



# THE UNIVERSITY *of* NEW ORLEANS

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## STAFF COUNCIL

**July 20, 2017**

**UC 208, 10:00AM**

- 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

Web Strategy. University Marketing Office: Web, Production, Public Relations/External Communications group.

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.



# UNIVERSITY of NEW ORLEANS

STAFF COUNCIL MEETING

Sign-in sheet for MEMBERS

Date: 7/20/11

Tyrone Shoemaker

Tiffany B. Souster

Eliza Nascarella

Rita Camille

JOSEPH HOBBS

Natalie Temple

Allia Galip

Elaine Ramond

Erin Sutherland

~~Erin Sutherland~~

Rebecca Catalanello

Leslie Lindsey

Ken delPo

Sarah Berger

Chris Snizik

Mike Frondi

Gregg Larren

Patrick Skwarz

Denise James

Troy Bacino

Elaine Ramond

Irene Bray

Brydia Dulcer

JAMIE LARSON



# UNIVERSITY of NEW ORLEANS

STAFF COUNCIL MEETING  
Sign-in sheet for GUESTS (NON-STAFF)  
Date: 07/20/2017

Megan Steinmetz-Athletics

~~Bob Baker~~

Elaine Brown

~~Frank Brown~~

~~Gregory Baker~~

Pierre Champagne

GUESTS/OTHERS



# UNIVERSITY of NEW ORLEANS

Sign-in Sheet

Councilors

Staff Council

Date: 7/20/2017

Last	First	Members FY 17
Athey	Amanda	Amanda Athey <i>Yours</i>
Berry	Sarah	<i>Sarah M Berry</i>
Calamari	Susan	<i>Susan Calamari</i>
Chevis	Taryn	<i>Taryn Chevis</i>
Foster	Alicia	<i>A. Foster</i>
Gibbs	Shelita	<i>Shelita Gibbs</i>
Laiche	Reagan	<i>Reagan Laiche</i>
Lambour	David	<i>David Lambour</i>
Lunn	Carol	<i>Carol Lunn</i>
McDonald	Brian	<i>Brian McDonald</i>
Mitton	Carol	
Mukherjee	Norma	
Paige	LaJana	
Paisant	Karen	<i>Karen M Paisant</i>
Richardson	David	<i>David Richardson</i>
Sipe	LeeAnne	<i>LeeAnne Sipe</i>
Soharu	Rajni	<i>Rajni Soharu</i>

