Minutes of Meeting  
MSU Staff Senate  
January 9, 2013

The MSU Staff Senate met Wednesday, January 9, 2013 at 10:00 a.m. in Room 189 in the Dillard College of Business Administration Building. Members in attendance were Mike Deming, Ernest Cooper, Jermaine Causey, Dirk Welch, Dr. Michael Mills, Dawn Fisher, Chris Stovall, Lynn Sosebee, Lucy Davis, Gayla Aldrich, Reagan Foster, Jesika Fisher, Patricia Lowry and Peggy Brennan. Dirk Welch, Chair, presided.

Also present was guest speaker, Ms. Julie Gaynor, Director of Public Information and Marketing, Laura Peterson, Frances Miller, and Angie Reay.

The meeting was called to order at 10:00 a.m. by Dirk Welch.

Approval of Minutes:

The minutes of the November 14, 2012 meeting were presented. Dawn Fisher motioned to approve the minutes, Jesika Fisher seconded; the minutes were approved by unanimous vote (closed).

Dirk Welch introduced Jesika Fisher as a new member of the MSU Staff Senate representing Class EEO 4. She replaces Marilyn Brown.

Presentation of “You Make a Difference” Certificate
Dr. Michael Mills presented Frances Miller, Custodian, Facilities Services and Angie Reay, Assistant Director, Housing and Dining Services with a “You Make a Difference” award certificate. For more information on why these two special individuals were nominated for the awards or for more information regarding the “You Make a Difference” program visit the following website: http://www.mwsu.edu/staffsenate/difference.asp.

Guest Speaker, Mr. Robert Stefklik, Technology Analyst, Information Technology—Campus Portal
Dirk Welch informed the staff senate that Robert Stefklik who was on the agenda as a guest speaker regarding the Campus Portal had been postponed until the February meeting due to a conflict in his schedule.

Guest Speaker, Ms. Julie Gaynor, Director, Marketing and Public Information—Update
Ms. Julie Gaynor presented a PowerPoint presentation (see attachment 1) to the Staff Senate regarding the updating of the MSU logo to reflect once again the Hardin Tower and setting the Branding Standards for use by faculty and staff at the university. She explained that in the process of introducing the new mascot the “Mustangs,” little attention was focused on the appearance of the Hardin Tower logo. Because of the history of the Hardin Building and Tower, a plan was launched to modernize the Hardin Tower logo with the assistance of an ad agency (see attachment 1, page 1). Also presented are examples of the use of the current billboard campaigns (see attachment 1, page 2) current advertising campaigns (see attachment 1, page 3) and student recruitment campaigns (see attachment 1, page 4).

Ms. Gaynor explained the current recruiting advertising campaign of Midwestern State University is focusing on showing the private college experience the university offers students. For example, students have a one-on-one relationships with their professors, professors know students by name, the beautiful
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campus and a great location. MSU students receive a quality education at a public university that is affordable.

Ms. Gaynor discussed the setting of Graphic Standards, which she explained now has been renamed as the Branding Standards of the university (see attachment 1, page 5). The three categories of Branding Standards are as follows:

- Institutional Marks
- Athletic and Spirit Marks
- Special Use Marks

The use of the Branding Standards will promote the consistent and coordinated use of Midwestern State University visual identity elements by faculty and staff. In addition the Branding Standards will address colors, fonts, and messaging.

Ms. Gaynor also presented and discussed examples of letterhead, envelopes and business cards using a consistent format and logos (see attachment 1, pages 5-8).

Julie Gaynor touched briefly on efforts to increase Midwestern States Social Media presence (see attachment 1, page 9). She explained that she has a very capable staff in Marketing and Public Information and current activity on the social media site is going very well. Interaction through social media on the MSU site is steadily increasing. A Social Media Policy is in the process of being developed and written (see attachment 1, page 10).

Ms. Gaynor explained the Webmaster, Jonathan “Matt” Shirey is in the process of implementing a new content management system on the MSU website (see page 11, attachment 1) called Percussion. It is the same product used on the websites of Louisiana State University (LSU) and Abilene Christian University (ACU). It is scheduled to launch on March 1, 2013. There will be a period of time that you will not be able to do updates on the MSU website, but if you have something that needs to be updated during the down time, Ms. Gaynor requested you contact her office at Extension 4352. Matt Shirey is in the process of scheduling training for site masters. Ms. Gaynor expressed her excitement of the campus portal as it will allow the MSU website to have more space to enhance the recruitment of students, etc.

