Minutes
THE UNIVERSITY OF TENNESSEE HEALTH SCIENCE CENTER
FACULTY SENATE
December 13, 2016
GEB A204

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1. Call to order by President Cooper: 4:02 PM
2. President Cooper introduced UTHSC Chief Information Officer van der Aa who discussed IT and the recent changes in the UTHSC website [See Mediasite recording <mediaserver.uthsc.edu/uthscms/Play/bddefe437f346996118361ee27641d?catalog=e65fad15-82a2-4691-ae54-c0d10fa8d28&playFrom=8956&autoStart=true>]. Dr. van der Aa indicated the recent updates have been made by a consulting company (idFive) hired by UTHSC because the old website had everything on it "including the kitchen sink." The idea was to do a better job by changing the current policy of having the current content governance being the responsibility of IT to having content management responsibilities distributed to academic and administrative units with the top level content being created and maintained by an interdisciplinary web team housed in Communications and Marketing. The consulting company suggested the content should be managed by the units in which the content is being generated, not by IT. IT should be responsible for technical issues and application development. Brand alignment should be handled by Communications and Marketing. University Counsel should be available for consultation on legal issues. IT should not be responsible for maintaining images, videos, etc. There was a need to have someone responsible for all Social Media. There is also a need to have oversight for all groups. Also needed to have resources and training. The new website will adjust to the screen size of the computer being used (necessary for mobile devices). A promotional video has also been added. The consulting company recommended adding several new personnel to accomplish the new goals being set to handle content management. It was also suggested to add three new positons for managing digital content for the campus.
3. President Cooper next introduced UTHSC Assistant Vice-Chancellor Sally Badoud to discuss the new website. She indicated that new staffing would be necessary in Communications and Marketing to carry out the new changes in their responsibilities and she is working on strategic messaging responsibilities to reach donors, alumni, prospective students and prospective faculty. She is interesting in working with faculty to achieve these goals. She also discussed her recent work in branding and showed some possible changes to the UTHSC logo(s) that can be used in colleges and departments, etc. New guidelines were explained for use of the different logos (ex: use of PMS151 orange is no longer limited to the UT logo. Finally, she and Todd Barber are currently working on changes to the new website to make it more functional, more uniform and less difficult to use. She also promised that the website would be continually updated to be more helpful to everyone. A new content specialist is being recruited to help with these changes. She wants to do away with listserv emails!
4. Minutes of the November 8, 2016 Faculty Senate meeting were approved as distributed by email.
5. President Cooper presented the Resolution on Increased Transparency for Aggregate APPR, CPR and EPPR Data that was previously approved unanimously by the Faculty Senate Executive Committee [attached]. The vote was unanimously in favor as recorded in Turning Point.
6. The changes in the Faculty Handbook are moving forward following work by the Faculty Handbook committee. It is hoped that these changes can be ready for the next Board of Trustees meeting.

The meeting adjourned at 4:56 PM.

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Respectfully submitted, George A. Cook, Secretary, UTHSC Faculty Senate (minutes from viewing mediasite recording)

Upcoming meetings:

FSEC meeting with the Chancellor – December 20th, 8:00 AM in Hyman 101

FSEC and Chairs – January 5th, 8:00 AM in MSB 201(subsequently cancelled)

Next Faculty Senate meeting – January 10th, 4:00 PM in GEB A204

Resolution