

**University Council Minutes**  
**April 5, 2021**  
**3:30 PM**  
**Videoconference**

**Present:** Timothy Sands (presiding), Dan Thorp for Laura Belmonte, Lance Collins, Karen DePauw, Ron Fricker, Michael Friedlander, Bryan Garey, Guru Ghosh, Daniel Givens, Tom Thompson for Alan Grant, Chris Kiwus, Lee Learman, Scott Midkiff, Ken Miller, April Myers, Kelly Oaks, Kim O'Rourke, Julie Farmer for Charles Phlegar, Dwayne Pinkney, Menah Pratt-Clarke, Julia Ross, Frank Shushok, Daniel Sui, Robert Sumichrast, Paul Winistorfer, John Benner, Rajaram Bhagavathula, Nick Copeland, Victoria Dashevsky, Paul Deck, Madlyn Frisard, Holli Gardner Drewry, Bob Hicok, Christa Miller, Serena Young, Masoud Agah, Diane Agud, Susan Anderson, Cayce Myers, Robin Queen, Kevin Davy, Jia-Qiang He, Laszlo Horvath, Kathy Lu, Andre Meulenaer, David Tegarden, Megan Wawro, Judy Alford, Velva Groover, Bruce Harper, Brandy Morse, Sue Teel, Janice Austin, Karen Eley Sanders, Conaway Haskins, Inga Haugen, Sally Shupe, Awad Abdelhalim, Lia Kelinsky-Jones, Jack Leff, Adyan Atiq, Blake Barnhill, D'Arrin Calloway, Miles Guth, Sharan Patnik, Alex Pomeroy, Eric Kaufman, and Tamarah Smith

**Absent with Notice:** Cyril Clarke

**Absent:** Richard Blythe, Steve McKnight, Tyler Walters, Lisa Wilkes, Eloise Coupey, James Hawdon, David Bieri, Patricia Raun, Teresa Lyons, Jenny McCoy, Amanda Coleman, Camellia Pastore, and Sabrina Sturgeon

**Guests:** Whitney Abraham, Nicole Akers, Nancy Bodenhorn, Lori Buchanan, Douglas Cannon, Denise Crawford, Jeff Cumberland, Kevin Edgar, Jack Finney, Tara Frank, Debbie Greer, Trish Hammer, Chelsey Hancock, Young Kim, Erica Milgrim, David Musick, Roan Parrish, Elvis Rosario, Patricia Simpson, Laurie Stacey, Yannis Stivachtis, Tremayne Waller, and Stacey Wilkerson

Dr. Sands called the meeting to order at 3:30 p.m. A quorum was present.

**1. Adoption of Agenda**

A motion was made and seconded to adopt the agenda. The motion carried.

**2. Announcement of approval and posting of minutes of March 15, 2021**

Dr. Sands noted that these minutes have been voted on electronically and can be publicly accessed on the Governance Information System on the Web (<http://www.governance.vt.edu>).

**3. New Business**

**Commission on Undergraduate Studies and Policies**

**Resolution CUSP 2020-21H**

Resolution to Approve New Major, Advertising, in Bachelor of Arts in Communication

Paul Deck presented the resolution for first reading and introduced Douglas Cannon to answer questions. Currently, Virginia Tech does not offer a degree program that prepares students for careers in the advertising industry and the lack of training puts Virginia Tech graduates at a disadvantage when applying for advertising jobs. A major in advertising under the current Bachelor of Arts in Communication will fill a gap in Virginia Tech's communication curriculum. The advertising major's home will be in the School of Communication for accreditation purposes. There will be coordination with the Marketing and Management Departments in the Pamplin College of Business and coordination with the School of Visual Arts for design course work. The Pamplin College of Business is in support of this new major residing in the School of Communication and believes it will be a nice complement to the work being done in the Marketing and Management Departments.

**Commission on Undergraduate Studies and Policies**  
**Resolution CUSP 2020-21I**

Resolution to Discontinue Major, Family and Consumer Sciences, in Bachelor of Science in Apparel, Housing, and Resource Management

Paul Deck presented the resolution for first reading and introduced Chelsey Hancock to answers questions. This major is being discontinued due to low enrollment numbers.