*James [Signature]*

*[Signature]*



THE UNIVERSITY *of*  
**NEW ORLEANS**

## **University Marketing updates**

**Staff Council Presentation**

**July 20, 2017**



# What we will cover.

2016-17 foundation work

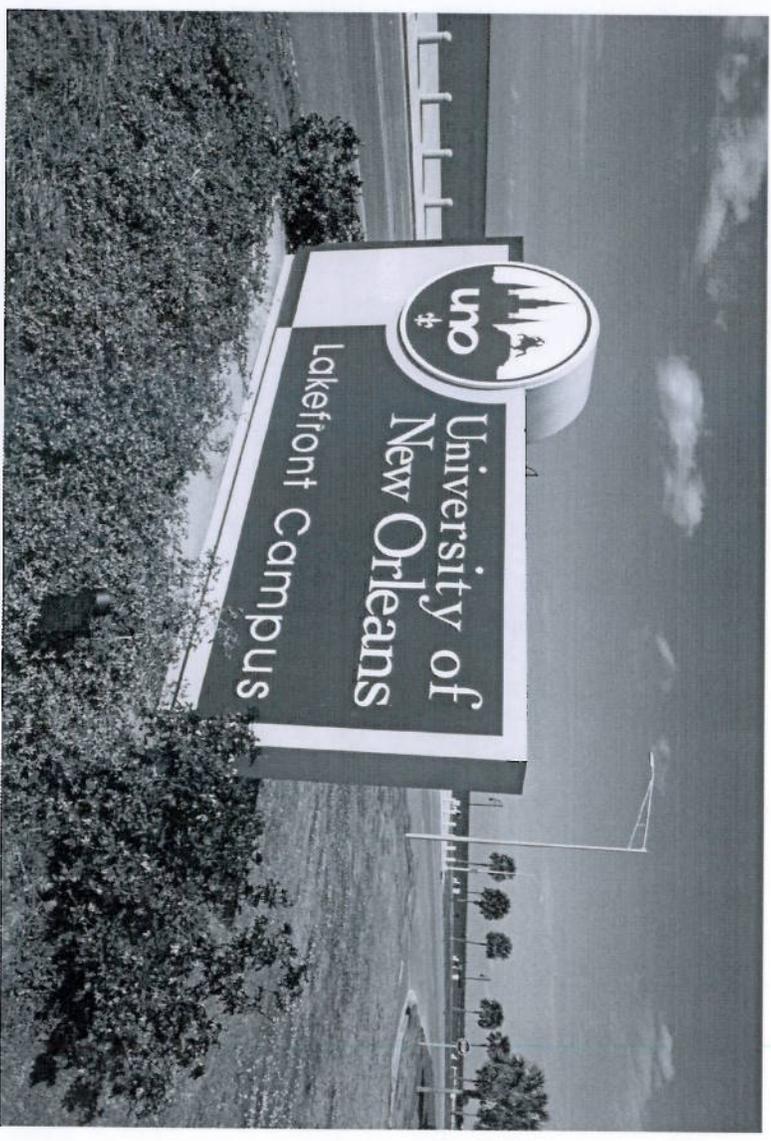
New key messages

Photoshoot

Bringing the brand to life

Web redesign

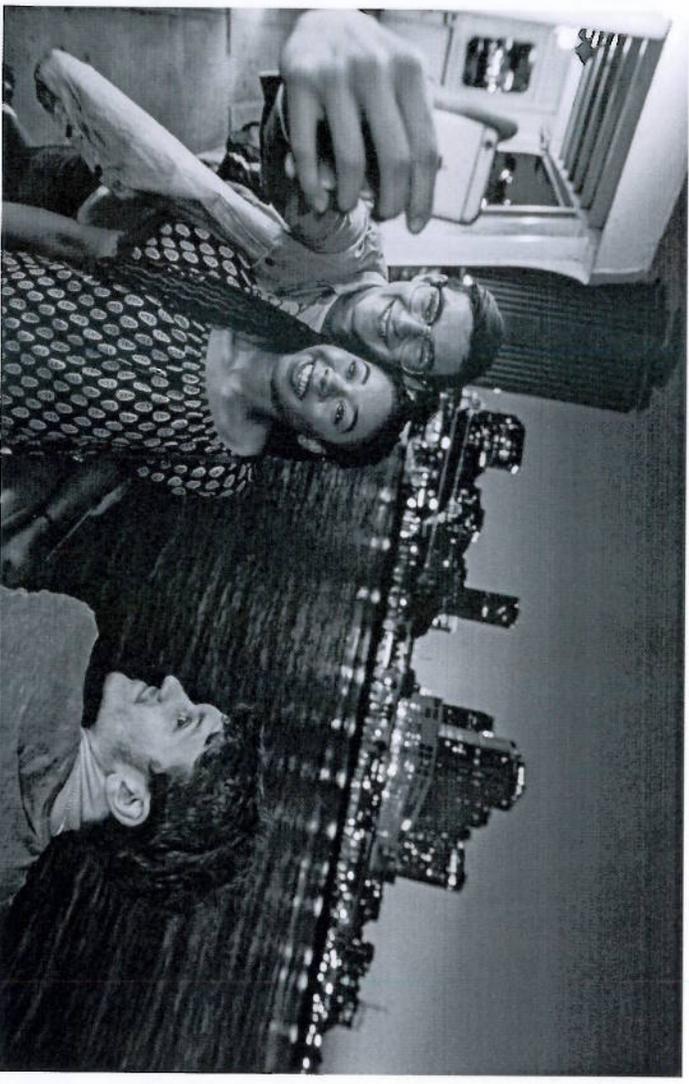
Next steps



## Foundation work

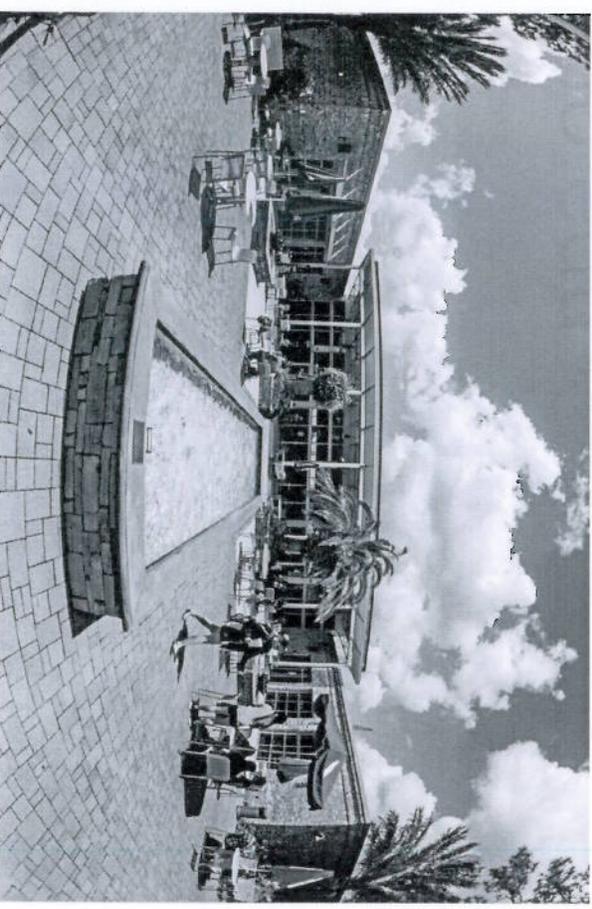
**With over 2,000 responses, this information was used to understand how people perceive the university and the actual lived experience.**

- Campus intake and discovery report (Sept 2016)
- Focus groups for admitted-enrolling & admitted non-enrolling students (Sept 2016)
- Benchmarking brand perceptions survey with multiple audiences (Nov/Dec 2016)
- Brand platform (Fall 2016)
- Key messages (Winter 2016)



