

# University Council

MINUTES

NOVEMBER 12, 2024

3:00 – 4:23 PM

LH 208 AND TEAMS

MEETING CALLED BY	Tonia Ferrell, chair
TYPE OF MEETING	Monthly Meeting
PRESIDER	Tonia Ferrell, chair
NOTE TAKER	Heather Loughney
ATTENDEES	<p><b>Members:</b> Marilia Antunez, Stacia Biddle (SES chair), Stephanie Davis-Dieringer (TDHR chair), Grace DeWitt (UCEC), Tracie Epner (UCEC), Ed Evans (UCEC), Blair Everett (UCEC), Tonia Ferrell (chair), Megan Frey (UCEC), Dan Friesner, John Huss (IA chair), Kris Kraft (secretary, CW chair), Nate Meeker (vice chair), Linda Saliga (BF chair), Amy Trunko, Sonya Wagner, John Wiencek (ex-officio)</p> <p><b>Members Absent with notice:</b></p> <p><b>Members Absent without notice:</b> Karima Elgarroussi (IT chair), Elena Kozma, Nicolina Kravljaca, Brant Lee</p> <p><b>Other attendees:</b> Matthew Akers, Michelle Banis, Suzanne Bausch, Cristine Boyd, Vivian Campbell, Jeanette Carson, Kim Cole (AA), Celeste Cook, Lisa Craig, Aimee DeChambeau, Tammy Ewin (AA), Becky Handley, Kathleen Hauenstein, Brain Humm, Patti Huth, Matt Juravich, Judith Juvancic-Heltzel, Wendy Lampner, Olivia Lane, Maureen Lerch, Erin Liggett, Steve McKellips, Meredith Merry, John Messina (AA), Stephen L. Myers (AA), Gwen Price, John Reilly, Martha Reynolds, Christin Seher, Michelle Smith, Mark Stasitis, Ally Temsey, Misty Villers (AA), Tom Waltermire (BOT), Nick Weber (AA), Jessica Whitehill, Katie Willis, Alison Winters, Kim Wise</p> <p>AA – appointed administrators          BOT – Board of Trustee member          UCEC – members of the University Council Executive Committee</p>
<b>CALL TO ORDER</b> <span style="float: right;"><b>TONIA FERRELL</b></span>	
	<ol style="list-style-type: none"> <li>1. The chair called the meeting to order at 3:00 pm.</li> <li>2. The agenda was approved as distributed.</li> <li>3. The minutes of the October 8, 2024 meeting <a href="#">2024-10-8-minutes-university-council-final.pdf</a> were approved as distributed.</li> </ol>
<b>EXECUTIVE COMMITTEE REPORT</b> <span style="float: right;"><b>TONIA FERRELL</b></span>	
	<p>UCEC met October 22 and continued the discussion of guest speakers for spring, looking to focus on student experience. Discussed the status of strategic planning and the UPG going forward and Matt Juravich was invited into the meeting to speak about his role as chief strategy officer. UPG is comprised of content experts and UCEC. Concerns were</p>

expressed about the role of UPG in the new structure. They are not looking to be a “rubber stamp”, but to be involved in discussions.

The decision was made to cancel the December 3 UC meeting due to conflict with the Service Awards ceremony.

TS about parking and ticketing of students without front plates. Sent to Parking and Phys Env. Parking responded that changes are being made to website, orientation and signage. The first ticket will now be a warning, without a fee. Good response from UAkron park.

**PROVOST’S REMARKS**

The Provost gave an update on enrollment:

- Enrollment is looking good with a 3% increase in responses and an 8% increase in enrollments.
- Compared to two years ago, admits are up by 57%.
- OSU not taking an extra 9,000 students this year and that will be beneficial.
- Focus on integrating donor-based scholarships into packages rather than using them as one-offs.

The Provost also shared that he has been involved in ongoing discussions with faculty regarding voluntary separations to potentially avoid retrenchment.

He also gave kudos to those who put together the recent Next conference.

Questions:

- Concern about changes in Washington leadership affecting international students.  
Provost: Similar impacts as the first administration; need to be agile and seize opportunities.
- Inquiry about voluntary separation for staff or professional staff.  
Provost: Current CBA allows this for faculty, not for staff/professional staff.
- Clarification on admits relative to two years ago.  
Provost: Admits are up 8.3% compared to last year and 57% over two years.
- Impact of FAFSA changes.  
Provost: No significant impacts expected; the process should be smoother than last year.
- Concerns about international students.  
Provost: Positive outlook on admitting college graduates; internal processes are being improved.

