UW-Madison Classified Staff Communications Committee

MINUTES

10.22.14

Members Present: T. Fritter, B. Wilson, J. Thao, K. Ziffer, M. Bradley, R. Pond

Members Absent: K. Knutson (Excused).

Others Present: L. Lemmer

At 3PM, Chair Ziffer called the meeting to order, and paused to accept any comments from the public, none sought recognition.

Mr. Bradley moved, Mr. Wilson seconded, to approve the Minutes of the previous meeting. All in Favor. MOTION CARRIED.

Mr. Pond arrived.

Chair Ziffer recognized Ms. Lindsay Lemmer, Communications Specialist with OHRD. Ms. Lemmer reviewed the communications plans and draft materials for use in upcoming info sessions. Ms. Lemmer stated that the goal is to have the material be “appropriate and specific” and wanted the feedback of the committee to ascertain if the communications plan was “prioritizing correctly” in terms of the materials and the issues they were addressing. Ms. Lemmer noted that the upcoming round of sessions will be different than the previous sessions as they will include breakout sessions.

Discussion was heard about the possibility of making videos of the sessions available online so that viewers may examine them at their convenience. Discussion was heard regarding the need to stress that employees may attend sessions without loss of pay and to well publicize the schedule of events.

Question was asked if questions at the sessions will be accepted in written form as well as in person. Answer was in the affirmative.

Ms. Lemmer then turned to the layout, design and content of proposed written materials regarding HR Design with the stated goal that they be relevant and actionable.

Discussion was heard as to the possible objection by some employees as to the use of the words ‘tool’ and ‘toolkit’. Questions were raised regarding job titling and pay changes. Questions were raised regarding ‘living wage’ implementation description.

Questions were raised as to the delivery process of these materials. Reply came that they would be available at sessions and downloadable from the website.

Ms. Lemmer requested that any ideas regarding future engagement sessions be sent to her office.
Chair Ziffer recognized Mr. Terry Fritter and the Secretary regarding follow up on outreach activities. Mr. Fitter reported on the appearance of the Secretary and of representatives of Continuing Education at his Department meeting and described the engagement of the employees as positive regarding PDTC opportunities and Continuing Education opportunities. The Secretary reported on the participation and positive reaction and engagement at the classified staff shared governance booth at the Resources and Benefits Fair as well as the reception afterwards with the Chancellor.

Chair Ziffer recognized Mr. Brian Wilson on the topic of strategic planning. Mr. Wilson wished to stress that the committee should approach their work from the perspective that when reviewing policy proposals it is the task of the committee to focus more on the communications plans for the proposals introduction, rather than on the content of the policy draft itself.

Mr. Fitter suggested a future agenda of the committee might include representatives from Housing and FP&M appearing before the committee.

General agreement was heard that interest still exists in pursuing the creation of informational kiosks for classified staff shared governance.

At 4pm Mr. Wilson moved, seconded by Mr. Pond, to adjourn the meeting. All in Favor. MOTION CARRIED.

Minutes prepared and submitted by: J. Lease / Secretary