**Community Service Committee Meeting Minutes**

*Wednesday, June 12, 2019*

*12:00 - 1:00 PM*

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

**I. Welcome/Introductions/Role Call** [[12:00-12:05]]

**Attending:** Darren Abrecht, Ashley Belcher, Rich Brandenburg, Arlene Medder, Katie Musgrove, Jim Potts, David Rogers, Steven Bodeen, Dori Brady, Michele Fulton, Kate Palmer, Delegation from HR including: Sheree Harmon, Sheila Corcoran, Charlie Dupree & Kaylon Rutledge

**Delegate Absences:** Dzenita Blackwell, Mary King (excused), Tracy Wetherby-Williams (excused), Rich Wright (excused)

**-Committee Chair Announcement:**

* Katie announced she was stepping down as chair of the committee as of July 10th Employee Forum Retreat when she takes up her new duties as Employee Forum Vice Chair
* Ashley Belcher has mentioned she would like to take over as chair with the help of Myka Elliott, another committee member

**II. Follow-Up from Events/Projects in 2018-2019** [[12:05-12:15]]

**- Habitat for Humanity Build Follow-Up**

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

* + June 7
  + Times 8:15-12 & 1-4:30 (two shifts)
  + This was the first Habitat for Humanity Affordable Housing project meant for Seniors 55 and over in the country
    - # of Volunteers
      * 13 volunteers per shift (26 total)
    - Fundraising
      * Total Raised: $ 240
    - Publicity
      * Rain held off for most of the first shift, allowing UNC Communications to help document the event (including drone video)
        + They also tweeted their photos via UNC social media outlets

**- Carolina Blood Drive Follow-Up**

* The number of appointments the day before was quite low, but increased publicity and reminders the day of brought people in

**Final Numbers:**

* 758 total presented – 613wb and an 145prc
* Productive – 779!  Thanks to an amazing 277 PRC’s!  (502 WB)
* 102,438 lives impacted by the Carolina Blood Drive so far!

**III. Planning for Events/Projects in 2019-2020** [[12:15-12:45]

ONGOING PROJECTS

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

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

* 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 / UNC Communications that they will be taking on this story/promotional campaign

**Community Service Leave (CSL) Promotional Campaign**

* + **CSL PSA Video (**[**UNCW’s PSA Video**](https://vimeo.com/187027844)**)/unc.edu story**
    - 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
      * Shot of staff participating in our Habitat Build (UNC Employee Forum sponsored Habitat build shot 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 about the importance of CSL and how it can impact UNC Staff
        + Interview conducted at Habitat build on June 7, 2019
      * Interview with OHR benefits personnel on CSL policy & procedure
        + Would be nice to have the policy quickly & neatly outlined in the video by someone in the benefits office, Sheree Harmon would be best suited as Director of Benefits, Katie will send her information to the UNC Communications team to suggest her possible interview
      * Interview with UNC Staff/Faculty who have utilized CSL consistently
        + Completed Interviews:

Dori Brady (interviewed at Habitat build on June 7, 2019)

Manager, Phillips Ambassador Program

Office: FedEx Global Education Center, GEC 3116

Phone: (919)-843-7522

Email: dori.brady@unc.edu

* Suggestions of Other Individuals to Possibly Interview:
  + Michele Fulton

Student Services Specialist, Public Health Leadership Program

T : (919) 843-5758

E : [mmfulton@email.unc.edu](mailto:mmfulton@email.unc.edu)

* Tim Poe

Director of Telehealth

UNC Cancer Network

UNC Lineberger Comprehensive Cancer Center

Mobile Phone: 919-428-1216

Email: [timpoe@unc.edu](mailto:timpoe@unc.edu)

* Interview with Chancellor about importance of CSL for Staff
  + UNC Communications will try to make this happen as a part of the video

* Other aspects of the unc.edu story and timeline to be worked out with Rob Holliday and the UNC Communications Team in due course

**Other desired aspects of the project to be rolled out at the same time as the unc.edu story / video/ social campaign:**

