**Community Service Committee Meeting Minutes**

*Wednesday, May 22, 2019*

*11:30 AM - 12:30 PM*

*Campbell Board Room, 101 Beard Hall, UNC Eshelman School of Pharmacy*

**I. Welcome/Introductions/Role Call** [[11:30-11:35]]

**Attending:** Darren Abrecht, Ashley Belcher, Mary King, Arlene Medder, Katie Musgrove, Kewana Smith, Myka Elliott, Michele Fulton, Kate Palmer, Cheyanne Ritz

**Delegate Absences:** David Rogers (excused), Rich Wright (excused), Tracy Whetherby-Williams (excused), Jim Potts (excused), Dzenita Blackwell, Rich Brandenburg

**II. Planning for Events/Projects in 2018-2019** [[11:35-12:15]

EVENTS

**- Plant a Tomato Give a Garden Event Wrap-Up**

-Project Leads- Arlene Medder, Rich Wright, Christy Samford, Darren Abrecht, Margaret Barrett

* May 14th, 10-11:15 AM with tours afterwards
* Photos from event:
  + <https://ncbg.smugmug.com/Events-Programs/Outreach/Carolina-Campus-Community-Gard/20190514-Tomato-Planting-Day/i-RwgHb5V>
  + <https://photos.app.goo.gl/NiSYPemVrRY7ypqG9>
* Volunteers-
  + 43 Attendees with an additional 15 volunteers & guest speakers who assisted with coordinating/running the event
* Funding/Donations for Event-
  + Forum donated more to the Garden this year than in previous years in part to cover this event, garden already has this funding and will cover expenses for the event
  + Espoma donated fertilizer for event
  + Lunch: Merritt's/Carolina Dining donated tomato sandwiches to event, sent thank you letter & tweets while also thanking them during the opening remarks at the event
* Speakers- Damon (NCBG Director) MC/ Shayna Hill (Chair of Forum)- talked about Forum/CSL / Victoria (Housekeeper), talked about garden’s impact on CCCG recipients
* Special Invites: Carol Tresolini
* Parking- Rich Wright with Forum helped to reserve 10-15 spaces in Nash lot like last year

**- Habitat for Humanity Build**

-Project Leads- Katie Musgrove, Darren Abrecht, Lein Soltan, David Rogers, Steven Bodeen, Rich Brandenburg, Dzenita Blackwell, Tracy Wetherby-Williams, Rich Wright, Dori Brady

* + - Timeline
      * June 7
      * Times 8:15-12 & 1-4:30 (two shifts)
    - # of Volunteers
      * 12 volunteers permitted per shift (got special permission to have 13 at afternoon shift since one volunteer requested to participate in both shifts but only registered for one before space filled up)
    - Signup Procedure
      * Katie created a UNC registration page with details on the event
      * Event was full within 1 week of event announcement in InTouch (only communication about event, although the event is on unc.edu and Employee Forum events listings)
      * Katie sending out email notice to volunteers with their shift assignments and final details on event
      * Volunteers will now register through Habitat’s link (as we have no way to track those registrants to know who has signed up for the event)
    - Fundraising
      * Habitat has asked that we raise $500 this time
      * Asked for $10 per volunteer (while also mentioning we would welcome donations above $10 to reach our $500 goal) and also ask for donations from Forum delegates who aren’t attending to make up the difference
      * Donations from Committee Members? (Executive Committee & CS Committee)
    - Parking Procedure
      * Event is in Hillsborough with plenty of street parking available for volunteers. Carpooling is encouraged, and we let volunteers know this was an option (haven’t had any requests/offers for rides)
    - Lunch
      * Will purchase pizza for both shifts to enjoy
      * Water, soft drinks and chips will also be purchased for event

**NEXT STEPS:**

* Katie: Send registered volunteers follow up email with Habitat registration link and event details
* Katie: Create name tags for volunteers
* Katie: Purchase supplies for event

**-Disaster Relief Efforts**

-Project Leads- Lein Soltan, Margaret Barrett, Becca Bender, Jessica Ferrall, Michele Fulton

* + Spring Disaster Relief Event
    - Late May dates were not available, we will table this activity for a late Summer/early Fall relief trip instead

**NEXT STEPS:**

* Follow up with Community Partner’s Availability for late Summer/early Fall event

ONGOING PROJECTS

**- Community Service Leave Promotion Campaign & Other Informational Projects**

-Project Leads- Katie Musgrove, Margaret Barrett, Dzenita Blackwell, Darren Abrecht, Arlene Medder, Myka Elliott

