

Minutes
Commission on Staff Policies and Affairs
October 23, 2013 ~ 2:00 p.m. ~ 325 Burruss

Present: Bonnie Alberts, Judy Alford, Catherine Caldwell, Mary Christian, Dan Cook, Carolyne Dudding, Kim Dulaney, Hal Irvin, Tom Kaloupek, Michael Muldoon, Becky Saylor, Christine Snider, Robert Sumichrast

Absent: Judy Jones, Jay Crone, Amy Tunison

Guest: Donna Wertalik

Call to Order

The meeting was called to order at 2:02 p.m. The agenda was approved as presented.

Marketing Strategies for Staff Awards

Donna Wertalik joined us from Marketing to help us brainstorm on marketing for the staff awards program. Donna discussed how we need to rally around the awards, raise awareness, keep people engaged, and suggested that this needs to be done year round. She works with a group called PRISM, Pamplin ReInventing Social Media, who could help us achieve our goal. Donna discussed creating a marketing plan, using tag lines or other creative ways to attract people to the staff awards. It was suggested to promote the nominees. The nominees are just as important.

Donna will coordinate with Dan and someone from PRISM within the next week or so. Any details that anyone can provide will be very helpful, such as timeframes, challenges, deadlines, audiences, etc.

Brainstorming

The question was asked, who has the authority to nominate? The answer is, anyone, but the Department Head must approve. Some departments are very good at submitting nominations. There are challenges in getting people to fill out a nomination form. Mary Christian suggested putting more emphasis on nominees, finding a catch phrase and making people more aware of the process, which will approve the process.

Judy Alford noted that she was a nominee for an award and how moving it was to read the letter written by her department head. She suggested that all nominees receive a copy of the packet from the process, especially the letters, so it will mean something to them. Since the process is online now, the nominees do not get to see those letters anymore.

Dan Cook discussed having two groups work on this project. One will work with Donna Wertalik on marketing and the other will work on the mechanics. Kim Dulaney asked who would clean up the list of awards. Dan Cook noted that he acquired the list from Kirk Wehner in Human Resources, but he is not sure who is responsible for the list. Is there a department that is successful with awards?

It was proposed to get the step-by-step information for the President's Award for Excellence and pass that information along to Donna Wertalik so she and Laura Neff-Henderson, from Human Resources, can work together to get the awards publicized earlier this year or in a different way. Mary Christian asked Sherri Albert to obtain information from Hal Irvin on the process for the President's Award to pass on to Donna Wertalik.

Dan Cook asked for data on the President's Award for Excellence for the past three years. The information requested is the name of the recipients, the number of people nominated, and the departments that participated. It was suggested that Laura Neff-Henderson would have that information. Becky Saylor offered to get in touch with Laura to obtain the necessary information. Judy Alford offered to research the steps for the process of applying for the President's award. All information will be emailed out to the committee and Dan Cook will contact Donna Wertalik.

Adjournment

There being no further business, the meeting was adjourned at 3:21 p.m. The next meeting will be November 20, 2013 from 2:00-3:30 in room 325 Burruss.

Respectfully Submitted,

Sherri Albert
CSPA Support Staff