<u>ADMINISTRATIVE FACULTY ASSEMBLY</u>

<u>GENERAL MEETING</u>

Unapproved Meeting Minutes
Remote Campus, Microsoft Teams
Friday, October 17th, 2023 - 2:00 PM

I. Called to Order at 2:00 pm by Vartouhi Asherian
II. Approval of September 2023 Minutes – Motioned by Eric Garner, and seconded by Raquel Melson.
III. <u>General Updates – Vartouhi Asherian</u>
    a. AFA of the Month – Eva Berik
    b. Policy on Policies
        i. Waiting on Faculty Senate to schedule a meeting with Faculty Senate, AFA, Classified Council, Student Government and Legal.
            1. Faculty Senate waiting on Classified Council and Student Government to nominate representatives for this committee.
            2. Faculty Senate asking Legal what is wrong with the current Policy on Policies and why the current Policy on Policies needs revision.
        ii. Board of Regents hearing pros and cons regarding the 11 percent COLA.
            1. UNLV and UNR do not want the 11 percent.
            2. TMCC and CSN do want the 11 percent.
            3. NSHE wants a system-wide resolution.
    c. If students are struggling, guide students to the Student Emergency Fund website and complete form to receive assistance (clothing, food and tuition support in exchange for service).
        i. Website: www.csn.edu/student-emergency-fund
    d. TRW
        i. Vartouhi requested info on the status of the TRW process.
        ii. Vartouhi requested a meeting with the Interim HR Director for a status check, including what was the process for requesting TRW, what were the hiccups in the process, and how can the process be streamlined?
        iii. Ted Chodock mentioned (NFA perspective) that we are having challenges recruiting Administrative faculty positions. Under previous CHRO, lowest salary advertised, with some new hires advocating for a higher salary.
            1. Faculty-level position left vacant due to the hiring of administrators.
    e. AFA Evaluation Timeline (Ayesha Kidd)
        i. Eric Garner and Vartouhi met with Ayesha to discuss different evaluation timelines.
        ii. Academic faculty evaluations due April 1, supervisor rates, and merit assigned July 1.
        iii. Proposed timelines better aligned when merit can be calculated.
            1. Proposal 1: Evals launch March 1 (evaluation period ends February 28).
              • March 1 AFA would receive evaluation email.
              • April 1: Supervisors receive employees self-evaluation.
              • May 1: Evals sent to recommending authority (AVP/VP).
              • Ends June 1
            2. Proposal 2: Evals launch February 1 (evaluation period ends February 28, but AF faculty can begin self-evals on February 1 instead of waiting until February 28.
              • March 1: Supervisors receive employees self-evaluation.
              • April 1: Evals sent to recommending authority (AVP/VP)

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- Ends June 1, and ratings can then be given to HR.
- HR gives ratings to Finance, who then determines how the monies given for Merit needs to be distributed.
- Distribution of Merit is determined by the number of Administrative Faculty receiving Excellent and Commendable.
- AF would have the option to use evaluations from either FY 2022 – 2023, or FY 2023 – 2024, whichever is the higher evaluation score.
- Ayesha's recommendation is Proposal 2, as that gives the AF employee and employee's supervisor additional time for self-evaluation.
- An ad-hoc committee focusing on an AF evaluation policy needs to be created as an AF evaluation policy does not currently exist.
    i. Consequences as to not completing AF evaluations on time needs to be included in the policy.
    ii. If an employee completes their eval, but supervisor misses deadline, employee automatically receives an Excellent.
    iii. If an employee completes their eval, supervisor determines rating but AVP/VP misses deadline, employee receives supervisor's rating.
    iv. If the employee disagrees with supervisor's rating there is an opportunity to grieve the rating.
    v. New hire eligibility for Merit should be addressed in the new policy.
        1. AF Merit policy should be reviewed regarding new hires and merit.
- Votes for Proposal 1 = 1, Majority votes for Proposal 2