**4. Old Business**

**Commission on Equal Opportunity and Diversity**  
**Resolution CEOD 2020-21A**

Resolution to Modify Membership on the Commission on Equal Opportunity and Diversity

Christa Miller presented the resolution for second reading and made a motion to approve. The motion was seconded, and the motion passed.

**Commission on Graduate and Professional Studies and Policies**  
**Resolution CGPSP 2020-21D**

Resolution to Discontinue Degree Program, Doctor of Education (EdD) and Doctor of Philosophy (PhD) in Career and Technical Education (EDCT)

Madlyn Frisard presented the resolution for second reading and made a motion to approve. The motion was seconded, and the motion passed.

**Commission on Undergraduate Studies and Policies**  
**Resolution CUSP 2020-21G**

Resolution to Approve New Major, EUropean and Transatlantic Studies, in Bachelor of Arts in International Studies

Paul Deck presented the resolution for second reading and made a motion to approve. The motion was seconded, and the motion passed.

**Commission on Faculty Affairs**  
**Resolution CFA 2020-21E**

Resolution to Amend Faculty Senate Operations

Bob Hicok presented the resolution for second reading and made a motion to approve. The motion was seconded, and the motion passed.

**Commission on Faculty Affairs**  
**Resolution CFA 2020-21F**

Resolution to Approve the Awarding of Tenure in the Virginia Tech Carilion School of Medicine

Bob Hicok presented the resolution for second reading and made a motion to approve. The motion was seconded, and the motion passed.

**5. Announcement of Approval and Posting of Commission Minutes**

These minutes have been voted on electronically and will be posted on the University web (<http://www.governance.vt.edu>). Note that the purpose of voting on Commission minutes is to accept them for filing. University Council Bylaws require that policy items be brought forward in resolution form for University Council action.

- Commission on Administrative and Professional Faculty Affairs  
February 10, 2021
- Commission on Equal Opportunity and Diversity  
February 23, 2021
- Commission on Faculty Affairs  
March 5, 2021
- Commission on Research  
February 11, 2021
- Commission on University Support  
February 18, 2021

## **6. Presentations**

Bryan Garey, Jeff Cumberland, and Whitney Abraham from Human Resources gave a presentation on the recruiting and diversity process (attached).

Bryan Garey, Vice President for Human Resources, gave a presentation on the 2021 climate survey (attached).

## **7. Adjournment**

There being no further business, a motion was made to adjourn the meeting at 4:16 p.m.

# Reinventing Diversity Recruiting – Phase 1

- Jeff Cumberland, Talent Acquisition Manager
  - Whitney Abraham, Technical Recruiter
- April 5<sup>th</sup>, 2021

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## ▪ Diversity in Faculty Recruiting

- We are driven by a passion to build diverse, high-performing teams.
- Our focus is on reaching all available and qualified candidates.
- We foster this drive by filling current roles with the right candidates and building bench strength for the future.



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## Phase 1 Launch Content: Faculty Focused



- Early identification of diversity goals via FAAPs
- Directory of Diversity sourcing paths
- Search Committee Training links
- Recruiting Strategy Guide provides help to hiring managers

- Pool Certification Template clarifies process
- PageUp enhancement for certification status clarity and reporting

### PLUS

- Bi-annual reports for each Senior Management Area will provide diversity data and other metrics throughout recruiting processes.
- New website resource outlining the recruiting process, guidelines, and helpful tools.

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## Sourcing Path Details

Reviewed and updated as part of Phase1. Working together to maintain/update is key to strong diversity recruiting channels.