**CHIEF STRATEGY OFFICER REMARKS**

**MATT JURAVICH**

Juravich – wanted to highlight a couple key messages that came out last week. Of the strategic teams, marketing and branding have worked hard, kudos to Deb Owens for their work. Culminated with positioning exercise to give to our consulting group. They will be on campus in early December doing information gathering. Also be facilitating the visioning exercise after the first of the year. They will also be helping us out with PR and

communications. Look forward to them coming to campus. Highlight also about the departure of our athletic director, that is a part of our bigger discussion about Athletics, have met three times over the past weeks and discussing legal aspects and review initial data. Will convene in early 2025 to discuss alternative revenue generating. Think those are the two main updates.

Questions:

- Can you elaborate on visioning exercise to be facilitated?

Juravich – the goal will be to craft UA vision 2030, part of the rebrand and identity discussion that needs to coincide with this. That group is trustees, students’ presidential leadership, community and AAUP, Faculty Senate and UC. Larger project underway around brand continuity and what’s the right move in the competitive market we are in. That visioning piece will be one of the strategic themes.

- Follow up on question – if not a member of one of the constituencies being represented, some faculty in my dept have asked about getting information to the group.

Juravich – providing means or mechanism to campus to provide information and have people get a chance to share input.

**GUEST SPEAKER – ESPORTS STUDENTS, ROWEN STEYN, GRAHAM SCHAEFER AND NATHAN FLINT**

Advisor Nate Meeker shared a presentation. [UC Esports Presentation.pdf](#)

Questions:

- Tell us more about your pictures?

Students explained about various pictures on their pages.

- This is really interesting, most interesting is that my guess is that The University of Akron is really good at and now we get international attention from it too. What is the potential for attracting international students to Akron? To what degree is that catching on? People on Twitch from all over the world.

Meeker – we are doing that right now, when it started it wasn’t the goal but now know that the expansion will come from international students. Working with international recruiters.

- How many students are involved at this time?

Meeker - 40-45 on sport side, about 650 on the club side, 2-3,000 involved in gaming activities. 700 engaged per week.

- What is the capacity?

Meeker – we are maxed out now. Seats are full every night. Everything for Esports happens in the evening. Looking at how high school scene is growing right now, about 600 students will graduate with Esports interest.

- How active are we today compared to what we could be in promoting ourselves to those students?

Meeker – about a high school and half per week, some have 15-25 students, some have 75-100 students. If we look to expand we could start to market it more. We only take 4-5 students each year.

Provost – we are looking at more space now.

NATIONAL SURVEY FOR STUDENT ENGAGEMENT  
RESULTS – MARLENA LEWANDOWSKI, LEAD  
INSITUTIONAL RESEARCH INFORMATION OFFICER PSI

Marlena shared her presentation. [NSSE November 2024.pdf](#) [NSSE24 Selected Comparison Groups \(U Akron\) November 2024.pdf](#)

Questions:

- Are all the institutions handing out the survey at the same time?

Lewandowski - Window that it goes out. We used a wide time period because it had not been done in so long.

- Demographics of students who responded?

Lewandowski – have access to that data but not here today.

- Follow up - would be good to know that information.

Lewandowski – we can look into that. Was not going to start manipulating the data till I knew more.

- How do we get information from the survey?

Lewandowski – plan to release the data at some point. Can answer specific questions, you can email me.

Price – we’ve talked about ways to get results publicized. A lot of universities have a dedicated web page. We haven’t done it in a long time so best to look for trends as we do it more.

- Thanks for sharing all this, at Alumni Relations we are always looking for a happy ending to our student’s time here. Would be interested in helping our students end happy with their experience at UA.

Lewandowski – can look for that information.

Provost – our seniors were here during the heart of COVID, so it was a less than normal experience.

- You didn’t say much about the biggest word there (professor) and wonder if it was because it was on their mind a lot.

Lewandowski – when the professor was associated with the section, some of it was what you expect – professor not available was one I saw often – they weren’t always negative, the word just came up a lot in their comments.

- It’s obvious that professors are vital to the student’s experience, maybe if just that idea was communicated to faculty on that. Could be transformative to their experience.

Provost – I agree.

- You said you didn’t get many responses, what would you say was the amount of responses?

Lewandowski – would have to look for that. Got about 500 responses.