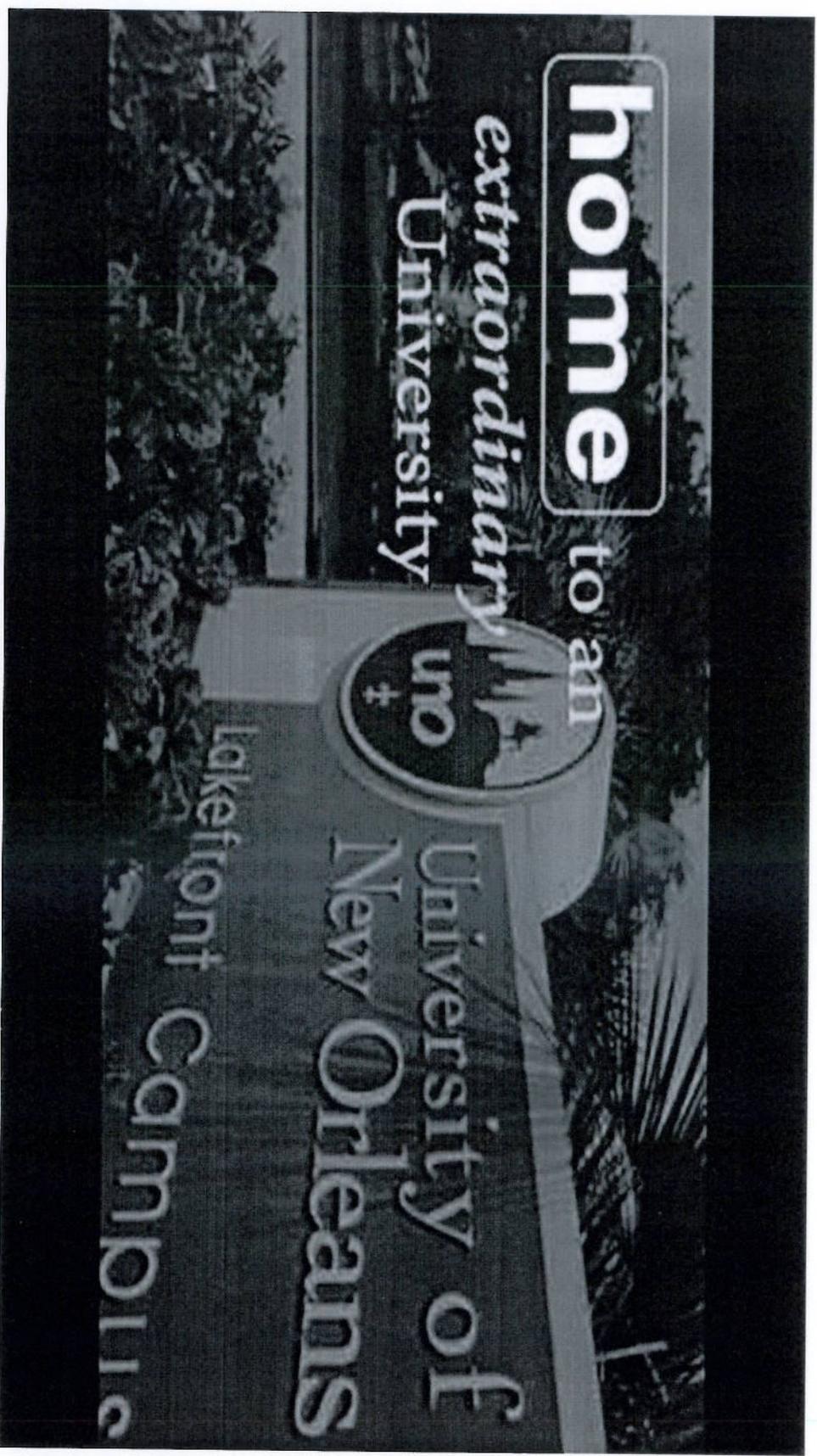
# The Key Messages

- We are the determined
- Tomorrow begins here
- Challenge accepted
- A shared journey
- The future is ours



[Brand.uno.edu](http://Brand.uno.edu)

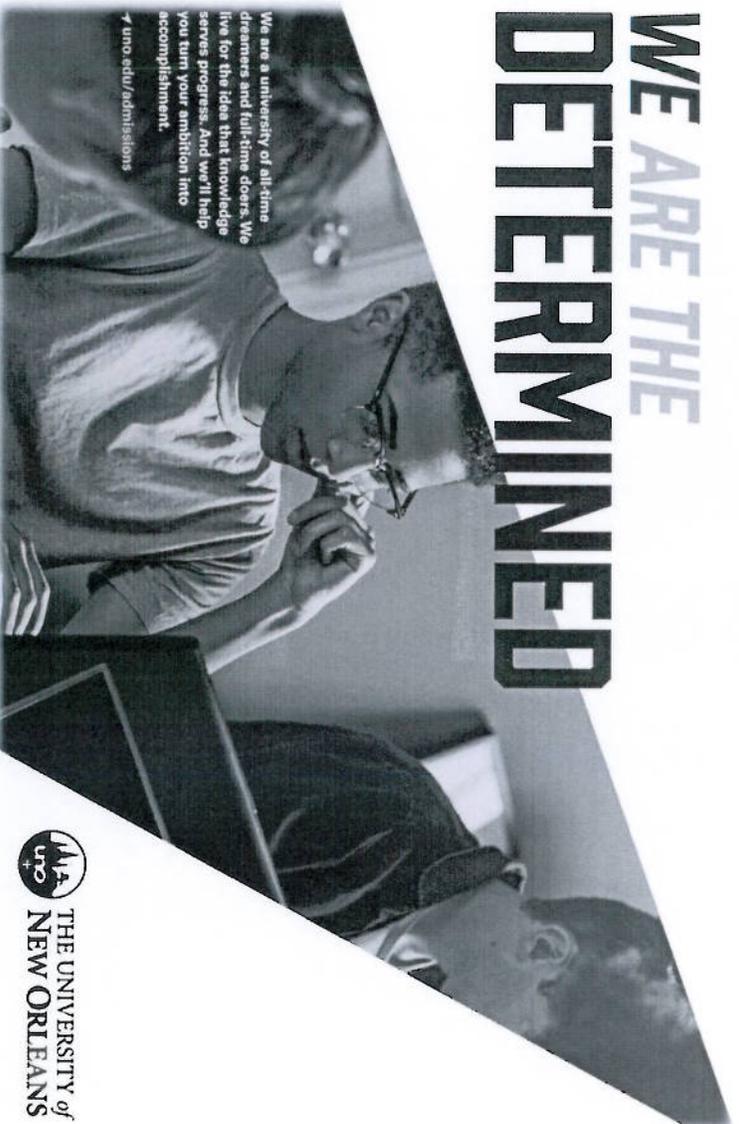
# Brand Journey video



# Creative Concept

6

## WE ARE THE DETERMINED



We are a university of all-time dreamers and full-time doers. We live for the idea that knowledge serves progress. And we'll help you turn your ambition into accomplishment.

