I. Call to Order
10:04 AM

II. Approval of Minutes
i. No minutes submitted

III. Executive Committee Reports
a. President, LeeAnne Sipe
   i. Committees are starting fresh. It is an honor to serve as President once again. The mission as President is the same: to stay as informed as possible and to continue to learn and grow from one another. A call for suggestions from the body as to how we can continue to grow from one another was made.

b. Vice-President, Rajni Soharu
   ii. No report

c. Treasurer, Taryn Chevis
   All account information as of June 30, 2017
   i. Credit Union Account: $5.42
   ii. Foundation-Activity: $1,425.77
   iii. Foundation-Scholarship: $3,928.63
   iv. General Fund: $964.08

d. Corresponding Secretary, Karen Paisant
   i. The Staff Council website has been updated with the new and executive members’ information as well as the next few months of guest speakers for the upcoming meetings. Please check out the professional development opportunities listed on the website as well.

e. Recording Secretary, Reagan Laiche
   i. No report
IV. Committee Reports: LeeAnne Sipe: Interest sheets for each of the committees are located at the back of the room. Rajni will reach out to help with selecting the committee chairs and getting the committees rolling. A description for the members of each committee was provided by LeeAnne Sipe as follows:

a. Membership/Elections Committee: Membership & Elections Committee - (Spring Semester) Facilitate executive council and councilor elections. Review nominations for eligibility, create the ballot, count votes, and announce winners. See webpage for more information: http://www.uno.edu/staff-council/awards.aspx

b. By-Laws Committee: Review and update the Staff Council by-laws as needed, by Council vote.

c. Staff Concerns Committee: Reviews concerns and suggestions submitted through the anonymous staff council suggestion box, through email, or at staff council meetings. Committee may decide to forward and address concerns via email or in person. Responsible for reporting concerns and their responses at Staff Council meetings each month.

d. Events Committee: Coordinates Staff Council social, appreciation, and fundraising events, such as the Annual Spring Social, door decorating or shoebox float contests, and silent auctions. Has flexibility in determining what events to host each fiscal year.

e. Awards Committee: Coordinates the Staff Council scholarship and book award distribution each semester. Responsible for updating application criteria for distribution and reviewing/selecting applicants.

f. Professional Development Committee (ad hoc) Compile and/or create free or affordable professional development opportunities for staff. (See webpage for more information: http://www.uno.edu/staff-council/prodevelopment.aspx

V. New Business

i. Pierre Champagne announced that the UNO Founders’ Club luncheon would be held on September 8 in the Alumni Center.

ii. Athletics raffled a prize pack which was won by Rita Camaille.

iii. Athletics announced that the department had moved to the HPC and that the Men’s Basketball team was going to Costa Rica. A fundraising campaign to help with their expenses has been launched. Also, season tickets for the upcoming basketball season are on sale. A promotion called One and One begins August 1 for new season ticket holders.

VI. Old Business-None offered

VII. Guest Speaker: Sarah Bergez, Director of University Marketing, Mike Esordi, Associate Director of Web Strategy and Christopher Snizik, Assistant Director of

Presentation given by Sarah Bergez is included. Visit http://www.uno.edu/university-marketing/brand.aspx for more!

Introduction to presentation and overview by Sarah Bergez: What University Marketing has done this previous year to get us ready for the upcoming year.
   a. Foundation Work
   b. Key Messages
   c. Photo Shoot
   d. Bringing the Brand to Life
   e. Web Redesign
   f. Next Steps

Tag Lines for the Campaign:

1. We are the determined
2. Tomorrow begins here
3. Challenge accepted
4. Shared journey
5. The Future is Ours

The Video shown was created to show how we ended up with these key messages. On April 5, 2017, a photo shoot documented the University in a way never done before. It is a collection of photographs that can be used to tell a more cohesive story of the university. The visual identity of UNO is not changing. New recruitment materials will be out and light pole banners will be up by August 4, 2017.

