

TO: The Eastern Kentucky University Faculty Senate
FROM: Senator Michael T. Benson
DATE: May 5, 2014
RE: May Campus Report

At the conclusion of my first academic year as president, I am grateful for the support we have received throughout these first two semesters. I feel encouraged by the progress we have made on several fronts, but also know there is still much to be done to continue to build on the solid foundation in place. Thanks for your continued service and commitment.

First PLAA Cohort Announced

The inaugural cohort of the President's Leadership in Action Academy (PLAA) has been announced. The 18 participants are: Kishore Acharya, Scott Arias, Ryan Baggett, Stephen Caudill, Kellie Ellis, Katherine Fair, Anthony Lamanna, Jason Marion, Salome Nnoromele, Tom Otieno, Jennifer Ott, Karen Peavler, Bernardo Scarambone, Matt Schumacher, Caelin Scott, Jennifer Strauel, Jennifer Wies and Ryan Wilson.

Academy participants will have the opportunity to:

- participate in quality professional development experiences.
- increase their awareness of the complexity of issues facing the University and postsecondary education in general.
- expand their understanding of the environment in which University decisions are made.
- develop and implement a solution to a challenge faced by the University through a cohort project.
- put leadership into action through an internship.
- serve as program mentors with subsequent classes, putting leadership into action.
- serve, as Academy alumni, on and/or lead internal and external committees related to the University.

Scott Cason to Head Communications & Marketing

Scott Cason has been named Vice President for Communications and Marketing at ECU. He has served as Assistant Vice President for Communication and Marketing at Augustana College in Rock Island, Ill., since 2010.

Serving as the University's chief communications, marketing and external affairs officer, Cason will be responsible for enhancing the profile, image and visibility of ECU locally, regionally, nationally and internationally through our efforts in marketing, public relations, media relations, branding and publications. He will begin at ECU July 1.

The Cincinnati native brings 15 years of experience in higher education to ECU. While at Augustana, he developed the integrated marketing component to the College's strategic plan;

led the College's messaging and media relations efforts for two major building projects, two multi-million dollar gift announcements, and the celebration of a successful conclusion of an eight-year, \$152 million capital campaign; created a visual identity system for the College's intercollegiate athletics program; and administered several comprehensive market research projects.

After nine years with the U.S. Navy, where he served as an officer and aviator, Cason taught middle school history, economics and civics in North Carolina. He began his career in higher education as Assistant Marketing Manager and Web Developer at American Military University and went on to serve as Marketing Manager at George Washington University, Director of Marketing and Communications at North Carolina State University, Director of Marketing and Communications at the University of Arizona; and Executive Consultant for Noel-Levitz Inc., where he served as the principal student recruitment communications and marketing consultant for the leading enrollment management consulting firm.

Cason earned a bachelor's degree in marketing from Miami University in Ohio and his master's degree in teaching from Otterbein College.

Foundation Professors

After discussions with Professors Molinaro and Kopacz, my office has committed to help fund two Foundation Professors each year. This year, Dr. Richard Crosby and Dr. Kenneth Tunnell are the latest faculty members to earn the University's highest honor for teaching excellence.

Crosby, a professor in the Department of Music, and Tunnell, a professor in the School of Justice Studies, each received the 2014-16 ECU Foundation Professorship. The annual honor recognizes those who demonstrate outstanding abilities in the three primary roles of a faculty member: teaching, service and research. The professorship provides a salary supplement for two years.

Capital Projects Completed

The Hall of Distinguished Alumni has received a much-needed overhaul and update, and the Carillon Bells are again ringing for the first time since 1999.

The ad hoc Campus Improvement Committee met last week to hear from our facilities personnel about the imminent improvements coming to campus and which projects will be completed during the summer months. Please mark your calendars for August 26, 2014, when ECU will be hosting two significant events. First, a ribbon-cutting on the newly renovated space in the Ault Building basement for our Department of Construction Management will take place. And second, this event will be followed by the ground breaking of Phase II of our Science Center.

Strategic Planning Process Continues

T

The entire campus community is encouraged to stay informed and contribute its input into the University's ongoing strategic planning process. A campus-wide survey was distributed by e-mail recently to all faculty and staff, and the web site devoted to this vital undertaking (strategicplanning.eku.edu) includes an online suggestion box. Focus groups have also been consulted.

Matt Roan, special assistant to the President, and Stacey Street, interim executive director for Institutional Effectiveness, are co-chairing a Strategic Planning Steering Committee that represents the broad range of University interests and will honor the values of shared governance and transparency, while being bold and aggressive as to University aspirations.

Input teams will further help to recognize the voice of students, faculty, staff and all other stakeholders. Strategic initiative teams will focus on and monitor progress of activities undertaken throughout campus to achieve specific strategic initiatives.

The timeline is as follows:

Spring and Summer 2014 — focus groups, surveys, formation of input teams, environmental scan, drafting of vision, mission, values, goals, and strategic initiatives

Fall 2014 — final version of vision, mission, values, goals, and strategic initiatives. Draft and finalize key performance indicators. Form strategic initiative teams.

January 2015 — completion of 2015-2020 EKU Strategic Plan

Summer 2015 — strategic initiative teams begin process of monitoring activities and key performance indicators

Phase 2 of Pay Equity Program

The University has entered into second phase of its three-phase, multi-year Comprehensive Compensation Program. Phase Two focuses on internal pay equity through the Faculty Internal Pay Equity Program (Faculty IPEP) and the Staff Internal Pay Equity Program (Staff IPEP), utilizing \$1 million in recurring funds.

The first phrase was the 2.5 percent across-the-board salary increase for faculty and staff implemented last October, representing an annual investment of approximately \$3.7 million. Also as a part of Phase 1, a Step-in-Grade Program was implemented early this year, with an additional investment of approximately \$500,000 in recurring monies.

Because of limited resources to complete Phase 2 in one year, its implementation is intended to be incremental over multiple years as funding is available. During the analysis phase of the IPEPs, more than \$2.3 million in salary adjustment needs were identified for 646 employees, which would cost the University more than \$3.3 million per year to fund, including the resulting benefit costs.