

MINUTES

Vice Chancellor for Research and Graduate Education
Committee on Academic Staff Issues
Monday, April 13th 2015 from 1:30 – 3:00 pm
Bascom Hall Rm 334
Minutes: Kristin Harmon

Convene - 1:40 pm

Present – Judy Bauman, Alex Converse, Kristin Crosno, Kristin Harmon, Moira Harrington, Julie Karpelenia, Julie Schears, Nicci Schmidt, Tom Zinnen

Absent – Wayne Feltz, Jenny Hackel

Guest – Tricia Dickinson

Welcome and Chair Comments

Review and approve minutes December, February, March.

March and February minutes to be approved via email.
Please send feedback on March minutes to Wayne Feltz via email.

General Reports

ASA/ASEC report (Zinnen)

ASEC: The March ASEC meeting consisted primarily of motions bearing on HR Design; there will be more to come. There was an major focus on the transition to public authority Budget cuts are starting to come into more clear focus; we have lost the Digital Media Center, College for Kids (music and sports will be ongoing), and WiScience (WiScience will possibly be back in 2016). For those in outreach, it is clear that outreach is a low priority and tending to be cut first; this is not surprising, as it doesn't generate overhead or income. Some members expressed surprise, but Tom indicated that the outreach community was not surprised. There is an impression that there has been little public discussion about these closures; perhaps a PR decision on the part of campus.

As previously noted, Deb Shapiro is a new member of ASEC and is the new VCRGE CASI/ASEC liason.

Committee Reports

Personnel Policies and Procedures/HR Design (Karpelenia)

As part of HR Design, the new UW-Madison human resources system, the Office of Human Resources (OHR) has developed new performance management, employee onboarding and University Staff grievance policies. These policies, described below, have been approved by Chancellor Blank and will take effect on July 1, 2015.

Performance Management

The performance management policy, to be implemented by all managers and supervisors of Classified and Academic Staff (including Faculty who supervise employees in these categories), provides a reliable and consistent framework for discussions of employee performance and development, yet allows flexibility in how performance management is administered across campus. Schools and departments are free to design and implement their own performance management programs that satisfy the required elements of the policy. Customized programs can vary based on the needs of each unit.

New Employee Onboarding

The new employee onboarding policy is designed to ensure that newly hired members of our campus community have successful and positive experiences as they transition into the UW-Madison workplace. The policy outlines a year-long onboarding process that begins when a new employee accepts our job offer, and is designed to ensure that all hires receive the support, information, skills and socialization needed to become engaged and effective members of our campus community.

The onboarding policy expands on existing unit employee orientation programs to include meaningful messages and helpful activities for new employees. The new policy calls for each college, school and division to develop, monitor and document onboarding activities for the first year of each new employee's tenure. This includes naming an onboarding coordinator who is responsible for initiating and managing onboarding activities. OHR is providing training, resources and consulting to help units develop and enhance their programs.

University Staff Grievances Policy

On July 1, 2015, UW-Madison's "Classified Staff" employee designation will change to "University Staff," and workplace grievances for these employees will no longer be regulated by the state of Wisconsin. Therefore, a new grievance process has been developed for University Staff.

The new grievance process includes:

- Informal resolution between the employee and supervisor;
- A hearing with a college, school or division representative;
- A hearing with OHR;
- A hearing with an impartial hearing panel, campus hearing officer, or the Wisconsin Employment Relations Commission (a choice for employees with permanent status as of June 30, 2015).

Communications (Schmidt)

Vice-chair reminded new committee members to meet with John Richards regarding updates and maintenance to the VCRGE-CASI web site. We do not know the future direction of shared governance, but should keep our public face up to date in the meantime.

Nominating and Districting (Schmidt)

Election results will be shared via email.

Professional Development (Nicci)

The most recent round of Professional Development Grants had 6 applicants. Overall agreement on scoring and rankings was strong. The process felt a bit rushed; members proposed earlier discussions next round.

Other Business

Updates from previous action items

VCRGE Marsha Mailick appointed, next steps for CASI:

Nicci – This would be the appropriate time to forward the letter previously drafted to Marsha regarding shared governance; please forward input to Nicci and Alex

Is there anything we should be focusing on in forming an ongoing relationship with Marsha and the role she envisions for the CASI? Feeling is that there may be some changes now that she is permanent, but likely nothing drastic.

Nicci – would like to see greater representation of academic staff in committees, science cores, etc.

Guest speaker, Tricia Dickinson (Executive Director of Marketing and Brand Strategy for University Marketing)

Tricia's focus is on how communications, branding, marketing are managed and coordinated for campus, including working with UW Foundation and the Alumni Association.

There is a clear divide between different areas of communications, such as branding and marketing vs. news.

It is important for people to understand that the communications office cannot set policy, they can only communicate in accordance with policies they are given.

Some areas of focus/challenge right now are:

- HR flexibilities, budget cuts, the limited tuition increases that have been announced
- Blame is being placed on UW Madison for protests at the capitol, the value of higher education is being questioned
- A new Economic Impact Study is to be released 4/14/15, and will show a \$15 billion positive impact on the state by the university. This is up from \$12.8B in 2011)
- There is a perception that UW-Madison disproportionately serves out-of-state students; in fact, 70% of WI residents who applied were admitted (11-year high)

Nicci wondered if there is a way to make these numbers more tangible for people

The current goal is to increase public support by improving perception, focusing on target regions (Central WI, Fox Valley, Milwaukee region) and on outreach targeted at legislators

- Speaker's Bureau attempts to be able to provide speakers on various topics who can appear around the state upon request
- Would like to have a branded UW speaker series to take around the state
- Want to build a program "Badger Next Door" to highlight alums around the state who might be your teacher, vet, doctor, etc., to show how UW graduates benefit our communities

Nicci noted that there is a challenge of reconciling messages that appeal to prospective students vs looking too frivolous to other audiences; we market to students through images of fun and recreation, but it also feeds the party-school image

- Tricia – there is an analogy of radio dials to turn up and down different tones for different audiences; emphasize fun more in recruitment materials, the academic side more in other public releases

Communications is also being tasked with a huge range of items, such as open records requests.

Nicci commented that some centers have larger communications budgets than university communication, and wondered if that results in communications being diffused. This is possibly partially a reflection of decentralized processes and a response to a reduced central communications budget, but might it foster competition between units, rather than a coordinated message

Moira noted that, on the other hand, various centers do have more specific audiences; each center can share stories that are more targeted with their own audience, but share those that might have a larger audience to university communications.

Alex asked about polling and statistics. Tricia noted two mechanisms for market research (state and alumni nationwide); results are generally very positive, but subject to the common criticisms of methodology. The results are not publicly posted, because using them in publicity could lead to a lot of push-back, questioning of methodology, etc.

Tom pointed out that "Being excellent can backfire." People wonder why we have such nice facilities, assume we are paying for things with state funds that are being funded through other means.

Statewide Outreach and Engagement Plan slides attached

Nicci - formal budget release expected Thursday

Review future topics and speakers:

Discussed Harry Webne-Behrman (HR Design) for June or August

- Research training & marketplace
 - PI Portal initiative/project management for research
 - Classified Research Bill
 - Open Book person
 - Human Resources, climate
 - UW budget modeling
 - Administrative Excellence
- Site Visits:
- Biotron
 - Arboretum – Moira following up
 - SSEC

Action Items

Julie will work on appointed positions

Adjourn – 3:03 pm

Next Meeting:

May 11, 2015; 1:30-3:00pm with Marsha Mailick

Bascom Rm 334 (location for remaining meetings of FY15)

Future Minutes: Moira Harrington