* **CSL Posters/Postcards:** 
  + HR communications to develop (will have to work out who will pay for the cost, HR or us?)
    - Budget estimates will also need to come from HR
    - Would prefer HR cover the cost of a promotion of benefits available to UNC Staff (should have moneys in their budget to cover such activities)
    - If HR is unable to find the money within the budget of the Benefits team, then we will have to be creative in finding the moneys elsewhere
  + Artwork/graphic design would need to meld with HR current themes
  + ~150-200 11x17 posters needed, which will be hung throughout campus
  + Postcards to be sent via campus mail to all employees eligible to utilize CSL (for those employees who are more analog than digital, a postcard or flier might help to promote the benefit)
    - HR will need to come up with the number of postcards needed based upon the number of employees who are eligible to utilize CSL
  + Digital signage with same content as postcards to be displayed throughout campus
    - The formatting of the postcard can be sent out to campus communicators to be posted on their various digital screens
* **Informational Banner on ConnectCarolina Announcements**
  + Would be seen by employees who access their pay stubs and TIM information
* **CSL Informational Mass Email Blast**
  + To be sent in conjunction with the postcards and the unc.edu/social media story
  + Rob Holliday & UNC Communications team might be able to help develop the copy given their development with the unc.edu 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
    - This is on HR’s list of projects
    - 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 so that the informational email and other materials could reference the resource

* Future Ideas (could be rolled out at a later date than the wider campaign items listed above):
  + 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.
  + Suggestion to somehow recognize people who use all of their CSL in a year
    - Possibly a note to their supervisor or a certificate
    - They could be recognized at the Employee Forum Peer Recognition Award ceremony
      * The Employee Forum Awards ceremony is at the June meeting which gives time to gather the data from CSL use in the past year (January-December= CSL benefit period)

Timeline of CSL Promotional Campaign Rollout:

* Would like to roll out entire campaign (the unc.edu story & video, along with the other aspects of the campaign outlined above to be produced by HR) SIMULTANEOUSLY
  + This would make for a cohesive push about the availability of CSL for UNC employees
  + The video and unc.edu story will provide a much needed push for the other aspects of the campaign, since the chancellor is expected to be involved
* HR pushed back on implementing the campaign in the next few months, citing their current involvement in readying for open enrollment, which lasts all the way until February, 2020
  + HR will not be able to devote the resources for this project until the end of January
  + They can hope to do have material artwork, etc in February, but cannot guarantee to have everything ready by then
* This timeline is VERY disappointing given HR’s always busy schedule
* We feel this project will continue to be pushed forward as a non-priority as it has for the past three years of trying to implement such an informational campaign produced by HR (the owners of such benefit information)
* Katie will reach out to Rob Holliday & the UNC Communications team about their desired timeframe and inform them of HR’s desired timeframe

Other Discussion on Project:

* We would like to have the CSL usage numbers for 2017-2018 and 2018-2019
  + This data should mirror that provided to us by HR for the 2016-2017 period
  + This will give baseline information to judge promotion’s impact
* **Next Steps:**
  + Katie
    - Contact Tim & Michele regarding scheduling their possible interviews with UNC Communications
    - Facilitate film crew shots at CCCG garden workday
    - Send photos from other events to UNC Communications for inclusion in PSA video
    - Contact Rob regarding timeline of project implementation
  + OHR
    - Send requested information regarding CSL usage for the following periods:
    - 2017-2018
    - 2018-2019
    - Develop Formal Timeline for CSL Promotional Campaign Project Implementation
    - Finalize the language within the CSL Request form and the CSL Promotional Flier/Make available as resource on OHR CSL website
    - Draft CSL Poster (to be hung throughout campus) & Postcard (to be sent via campus mail and used as digital signage)
    - Come up with number of postcards needed based upon the number of employees eligible for CSL
    - Draft CSL Informational Mass Email in conjunction with UNC Communications

OTHER ONGOING PROJECTS

**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 on CCPS’ website (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

**NEXT STEPS:**

* + - Committee
    - Begin creating How-to guides for One time vs. Short Term vs. Long Term Community Service Projects to be included on CCPS website under the to-be-developed staff resources page
    - Begin creating some FAQ’s for Staff Planning of Individual vs. Group CS projects to be included on CCPS website under the to-be-developed staff resources page

OTHER POSSIBLE 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**

* + - Desired 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, etc.

-**Other Event Ideas/Proposals?**

* + Please always send 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** [[12:45-12:55]]

* + CCCG Updates- Arlene Medder
    - CCCG in the process of submitting a proposal to TIAA
      * This came about because one of their senior people who attended our first tomato event was so impressed with the garden…
    - CCCG having a group of NCSU grad students out tomorrow at noon to present their designs for a rain garden and to start working on installing it

**IV. Questions/Final Comments** [[12:55-1:00]]