Dirk Welch thanked Julie Gaynor for coming and speaking to the MSU Staff Senate.

1. **Correspondence:**
   The following suggestions/requests/inquiries were received or remain open by Staff Senate:

   - Inquiry: Rate Paid by Part Time Employee for Campus Parking Hang Tag: Dirk Welch informed the Staff Senate that he had received correspondence from a MSU employee requesting clarification of why a part time employee pays the same rate for a parking hang tag as a fulltime employee. Mr. Welch will follow-up on this inquiry and will report the findings at the February meeting (open).
2. **Staff Committee/Council Reports:**

**Executive Committee:** Met on Wednesday, January 3, 2012, to set agenda for Staff Senate meeting on January 9, 2013.

**Long Range Review and Planning Committee:** No report. Current and past nominations for the “You Make A Difference” website can be found at [http://www.mwsu.edu/staffsenate/difference.asp](http://www.mwsu.edu/staffsenate/difference.asp).

**Communications Committee:** No report.

**Membership Committee:** No report.

**Bylaws Committee:** No Report.

**Scholarship Committee:** Lucy Davis reported that the Scholarship Committee had five applicants for the two $250.00 MSU Staff Senate Scholarships for the spring 2013 semester. The scholarships were awarded as follows:

- Ms. Mary Keber, Administrative Assistant, Housing and Dining Services
- Ms. Lindsay Robinson, Academic Advisor, College of Education, West

Lucy Davis suggested that a question be added to the online MSU Staff Scholarship application to request information from the applicant of what current financial resources they are currently receiving for the semester for which they are applying for the MSU Staff Scholarship. She will draft the question she proposes to be added to the online scholarship application and bring it to the members of the MSU Staff Senate for their review and approval (open).

**Administrative Council:** No report. A copy of the current and past Administrative Council minutes is available at [http://welcome.mwsu.edu/president/administrative-council/minutes.asp?LL=82](http://welcome.mwsu.edu/president/administrative-council/minutes.asp?LL=82).

**Academic Council:** Peggy Brennan reported the Academic Council did meet on November 19 to discuss and approve the new Bachelor’s Degree Program—Accelerated Bachelor of Science in Nursing (ACCEL-RN). Reagan Foster reported they did not meet on December 19 but the agenda was distributed to the Council electronically and the voting members responded with their vote to adopt or not adopt the agenda items. The agenda items for the meeting in December included the following: Textbook Adoption, Catalog Changes and a Course Title Change. The current and past minutes of the Academic Council meetings are available at [http://academics.mwsu.edu/academicaffairs/minutes.asp?LL=232](http://academics.mwsu.edu/academicaffairs/minutes.asp?LL=232).

**Faculty Senate:** Chris Stovall reported the Faculty Senate did meet on December 6, 2012. The current and past minutes of the MSU Faculty Senate meetings are available at [http://faculty.mwsu.edu/senate/minutes.asp?LL=1602](http://faculty.mwsu.edu/senate/minutes.asp?LL=1602).
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**Student Affairs and Enrollment Management Council:** No report. A copy of current or past minutes of the Student Affairs and Enrollment Management Council are available by contacting Treva Clifton at Ext. 4291 or treva.clifton@mwsu.edu.

**Board of Regents:** Dirk Welch reported the Board of Regents met on November 15 & 16, 2012 (*see attachment 2*). He reported there were two things discussed that are not on the attached summary as follows:

- Approval of donation of a piece of property near the museum.
- Discussion of moving forward on two more parking lots for additional parking on campus.

Also, Mr. Welch reported the Board of Regents also met on December 18, 2012 (*see attachment 3*) for a special meeting to discuss and approve the new Bachelor’s Degree Program—Accelerated Bachelor of Science in Nursing (ACCEL-RN). Copies of current and past Board of Regents meetings are available at [http://welcome.mwsu.edu/president/regents_minutes.asp?LL=83](http://welcome.mwsu.edu/president/regents_minutes.asp?LL=83).