-Timeline- Fall-Spring

* + Katie reached out to HR to re-initiate the CSL promotion campaign similar to UNCW’s HR department campaign and get their commitment to produce such a campaign with our input and assistance (been asking since mid 2016)
  + Finally heard back from OHR and UNC Communications that they will be taking on this story/promotional campaign (timeline still TBD, although commitment from film crew on attending habitat build and CCCG garden workday)
* Community Service Leave (CSL) Promotional Campaign
  + CSL PSA Video ([UNCW’s PSA Video](https://vimeo.com/187027844))
    - Who to film: UNC Communications Video team
    - To be sent out via UNC Social Media Platforms and potentially highlighted on unc.edu (will have a more narrative feel than the UNCW video in order to make the story compatible with unc.edu story)
    - Desired shots within video (will be similar to UNCW’s format):
      * Shot of staff working in the Carolina Campus Community Garden (UNC Staff workdays in the garden coming up on June 26th (preferred date)
      * Shot of staff participating in our Habitat Build (UNC Employee Forum sponsored Habitat build coming up on June 7, 2019)
      * Photos from disaster relief trip (we have photos of 23 volunteers who went on an Employee Forum sponsored disaster relief trip to Goldsboro, NC in December, 2018 to serve hurricane impacted North Carolinians)
      * Photos from Food/Toy Drives on campus (We have photos from various Employee Forum Food & Toy Drives on campus from 2016, 2017 & 2018, while CCPS has photos of the Fill The Truck Food Drive conducted with Carolina Athletics for Hurricane Relief that was done last fall as well)
      * Interview with Katie Musgrove/CCPS about the importance of CSL and how it can impact UNC Staff
      * Interview with OHR benefits personnel on CSL policy & procedure
      * Interview with 2 UNC Staff/Faculty who have utilized CSL consistently (I have suggestions for interviewees that consistently use CSL that I can put you in contact with)
      * Interview with Chancellor about importance of CSL for Staff
  + CSL Flier/Postcard to be sent via campus mail
    - HR communications to develop?
  + CSL Informational Mass Email Blast
    - To be sent in conjunction with fliers/postcards and the social media story
    - Creation of CSL standardized request form to be utilized across campus
      * OHR would own the content and the form and would link to it on the CSL webpage
        + Possible web request/fillable PDF form to be made available to HR departments throughout the university if desired to limit paper consumption
        + Possibly add signature from Community Partner once CSL completed for further verification of service
        + Would need to be made available prior to rollout of campaign
    - Addition of 6 month post-hire check in by HR to introduce staff to tertiary benefits and resources on campus such as CSL, Employee Forum, CCPS, etc.
  + Will meet with the Director of Benefits, Sheree Harmon and HR Communications Sheila Corcoran to talk more about this project at our June meeting

-**Collaborating with CCPS to improve their Community Service Info Sections with Staff Resources**

* + - Right now, unc.edu’s only information on this tab is regarding CCPS’ current programs, all centered around Faculty & Students
    - Would like to have some Staff Resources linked here (CSL Info, Upcoming Opportunities, etc.)
    - Planning to work with CCPS to widen their scope to include resources for Staff Public Service as a part of their website revamp
    - Improve website to include focused info to Faculty AND Staff AND Students
    - Include links to CSL guidelines, PDF form for CSL request, link to upcoming Employee Forum website listing upcoming Community Service Opportunities for Staff, FAQ's for staff community service, How to guides for planning group vs. individual service & distinct suggestions for one time versus short term versus long term projects, Descriptions of A v B v C CSL types and FAQ’s/How-to’s on their use
    - Virginia Commonwealth University Community Engagement Website: Model webpage
* **ACTION ITEMS:**
  + Committee
    - Send Katie contact info for potential PSA interviewees who have used CSL consistently
    - Begin creating How-to guides for One time vs. Short Term vs. Long Term Community Service Projects
    - Begin creating some FAQ’s for Staff Planning of Individual vs. Group CS projects
  + Kate Palmer/CCPS
    - Send photos/video shots from Fill the Truck Event to Katie
  + Katie
    - Facilitate film crew shots at Habitat Build & CCCG garden workday
    - Send photos from other events to UNC Communications for inclusion in PSA video
  + OHR
    - Develop CSL PSA Timeline for Campaign implementation
    - Finalize the language within the CSL Request form and the CSL Promotional Flier/Make available as resource on OHR CSL website
    - Draft CSL Flier or Postcard to be sent via campus mail
    - Draft CSL Informational Mass Email

OTHER FUTURE PROJECTS:

-**Creation of a Community Service Resources Presentation to be delivered to Interested Departments on Campus**

* + - Katie has received requests to come give talks at departments about community service opportunities and resources to departments here on campus. She was not able to at the time, but would like to develop such a presentation to deliver to interested departments highlighting CSL, community service resources, upcoming events and other info.
    - Tracy Wetherby-Williams to compile information on Deah Day leaders who might be able to convey such information to staff groups on campus

-**EF Community Service Committee Hosting a Table at CCPS Public Service Fair in 2019**

* + - Planning to have Employee Forum Community Service Committee host a table at CCPS Public Service Fair next year to highlight team oriented and other Staff Volunteer opportunities and to provide relevant info on Community Service Leave, CCPS will update once 2019 fair is scheduled

-**Improvements to the Community Service Committee Website**

* + - Upcoming improvements: new section including information on upcoming community service opportunities, local non-profit spotlights (which right now only go out via the InTouch and other email announcements), photos from our events
    - Please pass along any other suggestions for improvement to Katie as desired

-**Other Event Ideas/Proposals?**

* + Please always send Katie ideas for other events/projects you all may be interested in
    - David: Please send info on possible cleanup event with Expeditions Program to highlight in InTouch for staff interested in volunteering
  + Please also send any upcoming community service events, non-profits, or CSL spotlight stories that you would like highlighted in the InTouch

**III. Update on other business** [[12:15-12:25]]

* + CCCG Updates- Arlene Medder
    - TIAA reached out about possibly contributing to the garden again somehow, will work with Claire to meet with them about ways to get involved
  + Blood Drive Update- Jim Potts
    - Fliers for dissemination
    - Need volunteers for event- please sign up to volunteer
      * Katie will send out request for volunteers to committee listserv
    - Katie will send out language about using work time for volunteering & donating to committee
    - Katie will send out digital tv formatted signage to committee to post in their units
  + Miscellaneous Update-
    - Katie running for Vice Chair of the Employee Forum
      * If she wins, the committee will need to find a new chair to lead in the 2019-2020 year

**IV. Questions/Final Comments** [[12:25-12:30]]