

Service, Outreach & Support Committee Meeting

July 27, 2011

2 p.m.

Board of Trustees Conference Room, 115

Present: Tina Bak, Sharon Bokor, Debra Bright, Steven Cain, Kima Earl, Cathy Giovannetti, Susan Kryszak, Kathie LaMartina, Denise Matheny, Kim McGettigan, Stacey Miller, Nancy Nuell, Carmen Poston-Farmer, Yanira Ruiz, Susan Sullivan, Mansur Tavakoli, Page Whittenburg, Kurt Wiebusch, Diane Woods, Janet Wormack, Jacki Zappala, Peter Zaktansky

- Susan asked if there were any corrections to the minutes that were distributed from the last meeting. No comments were made.
- Before the committee started with the agenda, Susan informed the committee that the ITV crew would come around 2:30 to set up, and the committee would tape around 3:00.

1. Committee Chair Update –Nancy Nuell & Susan Sullivan

- Nancy and Susan met with Dr. Pollard on 7/21 to apprise her of the subcommittee's work. Dr. Pollard gave them very specific feedback on what they presented and she was extremely enthusiastic. She was pleased with the achievements by the committee to date especially given the short timeframe. Nancy and Susan will share the specific feedback and information for the next steps so we share a common view of the committee's work has gone, how it has been reviewed, and what is expected to happen next.

Nancy and Susan provided their feedback to Dr. Pollard on each of the SOS subcommittees.

Service Creed

- Susan said they presented Dr. Pollard with the Service Creed and asked her two things: 1) Did this hit the mark? Reflect her original thinking? 2) Who else needs to approve it? e.g., PEC or other leadership teams? Dr. Pollard affirmed that it absolutely hit the mark and indicated the committee did a great job including the new mission/vision. Dr. Pollard indicated her review will be final. The only change that Dr. Pollard requested was that the service creed reflect a commitment by central administration. She suggested the following language "Our Employees in Central Administration pledge to promote..."
- Dr. Pollard requested that the committee plan and organize brown bag sessions between now and August 15 to share the creed with employees in the central administrative units. It is likely that the information sessions will need to be held into the Fall since many people may be on vacation Dr. Pollard plans to meet with the unit heads for all the central administrative units on August 15 to present the Service Creed and to articulate her expectations that the unit heads will be held accountable for ensuring that their employees are incorporating the creed into their activities and actions. Unit heads will need to determine metrics for this accountability that are specific to their units.

- The purpose and goal of the brown bag sessions will be to share the service creed and information on what the SOS committee has accomplished so far.

Additional Discussion

- Kathy LaMartina volunteered to help the SOS committee in doing the brown bag sessions. Kathie said she has presented an SOS overview to the OIT customer care committee. Other suggestions or ideas for how to move forward to the next step in the process are welcomed.
- Some thought should be given to how the communication goes out to unit heads if employees go to the brown bags and bring back the information, it's just coordinating all those pieces. We need to figure out how does this all work? It will also be important to have a standardized script. Kathie LaMartina's PowerPoint presentation can be used as a model.
- Kathie said just by giving the purpose of the SOS, activities of the subcommittees, what the deliverables are, and the service creed. That pulls it all together.
- The creed will be posted on the website before the brown bag sessions. It was also recommended that an invitation coming from Dr. Pollard to attend the Brown Bag information sessions will have greater impact.
- Susan and Nancy will consult with Chief of Staff, Steve Cain, to ask for clarification regarding how best to handle the information sessions.

Activities & Physical Space

- Dr. Pollard was thrilled with the questionnaire and outcomes of the physical space. She was presented with the highlights of the questionnaire response. Results will be distributed to the whole college community when faculty is back on campus.
- Dr. Pollard wants the budget for facilities modification to be put up front when the results are presented. We heard the concern about the budget for renovations and we will explain how these costs are addressed. Communication about the questionnaire will be presented as: 1) the questionnaire responses and 2) the facilities response in reference to the issues raised. Nancy will work with Kurt on the communication.
- Transparency is key.
- Dr. Pollard received recommendations of possible activities which included: the MKE back lot barbeque, a collegewide picnic in the fall, a MKE open house when the lobby is finished, and a holiday season party. Dr. Pollard's guidance was that these events should be staggered. She wasn't opposed to the MKE back lot barbeque, but she does not want it as the first event for SOS. Regarding the holiday season party, as a collegewide event; she recommended that the campuses continue their traditional holiday festivities but that SOS might think of some alternative. Everything else looked very good, and she was grateful for the work that has been done.