Web Design presented by Christopher and Mike: Web will be future student focused first. However other users/visitors will not be left out. Redesign has already begun with the course catalog and implementing one location to register for a course. Future: Directory will be consolidated and forms will be fixed. A survey by web design will be distributed soon.

VIII. Next Meeting - 08/17/17 in UC 208 at 10:00 am. Martin Smith, Assistant Provost for Admissions and Enrollment Management will be the guest speaker.

IX. Adjournment at 10:58 am.
Tyrone Shoemaker
Tiffany J. Soulet
Eliza Nascarelli
Rita Camille
Joseph Hobbs
Mabel Sample
Ellie Calip
Elaine Ramond
Erin Sutherland
Rebecca Catalanello
Leslie Lindsey
Ken dePo
Sarah Berson
Chris Snzik
Mike Frend
Gregg Larsen
Patrick Stewart
Denise Sayer
Trey Boce
Elaine Ramond
Irene Bray
Brydia Dulce
Jamie Larsson
STAFF COUNCIL MEETING
Sign-in sheet for GUESTS (NON-STAFF)
Date: 07/20/2017

Megan Steinmetz Athletics

[Other names and signatures]

Pierre Champagne

[Blank lines]
<table>
<thead>
<tr>
<th>Last</th>
<th>First</th>
<th>Members FY 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athey</td>
<td>Amanda</td>
<td>Amanda Athey</td>
</tr>
<tr>
<td>Berry</td>
<td>Sarah</td>
<td>Sarah Berry</td>
</tr>
<tr>
<td>Calamari</td>
<td>Susan</td>
<td>Susan Calamari</td>
</tr>
<tr>
<td>Chevis</td>
<td>Taryn</td>
<td>Taryn Chevis</td>
</tr>
<tr>
<td>Foster</td>
<td>Alicia</td>
<td>Alicia Foster</td>
</tr>
<tr>
<td>Gibbs</td>
<td>Shelita</td>
<td>Shelita Gibbs</td>
</tr>
<tr>
<td>Laiche</td>
<td>Reagan</td>
<td>Reagan Laiche</td>
</tr>
<tr>
<td>Lambour</td>
<td>David</td>
<td>Lambour David</td>
</tr>
<tr>
<td>Lunn</td>
<td>Carol</td>
<td>Lunn Carol</td>
</tr>
<tr>
<td>McDonald</td>
<td>Brian</td>
<td>Brian McDonald</td>
</tr>
<tr>
<td>Mitton</td>
<td>Carol</td>
<td>Mitton Carol</td>
</tr>
<tr>
<td>Mukherjee</td>
<td>Norma</td>
<td>Mukherjee Norma</td>
</tr>
<tr>
<td>Paige</td>
<td>LaJana</td>
<td>Paige LaJana</td>
</tr>
<tr>
<td>Paisant</td>
<td>Karen</td>
<td>Paisant Karen</td>
</tr>
<tr>
<td>Richardson</td>
<td>David</td>
<td>Richardson David</td>
</tr>
<tr>
<td>Sipe</td>
<td>LeeAnne</td>
<td>Sipe LeeAnne</td>
</tr>
<tr>
<td>Soharu</td>
<td>Rajni</td>
<td>Soharu Rajni</td>
</tr>
</tbody>
</table>
Next steps

Web redesign

Bringing the brand to life

Photoshoot

New key messages

2016-17 Foundation work

What we will cover.
Key messages (Winter 2016)

Brand platform (Fall 2016)

Audience perceptions survey with multiple benchmarking brand

Enrolling students (Sept 2016)

Enrolling & admitted non-
Focus groups for admitted-
Campus intake and discovery

Perceive the university and the actual lived experience.

With over 2,000 responses, this information was used to understand how people

Foundation work
Brand.uno.edu

The future is ours

A shared Journey

Challenge accepted

Tomorrow begins here

We are the determined

The Key Messages
Creative Concept