



**FACULTY SENATE  
MEETING MINUTES  
June 5, 2020**

**Location:** Via Zoom  
**Time:** 10:00 AM-12:00PM  
**Chairs:** Marina Whitchurch (SR) and Mary Middleton (JR)  
**Attendance:** Andy Childress, Daniel Elash, Deb Murphy, Donna Mae Fiore, Glen Moulton, Jim Shaw, Kristi Kowalski, Tiffany Clarkin, Tina Weyland, Tom Pike, Tracy Redd  
**Guests:** Grant Walker, Jeremy Taylor  
**Recorder:** Amy Durst

Agenda Item	Discussion
<p><b>Introduction and Greetings</b>  <i>Mary Middleton – co-chair</i></p>	<p>Mary reminded all the adjuncts to say “Hello” in the chat to Amy for meeting pay recording purposes.</p>
<p><b>Boosting Enrollment</b>  <i>Grant Walker, Director – Marketing &amp; Public Information Officer</i></p>	<p>During a Koffee Klatch, the discussion of boosting enrollment came up and several attendees had good ideas to share. Grant Walker was invited to the meeting today so we could share ideas and learn more about what Marketing is doing to bring students to RCC.</p> <p>The mission of the Marketing department is steered by the strategic plan. Currently, they are focused on the disproportionate enrollment at the college. (Report from IREP) For example, non-traditional students are encouraged to pursue careers that are consider “non-traditional” for their demographic. They have done a lot of Latinx marketing in Latinos magazines and focusing radio/television/YouTube/Etc. spots on addressing this demographic. This marketing has been extremely successful.</p> <p>Every year Marketing puts a climate survey out to the community to rate topics/statements on a 1 to 7 scale.</p> <p>Topics/statements that rate high:</p> <ul style="list-style-type: none"> <li>• RCC is a great place to start college</li> <li>• RCC is affordable</li> </ul> <p>Topics/Statements that rate low:</p> <ul style="list-style-type: none"> <li>• RCC graduates get good jobs</li> <li>• RCC has the technology students need to learn</li> </ul> <p>The <b>Find Your Path</b> marketing campaign has shifted to address these results and the perceptions around RCC graduates. More marketing has focused on RCC graduates and their current positions – this has help perception. Continuing work on the technology is ongoing, especially in light of the pandemic and the move to attending RCC online.</p> <p>Marketing is taking a three-prong campaign right now: Social Media, YouTube and Google AdWords. All videos are on the RCC YouTube page.</p>

	<p>49% of student read emails from Marketing. Only 25% of RCC staff read the Marketing emails.</p> <p>This year is the 50<sup>th</sup> Anniversary for RCC. Channel 5 will be featuring the anniversary starting in the fall. We plan to feature past graduate stories, so share them if you have some – we really want to tell the story of RCC through our students and graduates.</p>
<p><b>Faculty Senate Co-Chair Nominations</b></p>	<p>We have two nominations for 2020-21 co-chairs:</p> <ol style="list-style-type: none"> <li>1. Tracy Redd (Josephine County) – senior</li> <li>2. Shaylee Graham(Jackson County) – junior</li> </ol> <p>Amy will send an email to all faculty for a vote.</p>
<p><b>Coronavirus Leadership and Work-from-Home Survey</b></p>	<p>Survey was sent to all of RCC the week of Inservice. Only 10 exempt employees, 19 FT faculty/faculty professionals, 12 adjuncts, and 31 classified responded.</p> <p>Mary reviewed the survey results (see attached).</p> <p>Discussion points from the Senate:</p> <ul style="list-style-type: none"> <li>• What is being addressed as a result of the survey?</li> <li>• There were not questions about Fall term or how this will look next year.</li> <li>• Can the first word in a survey email be SURVEY? That would help with understanding the nature of the email and the ask for feedback.</li> <li>• How can Faculty Senate help support some of these concerns that came from the survey?</li> </ul>
<p><b>Announcements:</b></p>	<ul style="list-style-type: none"> <li>• RCCEA meeting is next Wednesday – check your calendar</li> <li>• Koffee Klatches will continue throughout the summer term</li> <li>• The 2020-21 Faculty Senate meeting calendar will be out as soon as some decisions about fall are made</li> </ul>