

College of Food, Agricultural, and Environmental Sciences

Staff Advisory Council Meeting Minutes

February 16, 2005

139 Howlett Hall, 2001 Fyffe Court, Columbus, Ohio

Hosted by: Janis Cripe and Anita Donaldson

Present:

John Beardmore
Lois Campbell
Janis Cripe
Anita Donaldson
Kevin Duemmel

Arlene Duffey
Dave Grum
Todd Hicks
Barb LaMoreaux
Susan Miller

Carol Poe
Tammi Rogers
Dave Sammons
Megan Strother
Mary Jo Williams

Absent:

Marjorie Dellinger
Laurie Spadaro
Bill Koshar

Dana Oleskiewicz,
Karen Fedevich
James Lawrence

Tom Shockey

Anita Donaldson, Chair, called the meeting to order at 10:00 AM.

Committee Meetings

Committees met from 10:00 a.m. – 10:30 a.m.

Business Meeting

Members were asked how they liked the minutes on the web. Everyone agreed that they liked the minutes being put on SACs web site.

There were no corrections to the Meeting Minutes from November 17, 2004. The minutes were approved as presented. Susan Miller motioned that the minutes be accepted and Megan Strother seconded the motion.

At November's meeting, Carol Poe gave a verbal history about the creation of SAC. Today copies of the Project Reinvent brochure were distributed to members. Items of interest were: funding on page 4 of the handout from the College of Food, Agricultural, and Environmental Sciences entitled "Join Us on Our Journey to the Future". Pages 7 & 8 explained the formation of SAC and the Guiding Coalition.

Barb LaMoreaux reminded us that the Family Scholarship Deadline is March 1. Children do not have to go to OSU to apply. You must have five years of continuous full-time employment for your children to be eligible. The need based Scholarship is for \$500 and can be won twice.

Dave Grum updated us on the Guiding Coalition. Dialogue was held on how the funding of each department is to be determined in the future. The college is moving towards an allocation of funds based on performance. Performance types that will be considered are number of credit hours taught and awards of grants and contracts. There will no longer be entitlements. Funding in the future will be based on specific

projects and objectives. Departments (in consultation with the College) will submit a plan and goals to the College; these plans will be used to evaluate the performance of the department. If goals are not reached, funding may be cut; if goals are met or exceeded, funding may be increased. The University website (www.ohio-state.edu/leadership/) has a document on how the department's plans are put together and the content of those plans. Dave Grum questioned how staff are going to contribute, since staff do not obtain grants and contracts and usually are not in charge of teaching responsibilities. Susan stated that tenured faculty are not worried. The bottom line is: if you are performing and doing well, your safe – if not – you may be gone. If the staff member is performing their job well, but the program with which they work is not performing, the staff member's job may be in jeopardy, but the faculty member's is not.

New member – Kevin Duemmel was welcomed to the meeting. Kevin is from Ag. Engineering and replaces Rita Bowers.

“Branding or Branded”

John Victor, Creative Director, Communications and Technology, College of Food, Agricultural, and Environmental Sciences was our speaker for the day. He has been with OSU for 18 years. John presented a slideshow that showed different designs he has done over the years.

John's subject was “Branding or Branded”. Brand is not the logo it is the product. It is the gut feeling you have about the product. You need to control the perception people have about you/your product. Branding gets to your emotions/emotional connection.

You need to get data from focus groups – how they feel about things. Good branding takes strategy and creativity. People fall in love with good brands.

Items John talked about included:

- Differentiate yourself in a marketing aspect.
- Collaboration, innovation and validation are all needed.
- Feedback can inspire and validate innovation.
- Get team together
- Support image – what you need to communicate.
- Brand identity on everything.

When making brochures/newsletters you need to know what you are trying to accomplish, and what's going to ring people's bell. Brochures should have:

- Who we are
- What we do
- Why does it matter

John's Department will help work with us on the SAC logo. Information on website is good but we need new imagery.

Business Meeting Continued

Anita will ask if SAC can be involved in Farm Science Review.

Handouts containing responses from Dr. Bobby Moser and Dr. Keith Smith on SAC recommendations were given to all members.

Website feedback:

Tammy Rogers and Janis Cripe had already e-mailed Laurie with changes. Any other changes that you find – please e-mail Laurie.

Redesign Website – Laurie had tried but ran into some difficulties.

How do we get staff to come to the website?

Shirley Brook Jones Award – Susan Miller will e-mail Mary Beth Williams with the timeline.

Awareness Committee – Megan Strother wanted to know how to find out who to give materials to. Other items about awareness included:

- Talk to staff members about who we are
- Recognition – educate staff about SBJ Award
 - Need to educate faculty that this is how to recognize their staff

Todd Hicks stated that SAC members must attend faculty meeting in Wooster and Columbus.

Susan Miller asked, “What does Bobby Moser want SAC to do”? The group decided that the March meeting will be dedicated to brainstorming - addressing the following questions:

- Who we are?
 - What do we do?
 - Why does it matter?
- And revisit SAC’s mission.

Discussed:

- how we can be a part of the college
- email to go out to all staff
 - Anita will talk to Joanne Wisemiller

Future meetings:

March 16th meeting – look at the three questions and come out with results.

Video Conferencing in April

July – give something to John Victor/Dave Scardena

Day With the Dean Committee – Report from the committee included:

- sending emails and article in EnVision
- verbiage should be something catchy
- Email and EnVision article should contain fill in form to be returned
- send via list serve when possible

- encourage Unit leaders to promote this opportunity for staff
- use same poster as last year.

Members discussed having Day with the Dean earlier in the year (such as Feb or March). We need to check Bobby's schedule before setting a date.

New Business

Outgoing members did not get their certificates and Anita asked SAC representatives to get the framed certificates to the former council member's immediate supervisor. Council member should ask supervisors if they can give certificates to outgoing members - make some kind of presentation at a meeting. How do we handle giving these certificates out in the future?

John motioned the meeting be adjourned, Todd seconded the motion.

Submitted by,
Lois Campbell, Secretary/Treasurer