3. **New Business:** None

4. **Open Forum:** Dr. Michael Mills informed the members of the MSU Staff Senate that the new logos for letterhead and business cards that Julie Gaynor presented today at the meeting will not be available at the Print Shop until this summer. If you are running low on letterhead or business cards in your department it is suggested you order in small quantities just to get you through until the new formats are available at the Print Shop.

5. **Announcements:** None

6. **Adjournment:** The meeting was adjourned at 10:55 a.m. The next meeting is scheduled for Wednesday, February 13, 2013.

Respectfully submitted,

/SIGNED/

Peggy Brennan
Staff Senate Secretary/Treasurer
Current advertising campaign
Current student recruitment campaign

Why I chose MSU...

for the several ways to earn scholarships!

because it was where I wanted to go and it's affordable!
Graphic Standards

Midwestern's visual identity reflects the qualities that make the university distinctive, and it conveys the "brand" to the world. The promise of excellence in teaching and learning to provide students with rigorous undergraduate and graduate education in the liberal arts and the professions is understood in the meaningful way for thousands of people around the world when they see the University Institutional Mark and other Midwestern visual identity elements and colors. Great universities extend and protect their distinctive identities as a pragmatic business imperative and a tangible link between administrations, faculties, and students of the past, present, and future.

Consistent and coordinated use of Midwestern State University visual identity elements, regardless of the medium, is important for maintaining the university brand. All university departments and university-sanctioned organizations should use Midwestern's visual identity elements for formal and informal communications, advertising, and promotional purposes in accordance with the guidelines presented in the Graphics Standards guide. A strong and consistent visual identity helps shape the way key constituents view Midwestern State University, now and in the future.

Institutional Marks
This is the official mark for the university.

Athletic & Spirit Marks
Spirit marks are for use by Athletics when communicating with either internal or external audiences and by groups or organizations within the university to use strictly for spirit applications.

Special Use Marks
The marks described in this section are reserved for special uses only.

Midwestern State University
September 1, 2012

Mr. and Mrs. Joe Doe
123 Main Street
Wichita Falls, TX 76308

Dear Jane and Joe:

Thank you for your help with the purchase of 123 Mustang Lane. We are very pleased to acquire this property. Our work on it should begin in the very near future. It is my hope that we can use this house to accommodate new employees who need assistance during the process of relocating to Wichita Falls. You certainly made this purchase for the university possible and very easy. Thank you for your professionalism, your help, and most of all your friendship.

Sincerely,

Jesse W. Rogers
President

mwsu.edu
Social Media
Social Media Policy

1. Policy Statement

The use of social media websites is increasingly common for university departments, students, and employees and these communications tools have the potential to create a significant influence on organizational and professional reputations. Midwestern State University has developed a policy to properly portray, promote and protect the institution and to assist MSU entities in creating and managing their social media accounts. The following policy also provides suggestions on how to protect personal and professional reputations while using social media. This policy requires that:

- Officially recognized MSU social media accounts and web pages be reviewed and approved through an application process.
- Each social media account will have responsible administrators assigned.
- Each officially-approved account must include a disclaimer statement, in the prescribed form, regarding content and opinions contained on the site.
- Inappropriate, offensive, incendiary and illegal content may be removed by MSU employees identified as account administrators or at the direction of the Social Media Policy Staff.
- Best practices for social media accounts should be considered.

2. Application of Policy

This policy will apply to social media accounts created by university employees for the official business purposes of the university, including Midwestern State University faculty, groups, departments, programs, entities, etc. It will therefore affect students, faculty, and staff who utilize various social media for communication in conjunction with representing Midwestern State University. Some examples of the various communication media included under this policy are Facebook, Twitter, LinkedIn, Flickr, and YouTube. External Relations' Social Media Policy Staff has been established to assist the campuswide implementation of this new policy.

All officially recognized social media accounts will be publicly listed by the university in a directory on the MSU Social Media website.

Student organizations that wish to create social media accounts that will be officially recognized by the university must be registered through MSU's Office of Student Development and Orientation.
The Midwestern State University Board of Regents met November 16, 2012. The following are some of the items that received approval from the board.