- [Where Jobs are posted](#) (Automatic) – 12 channels  
New Channel added Feb 17: Higher Ed Military
- Additional Diversity Advertising Options
  - [Recruitment Resources by Professional Area](#) – 100+ Channels
  - [Recruitment Resource by Target Group](#) – 50+ Channels
  - [Additional General Recruitment Resources](#) – 20+ Channels

Suggestions and updates: [recruiting@vt.edu](mailto:recruiting@vt.edu)

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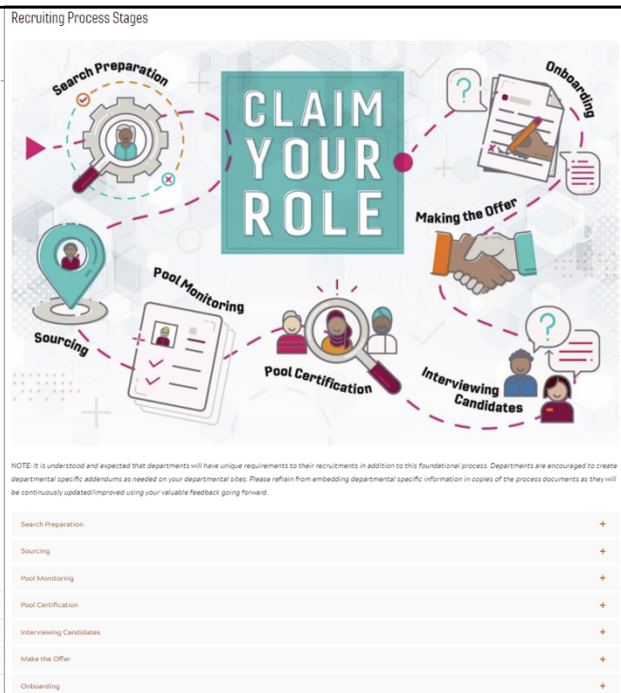
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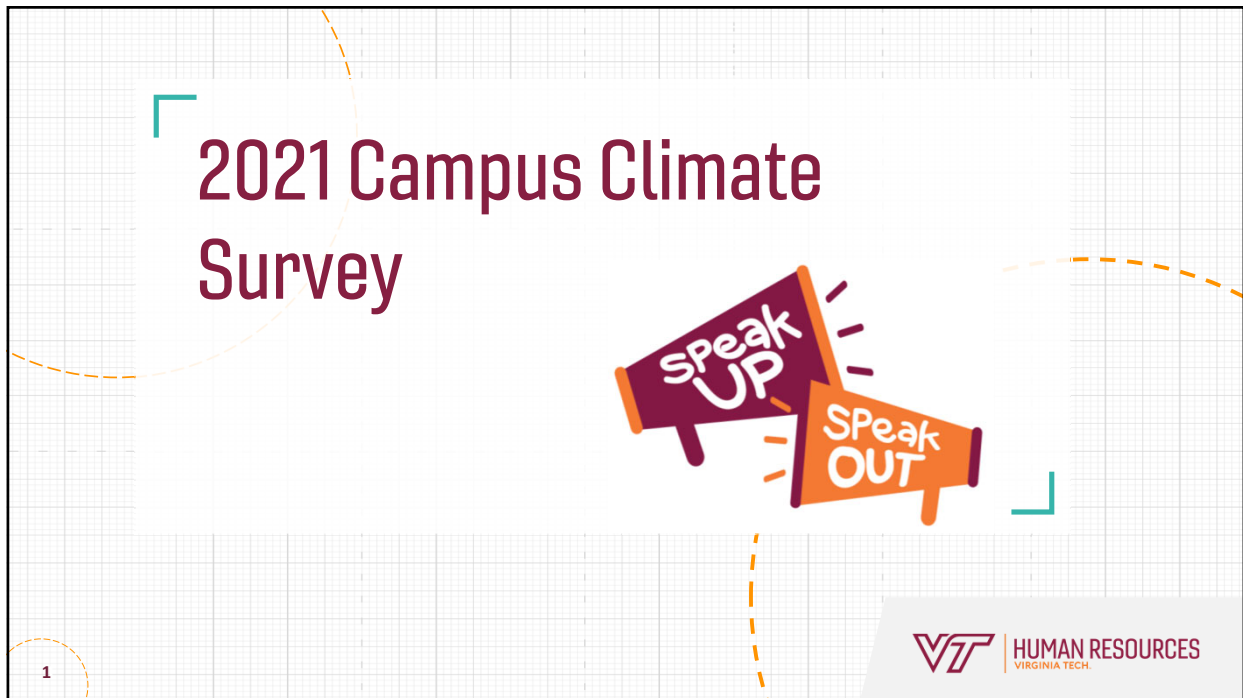
## ■ Pilot Overview and Logistics