→ [uno.edu/admissions](http://uno.edu/admissions)

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NEW ORLEANS



THE UNIVERSITY of  
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# Creative Concept

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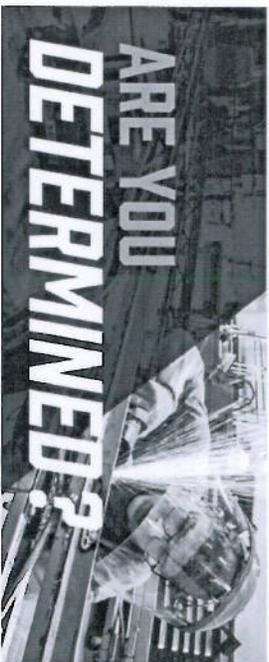
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# Light pole banner samples



# Recruitment material sample

## Search piece



**<NAME>**,  
The University of New Orleans is where your determination takes root and your future comes into focus. We offer an opportunity to learn from globally-recognized faculty, train in state-of-the-art facilities and live in one the most beautiful cities in the world. We are ranked in the top 100 as named a top college by Forbes, The Princeton Review and Center for World University Rankings. We are a university of lifetime learners and lifelong learners. We connect people to opportunity and act as the catalyst that turns ideas into action.



**CHALLENGE ACCEPTED.**  
You are not just a student here. Whether you are on your way to a career in business and finance, science and technology or humanities and the arts, our campus is the catalyst that will get you there. Along with rigorous academics, we offer a broad network of support services to ensure your success. You will find a structured, student-focused advising process that helps you gain a better understanding of your options. Our Career Center will be dedicated to helping you find the right job and the right way to succeed in your society and personally. Our success depends on yours!



**TOMORROW BEGINS HERE.**  
UNO is rooted in the culture of a city that won't quit. New Orleans is a force in the global economy and a center of unique culture. Today you'll find 42,000 people joining us to shape the local professional workforce, providing a significant contribution to the economic and cultural life of the city. We offer a variety of events and activities. The historic French Quarter is a Sazerac drive from campus, and there are very few weekends without a major annual festival celebrating some aspect of our food, music or culture!

**LET US KNOW YOU'RE INTERESTED**

**GO ONLINE** Visit us at [info.uno.edu](http://info.uno.edu)

**OR** **RETURN THE FORM** Complete the form on the next page and return in the envelope provided.

THE UNIVERSITY of  
**NEW ORLEANS** 2000 Lakeshore Drive  
New Orleans, LA 70148

**<NAME>**  
**TELL US ABOUT YOURSELF!**  
If you let us know about yourself and your interests, we will send you more information about what's important to you.



**AS A STUDENT AT UNO** you will have access to ground-breaking research, internships and career opportunities that are directly connected to their field of study.

- Biology (pre and post)
- Business Administration
- Engineering
- Environmental Studies
- Forensic Science
- Performing Arts

Our signature programs include:

- Marine, Architecture and Maritime engineering
- Hotel, Restaurant and Tourism Administration
- Film and Theater

**FOR A FULL LIST OF OUR PROGRAMS VISIT US AT**

**LEARN MORE!**  
Complete the form below and return with the envelope provided.

**OR**  
Visit us online at [info.uno.edu](http://info.uno.edu).

NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

WHEN DO YOU PLAN TO ENROLL? \_\_\_\_\_

ALTERNATE CONTACT PERSON'S NAME: \_\_\_\_\_

PERSONAL E-MAIL ADDRESS: \_\_\_\_\_



# What's Next?

- Web redesign
- Cohesive recruitment materials
- campus signs
- brand guidelines
- ambassador brochure
- alumni engagement
- graduate assessment

