

**2017-2018 Staff Senate Meeting Minutes**  
**November 13, 2017 9:30 – 11:30AM Brownsville**  
**(WebEx Locations in Edinburg and Harlingen)**

Minutes prepared by Monica Tovar, Staff Senate Secretary

I. Meeting was called to order at 9:46 AM, Staff Senate Secretary, Monica Tovar, took attendance.

II. **Quorum was established**

**Senators Present:** David Marquez, Peter James Ehimika, Monica Tovar, Lisa Smith, Michael Aldape, Jamie Villanueva, Leslie Jones, Lisa Pena, Javier Zambrano, LanLan Alvarado, Jesus Buitron, Krystal Marroquin, Dalyn Ruiz, Silverio Nieto, Roberto Cantu , Milton Hernandez

**Visitors:** Dr. Cynthia Brown- Deputy Provost, Maggie Hinojosa – VP for Strategic Enrollment, Strategic Enrollment, Mike James, HR Director, and

III. Approval of Minutes: There was a suggestion; to follow a similar formatting as the Faculty Senate after reformatting, minutes will be completed.

Michael Aldape – Motion to approve minutes

Milton Hernandez Second the motion

IV. **New Business:**

a. SACSCOC Updates

I. Dr. Cynthia Brown – Updated us on the positive feedback provided by the Team. They choose the list of titles that they wanted to meet. No names, just titles. Exit Interview, and next steps are probation letter along with a special committee report with a response. Three more levels of review.

**Questions:** How long were they on campus? About 3 days, 1<sup>st</sup> day internal meetings, followed by meetings on campus, and the exit interview was on Thursday.

Dr. Brown also introduced our new Christine Shupala, Associate Provost Institutional Accreditation.

b. Strategic Enrollment Updates by Dr. Maggie Hinojosa – VP for Strategic Enrollment, Strategic Enrollment, (Presentation)

- 140 Staff attended Enrollment Conference.
- **The Funnel** – Basic foundation of enrollment (these are for all undergraduate)
  - 60-75,000 inquiries at any time
  - Applicants are freshmen or transfers
  - Admits (Denial) get letters that they do not meet requirements, try again.
  - Enrolled
  - 1980's – arena registrations (with u-Shape Lines to meet students with each station and disbursements)
- **Student Lifecycle:** Recruiting and retaining students. This is the roll of the enrollment managers.
- **Where are we today?**

- We had about 70,000 inquires
- 13,000+ applicants to review
- Admitted 7,818 students / Denials (1,907)
- 14% increase
- Transfers: 9% increase
- Applicants 3,120
- Admitted 2,365
- **Retention Rates:**
  - Graduated 2015: 4181
  - Graduated 2016: 3944
  - Graduated: 3068
  - 2<sup>nd</sup> year graduation rate: 2794
- We all need to remember we are better together than apart.
- Retention rates were 78%, now we are at 60-64%. This is a decrease, but we can work on it.
- Recruitment is expensive. It is much easier to retain our students.

### Questions:

Brownsville asked a question:

- What is our strategic plan to counter other University to recruit our pool of students?

**Response:** We are prepared and we are aware of other University's accepting more of our students.

We are trying to look into scholarship opportunities, and a recruiting position for a remote outreach recruiting office in San Antonio or Austin areas.

Another question from Brownsville was how are the limited availability of courses being addressed? The issue is not enough courses that the students need so they go somewhere else.

**Response:** For entering freshman, many students don't care about classes, some students just want to get away.

People outside of the valley don't know who we are. For the 2<sup>nd</sup> retention numbers, it could be a variety of issues impacting that decision. For course availability, we are meeting with faculty and we are evaluating these issues to look into this.

David continued to added, students are the best recruiters, sharing their experiences of how well things went, and how easy it was, but they can also be the worst when sharing their bad experiences.

To follow up, how can individuals make a difference? Maggie Hinojosa responded, it starts with us or all of the individuals in this room.

Dalyn has a comment; she volunteered or offered to assist with developing something for recruiting. She explained how she had an event, for people from Austin. Her guest was amazed about how close the border and the river were close to campus. They had misconceptions about our campus and the valley. She would like to help change out image with an informative brochure for her audience. Will work with recruitment to create something.

**Question from Edinburg:** What is being done on the transfer side? Recruitment for transfers are usually in Spring and Summer so we want to make sure we take a look at these areas. There are events to work with transfer students, and more can be done.

#### c. **Employee Advisory Council Updates (UT System)**

I. Michael Aldape & Lisa Smith – (Michael) Received good feedback from Chancellor. It was very positive, and he wants to look into the surveys and engage the University Presidents.