- Duration: Six Weeks (Jan 18 - Feb 28)
- Weekly meetings collected feedback and/or answer questions as needed.
- Updates made as feedback is received.
  - Clarification
  - Issue Resolution
  - Formatting
- Target Phase 1 Go-Live: March 2021
  - Continuous improvement as needed post-launch
  - Tie to Diversity Advocate team results when available

## ■ Communications

- Identified:
  - Communications goals.
  - Overarching messages.
  - Target audiences.
- Faculty Recruiting Guidelines Website:
  - Enhanced process content.
  - New tools:
    - Recruiting Strategy Guide
    - Pool Certification Template
  - Published for pilot participants.
- Pre-Launch Presentations and/or Demonstrations In Progress





# 2021 Campus Climate Survey

**speak UP**  
**speak OUT**

**VT** HUMAN RESOURCES  
VIRGINIA TECH.

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## Our team of survey/assessment experts

- **Taylor Barker**, data analyst, *Human Resources*, [tbarker@vt.edu](mailto:tbarker@vt.edu)
- **Chatrice Barnes**, associate director of faculty diversity, *Office for Inclusion and Diversity*, [chatrice@vt.edu](mailto:chatrice@vt.edu)
- **Bethany Bodo**, director of institutional effectiveness, *Office of Analytics and Institutional Effectiveness*, [bbodo@vt.edu](mailto:bbodo@vt.edu)
- **Bryan Garey**, vice president for human resources, [bgarey@vt.edu](mailto:bgarey@vt.edu)
- **Martha Glass**, assistant vice president for administration, *Student Affairs*, [mglass@vt.edu](mailto:mglass@vt.edu)
- **Amy Hogan**, assistant provost for leadership initiatives, *Provost*, [amyhogan@vt.edu](mailto:amyhogan@vt.edu)
- **Jeananne Knies**, director of assessment and professional development, *Student Affairs*, [tiffany@vt.edu](mailto:tiffany@vt.edu)
- **Kacy Lawrence**, director of assessment, *Graduate School*, [klawr5@vt.edu](mailto:klawr5@vt.edu)
- **Christine Luketic**, director of analytics and reporting, *Human Resources*, [cluketic@vt.edu](mailto:cluketic@vt.edu)

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## Climate survey introduction

- **What is a climate survey?**
  - A tool to measure the current attitudes, behaviors, and standards of faculty, staff, and wage employees and university administrators.
- **Why conduct a climate survey?**
  - To understand the perceptions of employees as it relates to diversity, inclusion, leadership, work environment, and job satisfaction.
- **What will we learn from a climate survey?**
  - Employee perceptions of university climate, including diversity, inclusion, leadership, work environment, and job satisfaction.
  - Understand the differences in campus experiences for different groups of people and across locations.
  - Level of employee engagement and perceptions of COVID-19.
  - How university climate has changed since last survey conducted in 2018.

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## Launching employee climate survey

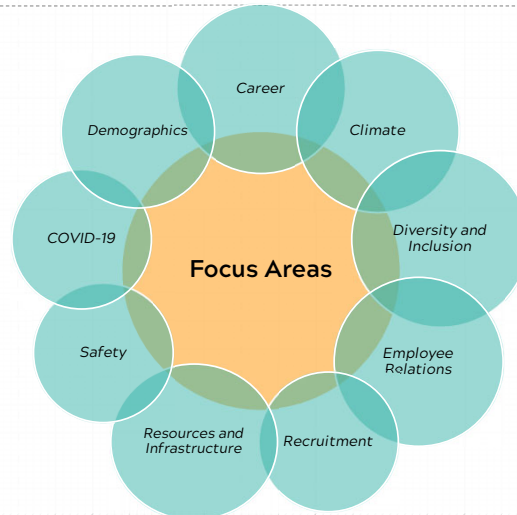
- Survey launches April 13; open until May 3.
- Last survey conducted Fall 2018; 34% participation.
- Employees across all locations will take the survey.
- Survey questions are more simplified and streamlined.
  - Built by a cross-functional committee of survey/assessment experts.
- Full results will be analyzed and reported out after survey closes.