Professional Development & Recognition

- The trinket system was presented. Dr. Pollard loved the idea, and suggested a star as one of the trinkets. The “zappos” link was forwarded to her.
- Dr. Pollard was also asked to be involved in the reward & recognition system. She would like to earn her own recognition trinkets, and would be glad to offer a “lunch with the President,” for example, for someone who has earned a high level of recognitions.
- Susan indicated that two of the most salient points in each of the service outreach and support catch phrases would result in possible trinkets. Individuals would have to earn all for special recognition.
- Susan Kryszak will be attending a trade show at which trinket recognition rewards will be displayed in the vendor area. Denise requested that Susan try and find a miniature toss ring (SOS’s logo, a lifesaver).
- For the professional development piece there was not a lot of additional information to present, but Dr. Pollard did emphasize that the committee should continue to coordinate with CPOD, HR, and the overall talent management initiative.

Communications & Marketing

- The blog has been set up and was going to be demonstrated at today’s meeting but Paula Carrasquillo couldn’t attend today’s meeting. Dr. Pollard appreciated the comprehensive nature and transparency of the committee’s work on the website. The SOS Committee is intended to support the other committees and help to get the message out there. An SOS video will be included at the fall meeting. Dr. Pollard will be in the video describing what the committee is all about, and underlining its importance. We want to deliver a video that has some humor in it, but doesn’t detract from the seriousness of the work of SOS.

Miscellaneous Discussion

- Susan and Nancy also discussed the budget for the SOS activities and forward implementation once the committee work is completed with Dr. Pollard. How will the activities become institutionalized? The committee is charged with its work through April 2012, and will retain ownership of the activities until then. Dr. Pollard is looking to the subcommittees for budgetary requests and budgetary impact. Susan and Nancy will need a projected budget from each of the subcommittee chairs for any of the activities that are recommended, such as the trinket system, which may have some modest cost associated with it. Please make your best guess about possible budget impact so this may be communicated with Dr. Pollard. This is a task for the committee chairs. In terms of institutionalizing SOS activities, Dr. Pollard is looking for the committee’s recommendations about how some of our activities may continue in perpetuity in the college community and where the home for those activities might be. This is something for the subcommittees to talk about. Where does it go from here? Who should own it as a department? Should there be a standing committee to deal with it? The possibility for recommendations is wide open.

2. Beginning of the Semester Campus Assistance – Steve Cain, Chief of Staff/Chief Strategy Officer

- Dr. Cain thanked everyone on the committee for their work this past semester. It's wonderful, and will lay the foundation to change some of the culture and activities that happen in Central Administration.
- One of the things Steve has worked on recently in his new role in Central Administration is putting together a master calendar that will help in the President's office and the College community. Month by month, what are the big things that happen at MC and what is the big picture? Advocacy, budget, and most importantly the academic events are included on the master calendar with academic events getting top billing. Steve and his staff, are contemplating sending out emails or putting signs on bulletin boards, related to academic calendar activities that say, for example, "**This week students are registering for fall classes.**" The academic calendar should be front and center.
- The busiest time of the year on campus, which is the week classes begin, is coming up. Steve knows from experience it's very hectic. Students need help with everything including: parking, finding buildings, figuring out classes, and getting books.
- Inspired by the committee's work, Steve suggested there may be a way for people in MKE to help. A project could be developed that will connect people in MKE (or Central Administration) to each of the campuses to lend a hand. There are offices that need help. There are things that need to be tended to and really make a difference during that very hectic time.
- If SOS is interested in doing it, this could be a nice project. It has a good PR to show people in MKE are people and care too. We could start with a dozen or fewer volunteers to see how it works the first time to make sure it is actually feasible. Then in the future it could be ramped up.
- If the committee feels this project is too much to take on right now Steve's office could coordinate; or there could be a hybrid where the committee is up front and Steve does work behind the scenes.
- Nancy & Susan asked for volunteers who would be willing to work in coordination with Steve and his group to figure out how this could be implemented and launched this Fall.
- Janet Wormack, Peter Zakutansky, Stacey Miller, and Denise Matheny all volunteered. Denise suggested that volunteers wear an SOS t-shirt, hat, lanyard, or button (Can I help you?) to be easily identifiable to students.
- It should be clear that the people who are volunteering will serve all the campuses, and not just a single campus. That there is an understanding that it is our mission.
- Nancy received an idea from Dean Deborah Preston that everyone's Outlook calendar be populated with the academic calendar. That is now in motion and is progressing through OIT. When anyone opens their Outlook calendar, they will be able to see the academic events on the academic calendar.

