President’s Leadership Council  
Meeting Minutes  

Date: October 21, 2015  
Location: Lee Hall, Room 412  

Present:  
President’s Cabinet: Leah Cox, Special Assistant to the President for Diversity and Inclusion; Sabrina Johnson, Associate Vice President of Human Resources and Affirmative Action; Juliette Landphair, Vice President for Student Affairs; Jonathan Levin, Provost; Richard Pearce, Vice President for Administration and Finance; Jeff Rountree, Chief Executive Officer, UMW Foundation; Martin Wilder, Chief of Staff  
Senior Leadership: Brian Baker, Executive Director, Economic Development; Anna Billingsley, Associate Vice President of University Relations; Ken Machande, (UFC) Associate Dean; Kristin Marsh, (UFC) Associate Professor; Jeff McClurken, Special Assistant to the Provost for Teaching, Technology, and Innovation; Nina Mikhailovsky, Interim Dean, College of Education; John Morello, Associate Provost for Academic Affairs; Tim O’Donnell, Associate Provost Academic Engagement Student Success; P. Anand Rao, (UFC) Associate Professor and Director, Speaking Intensive Program; Mark Safferstone, Executive Director, UMW Campuses at Stafford and Dahlgren; Ken Tyler, Athletic Director  
Additional: Janine Davis, Assistant Professor (representing UFC); Erika Spivey, Assistant Director of Media & Public Relations; Pam Verbeck, Executive Office Manager

1. Great College to Work For: UMW Employee Engagement

Presented by Sabrina Johnson, Associate Vice President of Human Resources and Affirmative Action  
- Leadership UMW holds a highly engaged group of students. Many are aspiring leaders, so discussion was held regarding leadership opportunities.  
- This year’s focus is Great Colleges to Work For, which is a partnership between the Chronicle of Higher Ed and ModernThink (management consulting firm).  
- Great Colleges has an honor roll which consists of institutions that have credible and capable senior leadership, transparent, interactive and two-way communication; faculty and staff alignment, and respect. Results of a survey taken for 2011-2012 were reviewed.  
- This breeds a culture of engagement for faculty and staff.  
- The question was asked, “What is the business case in doing this study again?” Answers were retention and employee satisfaction; and, transparency once results are shared.  
- P. Anand Rao asked how often this survey will be done, which has not yet been determined. The UFC’s intention is a yearly faculty morale survey, but he questioned the need to do both.  
- Jeff Rountree commented that the timing is perfect with the new president coming in.  
- John Morello commented that UMW has done this sort of survey too many times without any consequential responses. What will be done differently with these results?  
- Challenges include resources, transitional leadership, and processes.  
- A project planning meeting will be held October 26 between the UFC, SAC, and HR.
- The survey will be conducted early spring 2016.

2. UMW Social

*Presented by Erika Spivey, Assistant Director of Media and Public Relations*

- A presentation was given on how students experience social media.
- Social media is where the students are; over 90% of students are on social media.
- Social media platforms include Facebook, Twitter, Instagram, Snapchat, and Yik Yak.

**Announcements:**

Anna Billingsley:
- The current marketing campaign for student recruitment is underway.

Leah Cox:
- The “Civility” series will be held on November 11.

Brian Baker:
- The Virginia Business newsletter will be released shortly.

Mark Safferstone:
- The North Building at the Stafford is being dedicated.

Rick Pearce:
- The Marshall Hall air conditioning project has begun.

Tim O’Donnell:
- Advising is in full stream with registration starting tomorrow.
- There will be a job and internship fair at the Anderson center next Tuesday.

P. Anand Rao:
- The UFC meets this afternoon.

Juliette Landphair:
- Waiting on the 1st year student survey results to come in.

Jeff McClurken:
- The new DTLT director started last week – Jesse Stommel
- A survey was sent out this morning to try and get a sense of where faculty are in terms of their use of technology.

Ken Tyler:
- Field hockey, women’s soccer, and volley ball teams are playing this afternoon.
- The rugby field will be dedicated this Saturday.
- Renovations to the track are ongoing.
- Homecoming begins this weekend.

Jonathan Levin:
- He and Juliette Landphair attended the Governor and First Ladies Service summit.
- Preliminary results suggest that our retention is positive this year.
- Business process modeling is going on in Financial Aid. Consultants are on campus this week helping with the process.

**Upcoming Meetings:**

November 18 – Leadership Council meeting, 1-3 p.m., Lee Hall, Room 412
December 16 – Leadership Council meeting, 1-3 p.m., Lee Hall, Room 412