iv. Steve Goebel
   1. Paradigm shift in Marketing's approach.
   2. Enrollment is flat, signaling a need for retention, focusing on a need for "Stickiness."
      - Focus on students applies, but not yet decided on classes.
      - Mentorship Project
      - Focus also on students as they move from semester to semester.
      - Work Study (working with Dr. Avalos)
          i. Work study dollars and opportunities available.
   3. Five employees in Marketing (Adopting Internal Agency Model)
      - Goal is to have a specific project manager for each of the schools.
          i. Charlene Reeves and Joslyn Hatfield are current project managers.
          ii. Both are empowered with approval authorization.
      - Richard Lake, Assistant Director
      - Brian Elder, Manager, Art
      - Four positions are frozen, including a Marketing Manager position.
      - Steve plays all roles.
   4. Tools and Resources
      - CSN Marketing Central
          i. Logos, Policies, Templates, Photos and Guidelines
          ii. Located in Teams (not on CSN website)
      - Marcom Request Form
          i. Available through Teams

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  ii. Use this form to request marking assistance, as it gathers all project info in one place.
- Coming in the Future
  - i. Industry Standard Design Tool for non-designers
  - ii. Customized to CSN Brand Standards (fonts, logos, colors, photos)
- Compared to other institutions, CSN's Marketing severely understaffed.
- Marketing actively trying to purchase better marketing software options within current budget environment.

5. When creating a flyer, always include:
- CSN Logo (Primary, Department, Program
- EEO Statement (Footer)
- Approved Brand Colors (Guidelines available in CSN Marketing Central)
- Printed materials require a current list of NSHE Regents.
- Request a QR code from Marketing
- Date, time and location of event
- Concise description: what is the event and why should the audience participate?
- Call to Action: What action do you want the audience to take?
- Keep it Simple: Simple designs typically perform best.

6. Plan ahead: Marketing has 50+ projects active at all times.
- Priority given to enrollment centered and college-wide activities.

7. Event Marketing
- Request for promotion, add to calendar.
- Submit requests early to access opportunities for media.
  - i. Separate requests for photography.
  - ii. Photography/video requests can be provided at cost (internal Photographer/Videographer not currently available, as positions are frozen)
  - iii. Process
    1. 25 Live Request (The Events Department may have additional follow-up items).
    2. Create promo flyer
       a. See brand guidelines and use best practices
    3. Request approval and promotion
       a. Submit graphics approved by events team for review and approval.
  - iv. Plan ahead!
    1. Materials approved within 5 – 7 days of submission
    2. Plan to submit your request two weeks prior to the date to begin promotion (not two weeks before the date of event)
    3. For best results, 30-day lead time for requests prior to date to begin promotion.
    4. Incomplete requests will not be processed until all info/documentation received.

IV. AFA Round Table with Vartouhi and Eric
  a. Tuesday, November 21, Henderson, HN C106 – 2:30pm – 3:30pm

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b. Tuesday, December 19, NLV, C1673 – 2:30pm – 3:30pm

V. **Committee Updates**
    a. Elections Committee: No updates
    b. Recognition Committee – Meghan Ezekiel – Need more nominations!
    c. Student First Committee (Ad Hoc) Somer Rodgers, Kayla Buscher – No Updates
    d. Policies and Procedure Committee, Jeff Fulmer – No Updates
    e. Membership Committee (Ad Hoc)- No Updates
    f. Survey Committee (Ad Hoc), Pamela Gallion – No updates
    g. Technology Committee (Ad Hoc), Nancy Webb – No Updates
    h. Salary and Benefits Committee, Nancy Webb – No updates
    i. Fundraising Committee – No Updates
    j. Commencement Committee – No December Commencement, will occur in Spring 2024
    k. Faculty Senate Reports – Jeff Fulmer/Jacob Bakke
    l. Faculty Senate Environmental Committee – Tina Dobbs – No Updates
    m. Faculty Senate Exec (Nikki Buscher) – No updates

VI. **Adjourn**
    a. Meeting ended approximately 3:40pm.