- Approved the following individuals to serve on the Advisory Board of Directors for the Wichita Falls Museum of Art at MSU:
  - Jane Carnes (2012-2015 Reappointment)
  - Margaret Cummings (2012-2015)
  - Tom B. Medders, III (2012-2015)
  - Greg Merkle (2012-2015 Reappointment)
  - Lola Pitzer (2012-2013 Reappointment)

- Approved testing fee increases:

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<th>Testing Cost</th>
<th>Proposed Fee</th>
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- Approved a one-time only Voluntary Separation Program for faculty and staff who meet the State's Rule of 80 (age and years of service combined), and for faculty and staff who have achieved the Rule of 78 should the participation rate not meet expectations.

- Approved restructuring current course fees to a College Instructional Enhancement Fee.

- Approved an Interlocal Cooperation Agreement with the City of Wichita Falls.

- Approved a new policy (Protection of Minor Children on Campus) and modifications to Policy 4.169 (Summer Camps and Conferences).

- Approved a budget plan for FY13 to address revenue shortfall of $1.9 million.

**Budget Changes**

- Summer School pay modifications target: $500,000
- Course Fee balances: 500,000
- Swap E&G to HEAF: 200,000
- Swap designated expenses to restricted funds: 250,000
- Delay hiring for additional salary savings: 200,000
- No one-time 2% for higher-paid administrators: 50,000
- Use of Budgeted Savings Carryforward: 188,478
The Midwestern State University Board of Regents met December 18, 2012. The following item was approved:

New Bachelor’s Degree Program - Accelerated Bachelor of Science in Nursing (ACCEL-RN)

13-46. The administration will propose a new Accelerated Bachelor of Science in Nursing degree program for individuals holding non-nursing baccalaureate degrees (see Attachment 1). This program will build on previous learning obtained through the non-nursing degree and will accomplish programmatic objectives in a shorter timeframe than traditional four-year programs. The same curriculum will be delivered as the traditional RN program but the courses will be offered full-time in the fall, spring, and summer semesters with immersion clinical experiences. Following approval by the MSU Board of Regents, the degree program will be reviewed for approval by the Texas Higher Education Coordinating Board and the Texas Board of Nursing.

Proposal of New Bachelor of Science in Nursing Degree Program, effective Summer 2013

The MSU Wilson School of Nursing proposes the development and implementation of an accelerated second-degree pre-licensure BSN program (ACCEL-RN).

An innovative approach to nursing education is the accelerated second-degree program for non-nursing graduates. These programs build on previous learning and work experiences and transitions individuals with non-nursing undergraduate degrees to the discipline of nursing. Often called second-degree programs, these degree plans accomplish programmatic objectives in a shorter timeframe than traditional four-year programs. Courses are offered full-time in the fall, spring, and summer semesters. Successful students in these programs are often described as “bright, inquisitive, and sophisticated consumers of higher education who are actively pursuing learning opportunities” (Alternative Nursing Careers & Services, 2011).

The implementation of the ACCEL-RN Program will allow the Wilson School of Nursing to increase enrollment by gaining access to needed clinical sites during the summer months, when clinical sites are available. In addition, ACCEL-RN students will be able to access the J.S. Bridwell Regional Simulation Center during the summer months when demand from other students and partners is lower.

Using the current MSU Core Curriculum, the proposed program will require 128 of semester credit hours for completion, the same as our pre-licensure BSN program. With the implementation of the new 42-hour core, the ACCEL-RN program will require no more than 121 hours for completion.

The proposed time line for implementation of this program is as follows:

1. Approval at all levels: Nursing Faculty Organization, College Council, Academic Council, Board of Regents, Texas Board of Nursing, Texas Higher Education Coordinating Board – Fall 2012
2. Recruitment of potential students – Spring 2013
3. Analysis of student need for prerequisite courses to prepare for the nursing program – Spring 2013
4. Enroll first cohort (30 students) – Summer 2013
5. Enrollment in necessary prerequisite courses by students in the pipeline – Summer 2013, Fall 2013, Spring 2014
6. Enrollment of second cohort in ACCEL-RN program (30 students) – Summer 2014
7. Graduation of first ACCEL-RN cohort – August 2014