of Monday, 774 freshman deposits; last year, 634. Transfers 261; last year 146.

4. Administrative and Professional Faculty Recognition (Stephanie Hovsepian):

(See handout at the bottom of these meeting minutes.)

You can self-nominate. Currently, the AP Senate awardee serves on the next judging committee. Criteria are equally weighted. Bullets would be better than numbers. Nominees need three letters of recommendation. Discussion – If self-nominating, can ask peers about those qualities, and also

provide peer letters – could submit the same data. A more collaborative approach. Ashlee is meeting with the Recognition Awards Committee on Monday, and may know more about the process afterwards. Discussion – Person nominating recruits two other people because they know nominee, too. We're discussing a different process than the current process. Having nominators do work up front. It's an easy job to recognize those that go above and beyond. If you want to self-nominate, you can get two other letters from other people.

We will come back at the next meeting with a draft process and funding to discuss.

5. **Elections Update (Ashlee Claud):** Mary Francis drafted the elections note that was distributed (see last handout after these meeting minutes). Angela Joyner is now a division head, so that adds a division ballot. The ballot will go out on April 15th with a deadline of the 26th. Kay read the list of senators rolling off.
6. **AP Contracts Update:** Ashlee heard from Rob Hoover. We will soon have language on new contracts.
7. **Amend Meeting Calendar:** Ashlee proposed moving the May meeting to May 15 because Rob Hoover is traveling May 8 and others may also be off. She also proposed canceling the July meeting and electing officers at the June meeting. Both proposals were approved.
8. **Upcoming Events:**
 - Yappy Hour – April 11, noon – 1pm, RUC 520
 - Winesett Awards for Library Research – April 12, 12:30pm – 2pm, RUC Room 514 and Andrew W. Ross Student Art Gallery: McConnell Library
 - Unity Fest – April 13, noon – 3pm, Fountain Lawns
 - Highlander Day, Main Campus, 10am – 3pm
 - Shred -a- Thon, April 23, noon – 4pm, Heth Clock Plaza
 - Commencement, May 4 at 10am, Moffett Lawn
 - Women's tennis senior day, Saturday at 11:00.
9. **Adjournment:** The meeting adjourned at 4:25 pm.

Future Meeting Dates:

- May 15
- June 12

AP Recognition –Draft for Senate Approval

Proposed: AP Student Support Award

The **Administrative and Professional Student Support Award** recognizes an AP employee who has made a significant difference in the lives of students by going above and beyond to provide a culture of care where students can thrive. This award recognizes service, dedication, and contributions to students, through either direct or indirect support, that goes beyond the requirements and expectations of their position.

Please speak to the top three criteria that apply to your nominee. Criteria for selecting a winner of the Administrative and Professional Student Support Award include:

1. **Innovation and Creativity:** Implemented innovative approaches or initiatives to enhance student support services, addressing emerging needs or challenges faced by students.
2. **Going Above and Beyond:** Consistently exceeded the requirements and expectations of their position by proactively seeking opportunities to support students and contribute to their success.
3. **Student-Centered Approach:** Demonstrated a deep understanding of students' needs, concerns, and aspirations, and tailored support services accordingly to ensure a personalized and student-centered approach.
4. **Leadership and Mentorship:** Provided leadership or mentorship to students, empowering them to overcome challenges, develop their skills, and achieve their goals.
5. **Continuous Improvement:** Showed a commitment to ongoing professional development and improvement in student support services, actively seeking feedback and implementing changes to better meet the evolving needs of students.
6. **Ethical and Inclusive Practices:** Demonstrates a commitment to ethical principles and fosters an inclusive environment where different perspectives and groups of people are valued and integrated into the University community.

Proposed: AP Excellence in Collaboration Award

The **Administrative and Professional Excellence in Collaboration Award** recognizes an Administrative and Professional Faculty member that demonstrates an outstanding ability to be the driving force when collaborating to complete a goal, project, or initiative within and across Radford University divisions and campuses and/or the local or regional communities. Please speak to the top three criteria that apply to your nominee. Criteria for selecting a winner of the Administrative and Professional Excellence in Collaboration Award:

1. **Leadership in Collaboration:** Demonstrated outstanding leadership skills in driving collaborative efforts to achieve common goals, projects, or initiatives within and across Radford University divisions, campuses, and/or local/regional communities.
2. **Inspiration for Future Collaborations:** Served as an inspiration and role model for future collaborative endeavors within Radford University by fostering a culture of cooperation, mutual respect, and shared purpose among colleagues and stakeholders.

3. **Exceptional Teamwork and Partnership:** Demonstrated exceptional teamwork and partnership skills within Radford University, effectively bringing together diverse perspectives, expertise, and resources to achieve collective objectives.
4. **Community Engagement and Outreach:** Engaged with local or regional communities in collaborative endeavors, fostering partnerships and initiatives that benefit both the university and the broader community.
5. **Communication and Relationship Building:** Exhibited strong communication and relationship-building skills in fostering productive collaborations, facilitating dialogue, and resolving conflicts or differences among stakeholders.
6. **Measurable Outcomes and Results:** Provided evidence of measurable outcomes and results achieved through collaborative efforts, such as improved processes, increased efficiency, enhanced services, or positive impacts on student outcomes or community partners.
7. **Commitment to Bringing Multiple Perspectives to an Initiative:** Demonstrated a commitment to actively seeking multiple perspectives, promoting an environment of belonging, and ensuring access and participation for all stakeholders.

Funding Considerations

- The 6 other faculty award winners receive \$2000. Would we want this to be the same amount for the two new awards?
- Funds are “potentially” available but may be pulled if the University requests to use the funds for other purposes. The funds for these two awards would need to be approved by the Foundation each year.
- The other 6 awards also come with a \$500 reward for the winner to give to a student of their choice. Would we want to do the same with these two awards?
 - o Funds are not currently available for this, so further conversations would need to occur with Foundations before they would approve this piece.

Next Steps

- Foundations approval
- Provost’s office approval

Greetings AP community,

The Administrative & Professional Faculty Senate will be holding elections. Senators serve a two-year term so please look at your division as you think of nominees.

- Academic Affairs: 2 senators
- Central Administration (Office of the President, Audit & Advisory, Athletics): 2 senators
- Economic Development: 2 senators
- Enrollment Management: 2 senators
- Radford University Carilion (Represents all of RUC): 1 senator
- Finance & Administration (Business Services, Facilities, Human Resources, IT): 2 senators
- Student Affairs: 2 senators
- University Advancement: 1 senator

We are now accepting nominations for these seats. You may nominate yourself or someone else in your division. If you are nominating someone, please first make sure they are willing to serve and available to attend a monthly meeting on the second Wednesday at 3:00 pm. The nominee or nominator must submit the following information:

- Nominees name, title, division.
- How long nominee has been employed at Radford University, including service at Jefferson College.
- A brief statement describing why the nominee would be a good representative for their division.

Please submit your nominations by 5 PM on April 26, 2024 to: mfrancis1@radford.edu.

Uncontested positions will be appointed and will not be included in the elections process.

If you have any interest in the AP Senate we strongly encourage to run in this election. Not only is it a rewarding experience to work on important issues for the AP Community and the University as a whole, but it is a great way to make connections and lasting friendships with AP faculty throughout the university. We hope you will submit your nominees by the deadline!

With regards,

Mary Francis

AP Senator