

## Administrative and Professional Faculty Senate

April 10, 2019

Bonnie Combo Room

**Members Present:** Mike Chamberlain, Ashlee Claud, Max Esterhuizen, Alix Guynn, Gwen Houston, Kay Johnson, Eric Lovik, Albert Mah, Shannon Phillips, Amber Smith

**Members Absent:** Sandra Baker, Emily Ewoldt, Michele Hosey, Susan Trageser (Cabinet Liaison), Jessica Twiest, Sandra Bond

**Guests:** Damien Allen, Teresa Anders, Glenn Compton, Robin Dowdy, Nickola Dudley, Melanie Fox, James Harmon, Justin Martin, Pam McAllister, Peggy McCue, Jackie McNabb, Caitlyn Scaggs, Ashley Schumaker, Nakia Shelton, Theresa Slaughter, Meghan Spraker, Sherry Wallace

1. **Call to Order** – The meeting was called to order at 3:29 pm by President Ashlee Claud.
2. **Approval of Minutes** – The minutes from March 13, 2019 were reviewed and approved.
3. **Guest Speaker:** Ashley Schumacher, Chief of Staff and Vice President of University Relations. Vice President Schumaker spoke about University Relations' roles and initiatives, and recognized the many contributions of the University Relations staff. University Relations publications include the university website, Radford University Connected, The Magazine of Radford University (in collaboration with University Advancement), and the Annual Report. Special projects include:
  - **Jefferson College of Health Sciences** – JCHS branding, logos, names signage, etc. Radford University Carilion partnership was unveiled April 22.
  - **Fuseideas Partnership** – Broad-based and specialized marketing with Fuseideas, a Boston-based firm that came up with the Radford University brand about 5 years ago, including: The Reason is Radford.
  - **Responsive. Resilient. Real** – These three elements have been identified through the strategic plan and brand identity processes. We are embracing these elements, but not abandoning The Reason is Radford.
  - **Student Stories** – UR is bold and innovative in marketing to students and telling their stories. These stories are emotionally moving, and have proven popular and successful. VP Schumaker shared a few of them:
    - John Register, first generation college student: <https://www.radford.edu/content/radfordcore/home/news/releases/2019/march/john-register.html>.
    - Mashail Alghamdi, first student at Radford University and from Saudi Arabia to be accepted into New York Fashion Week: <https://www.radford.edu/content/radfordcore/home/admissions/choose-radford/mashail.html> and [https://www.radford.edu/content/radfordcore/home/news/releases/2018/September/Alghamdi\\_NYFW\\_2018.html](https://www.radford.edu/content/radfordcore/home/news/releases/2018/September/Alghamdi_NYFW_2018.html).
    - Emily Stinson, Elementary Education Major: <https://vimeo.com/327034685>. Played at Highlander Family Tour, The Olde Farm, Bristol: <https://www.radford.edu/content/radfordcore/home/news/releases/2019/april/Family-Tour-Bristol.html>.

- Amaya Rousseau, volleyball player, <https://vimeo.com/328568594>.
  - 2019 MLK Day of Service:  
[https://www.radford.edu/content/radfordcore/home/news/releases/2019/january/imagine\\_listen\\_hope.html](https://www.radford.edu/content/radfordcore/home/news/releases/2019/january/imagine_listen_hope.html).
  - **Alexa Cannon Video** – A tribute video was shown to AP Senate, and there wasn't a dry eye. The video was made for Alexa's family, and shared only with them and the BOV. Alexa's family is appreciative of Radford.
  - **Upcoming Projects** – The Highlander Engagement Board and Highlander Engagement Center are being implemented, and a marketing website started. UR is also working on cooler, better giveaways, and a better way to engage the community and promote the three Rs. UR wants your stories and your participation in community engagement.
- 4. Status of Parental Leave Motion Update** – Ashlee spoke with John Sanders, Interim Assistant VP for HR, about discrepancies between the AP faculty motion and the T&R faculty motion. If the motion is approved, either we will make changes to our handbook, HR will have an official policy about parental leave, or there will be a combination of handbook and policy.
- 5. AP Senate Elections Update** – The call for nominations is closed. The ballot will go out tomorrow and will close on April 26.
- 6. New Business:**
- **Summer Hours** – Not all AP Faculty are permitted to switch to the summer 7:30-4:00 schedule; it is up to the discretion of the division VP.
  - **Summer Meetings Motion** -- A motion was raised and seconded to be voted on at the May meeting: The AP Faculty Senate will go on hiatus July and August. The AP Faculty Senate President or designee may call an ad hoc meeting as needed.
  - **Morale Survey by AP Faculty** – The Staff and Faculty Senates survey their constituents annually. Should the AP Faculty follow suit? When would a survey be released? A group of Ashlee, Shannon, Eric and Amber will meet to discuss a survey and report back to the AP Senate.
  - **Picnic** – Reach out to Ashlee if you want to help with the Staff Picnic.
- 7. Adjournment** – The meeting adjourned at 4:39.
- 8. Future Meeting:**
- May 8, 2019