COMMITTEE REPORTS		TONIA FERRELL
	<ul style="list-style-type: none"> <li>• Awards – thank you to everyone for response, most diverse as well in representation. Great group to be working with.</li> <li>• Budget and Finance – met, will start looking at policies, Misty will give us work.</li> <li>• Campus Wellness =- working on RooFit, announcement coming with that about the Health Fair associated with it.</li> <li>• Communication – met in October, elected cochairs and secretary, set meeting schedule and reviewed goals.</li> <li>• Information Technology – no report</li> <li>• Institutional Advancement – met on Friday, Nate Newhouse (development) talked to group on CHHS development. Many community partners for CHHS could benefit other areas of campus.</li> <li>• Phys Env – no report.</li> <li>• Student Engagement &amp; Success – no report.</li> <li>• Talent Development &amp; Human Resources – met a 11/1, developed subcommittees for goals.</li> <li>• Social Engagement – Halloween event was held, thank you to committee for their work on that. Great time with bowling food, raffle prizes. Zippy was also there. Be on the lookout for next year.</li> </ul>	
CONSTITUTENCY REPORTS		TONIA FERRELL
	<ul style="list-style-type: none"> <li>• GSG – GSG held their October meeting <ul style="list-style-type: none"> <li>○ Big focus on Senator involvement and empowerment</li> <li>○ USG/GSG Akron Art Museum collab Nov. 13 4-6pm</li> <li>○ Following the results of our event survey, we planned a few upcoming events, particularly the timing of events being best for evenings and weekends</li> <li>○ Graduate Student Meet and Greet Nov. 23rd</li> <li>○ Graduate Student tour with Cummings Museum Nov. 20th</li> <li>○ Appointed a new CHHS Senator following the GSG Constitution and bylaws, and now GSG has a full Senate again. We are looking forward to the bright insight of our leadership team this year!</li> </ul> </li> <li>• USG – <ul style="list-style-type: none"> <li>Mental Health Fair <ul style="list-style-type: none"> <li>○ October 7<sup>th</sup> from 10:00am - 2:00pm in the Student Union Concourse</li> <li>○ Collaborative event that USG was able to assist with by providing food and refreshments.</li> </ul> </li> <li>UAPD Meet and Greet <ul style="list-style-type: none"> <li>○ October 8<sup>th</sup> from 11:00am - 1:00pm in Student Union Piano Lounge</li> </ul> </li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>○ Students get the chance to meet UAPD officers and enjoy some free pizza and Zippy cookies</li> </ul> <p>International Lounge Dedication</p> <ul style="list-style-type: none"> <li>○ October 9<sup>th</sup> from 3:30pm - 4:30pm in Student Union International Lounge</li> <li>○ This ceremony recognizes the refresh done to the International Lounge in an effort to highlight our international student population and make them feel at home on campus.</li> </ul> <p>Bridging Campus and Community with Mayor Malik</p> <ul style="list-style-type: none"> <li>○ October 22nd from 5:30pm - 6:30pm in the Student Union Theater</li> <li>○ Akron Mayor Shammus Malik will be introducing himself to students, followed by open discussion on topics related to the City of Akron.</li> </ul> <p>On the Horizon: Professional Development speaker series for students</p> <p>Rethinking Race involvement</p> <ul style="list-style-type: none"> <li>○ USG is planning an event and has outreached to numerous student organizations on campus to encourage them to submit proposals</li> </ul> <p>Bicentennial event planning</p> <ul style="list-style-type: none"> <li>○ Planning a USG event as well as a collaborative event with GSG</li> <li>○ Likely late spring or early fall of 2025</li> </ul> <ul style="list-style-type: none"> <li>● PSAC – met 10/21, finalized members and talked about events that already happened.</li> <li>● SEAC – elected new secretary and in the process of electing new chair.</li> <li>● Faculty Senate – met last week, discussion around budget cuts, retrenchment.</li> <li>● Chairs – no report</li> <li>● Deans – in middle of recruitment, shoutout to Kim for events. Thank you to faculty and staff and students who attend.</li> </ul>
<b>UNFINISHED BUSINESS</b>	
	<ul style="list-style-type: none"> <li>● None</li> </ul>
<b>NEW BUSINESS</b>	
	<ul style="list-style-type: none"> <li>● None.</li> </ul>
<b>GOOD OF THE ORDER</b>	
<b>TONIA FERRELL</b>	
	<ul style="list-style-type: none"> <li>● The December UC meeting has been canceled as it conflicted with the Service Awards, the chair wished everyone a happy holiday</li> <li>● John Huss emphasized that Rethinking Race is next week. Moved to Diversity Week in the Fall. Great events planned. Equity in Healthcare on of the topics.</li> <li>● Kim Cole shared that the call for submissions for Women in Philanthropy is coming up, watch Digest.</li> </ul> <p>The meeting was adjourned at 4:23 pm.</p>