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## Survey questions focus areas



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## How employees will complete survey

- Employees will receive a direct link by email to complete the survey.
  - Some demographic and organizational information from Banner will be used.
  - Individual responses are **absolutely confidential!**
  - Developing a process for employees who don't have email to take the survey.
  - Communications distributed through VT Daily Email, HR leaders and directors, managers and supervisors, select university groups, and HR website.



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## ■ We need your help

- *Data is valuable and participation is important!*
- Encourage participation. **Every opinion matters!**
- Communicate with your team; remind them to take the survey.
- Assure employees their responses are confidential.



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 HUMAN RESOURCES  
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## ■ Post survey: How we plan to communicate results

- Survey results will be shared:
  - Broken down by senior management areas and shared at the VP level.
  - Reported at stakeholder group meetings to BOV, President's Cabinet, University Council, Staff Senate, Faculty Senate, and HR groups.
  - Published article in the VT Daily Email.
  - Posted on [Human Resource's website](#).

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speak UP

SPEAK OUT

We look forward to your feedback!

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University Council Votes

April 5, 2021

Name	Do you approve the April 5, 2021, University Council agenda?	Do you approve CEOD Resolution 2020-21A?	Do you approve CGPSP Resolution 2020-21D?	Do you approve CUSP Resolution 2020-21G?	Do you approve CFA Resolution 2020-21E?	Do you approve CFA Resolution 2020-21F?
Sally Shupe	Yes	Yes	Yes	Yes	Yes	Yes
Frank Shushok	Yes	Yes	Yes	Yes	Yes	Yes
Rajaram Bhagavathula	Yes	Yes	Yes	Yes	Yes	Yes
Kim O'Rourke	Yes	Yes	Yes	Yes	Yes	Yes
Laszlo Horvath	Yes	Yes	Yes	Yes	Yes	Yes
Serena Young	Yes	Yes	Yes	Yes	Yes	Yes
John Benner	Yes	Yes	Yes	Yes	Yes	Yes
Nick Copeland	Yes	Yes	Yes	Yes	Yes	Yes
Paul Winistorfer	Yes	Yes	Yes	Yes	Yes	Yes
Karen DePauw	Yes	Yes	Yes	Yes	Yes	Yes
Judy Alford	Yes	Yes	Yes	Yes	Yes	Yes
Brandy Morse	Yes	Yes	Yes	Yes	Yes	Yes
Adyan Atiq	Yes	Yes	Yes	Yes	Yes	Yes
Julie Ross	Yes	Yes	Yes	Yes	Yes	Yes
Robin Queen	Yes	Yes	Yes	Yes	Yes	Yes
Dan Thorp	Yes	Yes	Yes	Yes	Yes	Yes
Awad Abdelhalim	Yes	Yes	Yes	Yes	Yes	Yes
Ronald Fricker	Yes	Yes	Yes	Yes	Yes	Yes
Andre Muelenaer	Yes	Yes	Yes	Yes	Yes	Yes
Dan Givens	Yes	Yes	Yes	Yes	Yes	Yes
Thomas Thompson	Yes	Yes	Yes	Yes	Yes	Yes
Velva Groover	Yes	Yes	Yes	Yes	Yes	Yes
Lee Learman	Yes	Yes	Yes	Yes	Yes	Yes
Michael Friedlander	Yes	Yes	Yes	Yes	Yes	Yes
Susan Anderson	Yes	Yes	Yes	Yes	Yes	Yes
Paul Deck	Yes	Yes	Yes	Yes	Yes	Yes
Robert Sumichrast	Yes	Yes	Yes	Yes	Yes	Yes
Christa Miller	Yes	Yes	Yes	Yes	Yes	Yes
Kevin Davy	Yes	Yes	Yes	Yes	Yes	Yes
Lance Collins	Yes	Yes	Yes	Yes	Yes	Yes