3. Blog Demonstration – Paula Carrasquillo

- Blog presentation will be rescheduled.

4. Sub-Committee Reports

a. Service Creed – Kevin Long & Janet Wormack

- Susan asked if there were any updates. Janet replied no, but now that we know what the changes are, we'll be ok. The committee needs to have a meeting to figure out where the committee is going to and what they're going to do with the next steps.
- Janet sent the final document to Denise. Denise said there is just one more change and then she'll get it to Paula. The Service Creed Committee needs to talk about their ideas and come up with a budget for it. Susan asked if the committee could look to see if they see the phrasing or the two most salient points. Could they make a recommendation of which two they should be highlighting to the recognition committee. Example catch phrase include "follow up and follow through" or "seamless service".

b. Activities & Physical Space – Stacey Miller & Jacki Zappala

- Jacki said the Activities & Physical Space committee needs to meet to talk about how they will frame distributing the results and putting together the budget.
- Nancy said the committee should begin to discuss the implementation of the first event (when, where, and how much).

c. Professional Development & Recognition – Marcie Applewhite & Debra Bright

- Debra said the committee didn't have opportunity to meet in July.
- The next meeting will be in early August to identify trinkets, besides the cow and the star, to go along with particular SOS taglines. They'll also discuss the customer service manual. Marci has met with someone in OIT and CPOD to create one manual for the whole college that has points for each of the units from a collaborative model for the entire college.
- They will work on the budget. They are not sure how much will be needed for the trinkets.
- Susan Kryszak asked how many of each item?
- Sherri Bokor said she could provide information about the number of Central Administration employees when she returned to the office.

- Cathy Giovannetti said it is likely that Susan Kryszak can get a discount for bulk purchases and to look into that at the tradeshow. Carmen suggested that they talk about implementation with each unit supervisor.
- If you have other recommendations for trinkets that really resonate with you that are representative of SOS, please send Debra or Marci an email.

d. Communications & Marketing – Tina Bak & Denise Matheny

Denise gave the update:

- Paula did a wonderful job on the website.
- Communications & Marketing will be responsive to the other committees, Denise asked that everyone let them know what your needs may be to help with the information sessions.
- The committee has ordered handouts that can be handed out at fall meeting. They have bookmarks that are in the process of being designed. People could walk away with having something that has the logo, the SOS website link, and candy (lifesaver) on it.
- There is discussion of having laptops at the Fall Opening meeting so that college employees could look at the website or podcast to become familiar with SOS. If it's provided, people are more inclined to visit the website because it's already there.
- The committee will provide cards to get feedback from people because it's important to know what constituents say.
- Tina shared that people are not using the blog. Nancy asked Tina to provide an example of how someone could use the website. An example Tina gave was for Communications & Marketing. What is the Communications plan, are there any suggestions? How it is rolled out is something that can be discussed on the website. Mansur has some research on that. Mission and Creed research could be on the blog.
- Denise said the communications plan and timeline are currently on the website.
- Carmen suggested contacting the staff senate. The staff forum typically follows the fall meeting and gets good attendance. This would be a good opportunity to share information about SOS.
- Susan said the video is being planned. The video will run at the end of Dr. Pollard's speech at the Fall opening meeting.
- Since everyone on the committee appears in the video, Nancy suggested that everyone needs to be prepared to respond to questions about SOS.
- Mansur would like a progress report grid of SOS objectives and achievements and what needs to be done to get a clear picture in a summarized form. – A timeline. Denise said it's in the presentation Kathie LaMartina has already prepared. Kathie said she has a Powerpoint which has

information such as: what they've done, the purpose of SOS, the members of the committee/subcommittee, the draft creed, and the timeline. Kathie will send it to everyone.

- Page Whittenburg made a correction to the creed. It should not “be team player” but “be team players” (plural).

5. Old Business – All

- N/A

6. New Business - All

- N/A

7. S.O.S. Moment – All

- SOS Moments were shared by members of the Committee.

8. ITV Taping