



Minutes for Tuesday, October 12, 2010

Rm. 237 of The Commons

ATTENDANCE:

Guest Visitors: Jane Bruce, Jerry Fife, Traci Nordberg

Speakers: Jerry Fife, Beth Fortune

8:00 a.m. Coffee

I. Call to Order

At 8:30 a.m. President Daniel Dubois called the meeting to order.

II. Approval of the Minutes

The minutes of the September 14, 2010 meeting were unanimously approved.

Announcements:

- Jane Bruce reminded everyone that Open Enrollment would be ending October 15 at 5:00. She reminded everyone that every benefits eligible employee must take action this year.
- Daniel announced the plan for next month's networking meeting (which will include food).

III. Committee Reports

Events: Andrea Wall talked about the Kroger card program. She reminded everyone to please reload and use their cards. There are only about 6 people that consistently use their card. You can still purchase a card. See Treasurer Donna Smith if you would like to purchase one. Handouts were provided regarding the Homecoming parade and the Hands On Nashville project that will be November 6 and November 20. Go to www.hon.org and register using your Vanderbilt email address to volunteer for the following: Impact Nashville Energy Project, Thriftsmart Assistant, Food Sorting at Second Harvest Food Bank, ReLeafing Day (Plant trees in Bellevue).

Membership: Anna Thomas reminded everyone that they can still signup for a standing committee. Signup sheets were provided. She reminded everyone to please use the RSVP that is sent out. If you do not receive the email, you can RSVP from the USAC website.

Communications: No report.

Rules and Administration: No report.

Staff Life: Andy Richter stated that there are several active subcommittees. He anticipates having one or more reports or even recommendations at the next meeting. Call for response from the survey was fruitful, but he is not sure that everyone received it. He asked list managers to be sure to forward in formation received to their constituents. Andy reminded everyone to sign up for a standing committee, specifically Staff Life.

UNIVERSITY STANDING COMMITTEES

Benefits Committee: Cliff reminded everyone to complete their Open Enrollment elections online before 5:00 p.m. on Friday October 15.

Athletics Committee: No report.

Traffic and Parking Committee: Daniel reported that there will be some paving going on soon. On game days, zone parking works, you do not have to pay for parking in areas that you are zoned to park in during the week. Parking also crosses over. I.e. if you have zone 2 access, you can park in zone 3 at no cost on game days.

MCSAC: No report.

IV. New Business

SPEAKER

Jerry Fife and Traci Nordberg

Jerry introduced Traci who is the new Chief Human Resource Officer. Traci comes to Vanderbilt from Dartmouth and prior to the she was at Mass General Hospital in Boston and has a rich background in Human Resources.

Jerry Fife announced that going forward students will not be in classes on MLK Day. There will be events planned for their participation. Any staff taking MLK Day off to participate in activities will need to use a personal or vacation day.

FEATURED SPEAKER

Beth Fortune, Vice Chancellor for Public Affairs

Beth gave an overview of Public Affairs and how it manages the Vanderbilt Brand.

- **News and Communications** – VU has its own TV studio on campus. It is used to promote VU to major networks and news media. Approximately 150 live and taped interviews are broadcast annually. They also do radio interviews, the VU Web site and social media to ‘push out’ news about Vanderbilt. Internally, My VU and MY VUMC are effective ways to communicate with faculty and staff twice weekly. Creative Services oversees all publications, photo, posters, invitations and the trademark license.
- **Community, Neighborhood and Government Relations** –
 - Partners with TPAC, Downtown Library, Metro Schools and neighborhood associations that surround campus to be a good community citizen.

- Government – Lobby at the local, state and federal levels defending the interests of Vanderbilt. Facilitates with the mayor and governor's office to provide information. In D.C. they work to maintain good relations with the Tennessee Delegation for the advancement of causes in the interest of VU. The Chancellor visits D.C. once each year.
- Dyer Observatory-transformed into a community education facility to host 'Blue Bird' on the Mountain, open telescope nights, meetings and weddings as a community outreach by Vanderbilt.
- **Marketing** - recently moved under Public Affairs. Launched a new ad campaign "The Promise of Discover" with ads running on national media, i.e. CNN and NPR.

VI. Closing Statement / Dismissal

Daniel adjourned the meeting at 9:45 a.m.

The next USAC meeting will be on [November 8, 2010](#) Rm. 237 of The Commons.