Lisa also mentioned that there would be a new [Regents Outstanding Employee Awards](#)

- 30 awards for all 14 Campuses
- Nomination process will start soon
- Website: UT System Employee Regents Outstanding Award
- UTRGV is evaluating a nomination process and will be brought forward to SS Executive Board
- Quick turnaround is the end of January.

#### d. **Staff Senate Budget Updates**

I. Silverio Nieto (UTRGV Staff Senate Treasurer) reported that this month, November a local account was created to assist with some purchases. Previously, this was a state account which is limited to basic supplies for purchases. With a local account, there is more flexibility for purchasing, this change was made so that food and promotional items could be purchased.

\$5,702 is the current balance

Monica Tovar, brought up a blank contact card that could be used by any staff senator participating in events that could be distributed to staff with Staff Senate website and email information listed on it. Peter James Ehimika, recommendation this item be given to University Development and Events committee, to discuss and evaluate during their meetings at that time.

#### e. **Noteworthy Announcements**

I. All Senators –

- Dalyn – December 12<sup>th</sup> in Edinburg, PAC Lobby 2:30 -4 p.m. it will be the Holiday Event with the President, and he will be presenting the winners of the Holiday Card contest.
- December 14<sup>th</sup> in Brownsville, PlainsCapital El Gran Salon, 2:30-4 p.m. Holiday Event with the President and he will be presenting winners of the Holiday Card Contest.
- Graduation Friday, December 15 6 p.m., in Brownsville, Student Union Lawn
- Saturday, December 16 at McAllen Convention Center Edinburg – 3 ceremonies Graduation 9 a.m., 1 p.m. and 5 p.m.
- Peter James shared the purchased a license for Student Facing Mobile App. (EABGuide app) Guide is a student-centered mobile app that provides students with the support that they need where they need it—on their phones  
There is a web based version of this app that will be available on lab or under resources for students.

V. **Committee Reports** - All committees delivered updates on their most recent meeting(s) and announce their selected Chair and Co-Chair.

i. **Business Processes and Procedures** – Monica Tovar shared with the group that some of the items of concern overlapped with other committees such as the Staff Salary Study and Job Description evaluations. Lisa Smith reported to the group that an email should be going out from the President’s office on where HR is with the salary studies. No set date on when, but soon.

ii. **Communications – One Institution, One Voice** – Lisa Smith on behalf of Robert Castro, if Staff Senate page is almost updated, we are still missing some pictures. If you still need your pictures, please contact him so he can set up an appointment to get your pictures soon.

We have a draft email for an auto reply “thank you for your email” No time line for responding, but it is being addressed. Committee also looked at FAQ from other Universities. We noticed some of the questions were more in depth and listed different types of questions, so we looking to making it more comprehensive. We are also looking into adding Sliders. “Did you know?”

Facebook Analytics is a cool feature. We are adding more items to our Facebook page to keep it active.

iii. **Constitution and Elections** – Lisa Pena, reviewing the constitution, adding a document to submit changes. Hoping to have things ready for elections soon.

iv. **Professional Development** - meet and discuss for staff tuition assistance and other programs. faculty would like to have a Spanish course for faculty and maybe staff as well.

v. **Staff Relations, Retention, and Morale** – Chair meeting we asked for a definition or explanation of our roll. And after reviewing the emails, we can evaluate and assign emails to decide if they need advocacy or a question that needs to be answered.

Peter James mentioned that a first initial email should be sent, and then discuss the questions and maybe add them to the website so that others can see the questions and responses.

vi **University Development and Events** – Service Awards, they have dates.

- January 17th, Edinburg, PAC Auditorium
- January 18<sup>th</sup> – Brownsville, Student Union PlainsCaptial El Gran Salon
- Question – how do employees know which will they go to?
- What can kind of promotional items can we purchase for events?
- Name tags for the duration of your term.

**ACTION ITEM:** The committee will propose a budget for a list of events along with items that staff senate can select as promotional items.

#### **STAFF Only - Service Awards**

- 340 in Edinburg
- 140 for Harlingen and Brownsville
- 11 retirees are also going to be included

Javier reported that his group met in October, ideas with a budget to have events such as a “Chat Chew” at each campus. Fundraising could be an option for more events or items – maybe in the Spring coordinate efforts so they do not overlap other fundraisers.

Founder’s Day – UT System Founder’s Day is goal to recognize the date that UT System was created, things UT. There was Photo Campaign – take a picture and submit the picture for UTRGV and we 53 pictures submitted. Dalyn Ruiz recommended that this be moved to her committee, University Development and Events for next year. It would be the 2<sup>nd</sup> Friday of every November.

**VI. Public Comments & Questions – NA**

**VII. Pending Items -** There are no pending items.

11:36 AM the Monthly Staff Senate Meeting was adjourned.