



# GENESEE STAFF COUNCIL

## AGENDA

5/9/2025

9:00 to 9:45 - Co-chair updates

- Redistricting Plan
- Cancellation Red Wings Game/Keep Ice Cream Social
- 2025 Budget Money Spend – Request Form
- Election Dates – Update
- Search Committee – SAS Dean
- Meeting Minutes Vote

9:45 to 10:00 - Break

10:00 to 10:30 Page Hetzel, VP for Marketing & Communications Transformation, Marketing strategy/initiatives, Communication initiatives

10:45 to 11:30 – Committee Break Outs

11:30 to 11:45 – Committee/District – Reports/Questions

11:45 – 12:00 – Open floor

**Attendees :** Co – Chair Kristi Brock, Co-Chair Karen Cera, Donna Winters-Head, Marc Seigfred, Kari Steinmetz, Kwasi Boaitey, Andria Mutrie, Leslie Collison, Amanda Sharpe, Lisa Smith, Arian Horbovetz, Shari Hoffmann, Austin Jackson, Marisa Chiodo, Claudia Pietrzak, Jennie Gilardoni, Jasmine Mitchell, Lauren Sageer, Melinda Adleman, Sandy Burch-Worth, Julia Scheele, Maria Fagnano, Anthony Minervino, Ashley Smith, Katie Papas, Jon Powers, Tacarah Reyes, Lindsay Chasse, Mike Droel, Mary Hallinan, Aaron Landcastle, David Lanni, Hannah McClow,

Ted Pagano, Nate Ridley, Amanda Sharpe, Lisa Smith, Rachel Stuckey, Chennel Andersen, Patrick Meagher, Scott Fearing, Laura Ballou, Rachel Bills, Lauren Sageer

Excused : Jamie Brown, Jess Syposs, Charles LaBrake, Sara Klinkbeil, Dan Moore

### **Co-Chair Updates :**

Kristi Brock led the discussion on the new districting plan thanking all who participated. Majority of members were in favor ( 71% of those polled) of the small district model. The plan involves 18 new districts, with some districts changing slightly, others remaining the same, and some newly created such as Student Life.

The co-chairs also discussed the need for accurate listservs, website changes, and communications with stakeholders.

The GSC member Red Wings game will be cancelled due to financial constraints and the need to focus on mission-critical activities. The importance of constituent engagement was discussed with plans for an upcoming event by the engagement committee

Karen Cera presented the 2025 election timeline inclusive of additional time needed for nominations and supervisor approvals. Internal Affairs, Engagement & Communications will be working on plans for increased election engagement during the committee break- out sessions.

Members were asked if interested in participating on the search committee for the School of Arts and Sciences Dean.

### **Voting:**

- Katie Papas presented April 11<sup>th</sup> mtg minutes for approval
- Meeting minutes for April 11<sup>th</sup> mtg were officially approved

### **Engagement/Special Projects Updates :**

Engagement Committee is planning a Horticulture Tour for Friday May 23<sup>rd</sup>. Additional engagement activities were discussed by the group.

A new GSC website form was presented. The form includes areas for feedback, requests for committee representation & engagement.

The team agreed to promote the form through newsletters and other communication channels.

### **Page Hetzel, VP for Marketing & Communications**

Page Hetzel, VP for Marketing and Communications, presented to the group on Marketing and Communication Strategies/Initiatives. Page shared a new anthem video & image campaign launched in March to unify the university and create a comprehensive platform for branding and communication.

Page discussed the strategic focus areas of the organization, which include building reputation, integrating and unifying across the university, and advancing technology and analytics. She highlighted the launch of a connect program and the introduction of a comprehensive campaign.

The university's communication strategies were discussed, including the use of a video for new hires and potential for a new anthem video. Employee culture, recruitment and retention is a university focus.

### **Committee Break Out Sessions were held from 10:45 to 11:30**

### **Committee/District – Reports/Questions**

Communications team shared updates about the annual report which is currently being reviewed by Kristi and Karen.

Internal Affairs is currently working on elections in alignment with re-districting as well as associated By-Laws changes. The Teams Planner feature will be used to help coordinate election activities. Some Charter research is also in process.

Accessibility is working on a report for the accessibility survey results.

Special Projects reported they compiled a document on feedback received about the HRBP website

As part of Senior Week, the libraries are hosting Tower Tours. Information is posted in Teams.