

**Staff Association Area Reps Meeting
Minutes of May 8, 2014**

Present

Theresa Bauer
Erin Campbell
Theresa Dam
Annette Dietrich
Lawrence Folland
Tom Graham
Christine Gillis-Bilton

Carrie Hunting
Robyn Landers
Barb Blundon
Luanne McGinely
Carlos Mendes
Gail Spencer
Rose Vogt

Melissa Zapletal
Darlene Ryan
Dianne Foreman
Katie Damphouse
Katherine Maclean

1. Approval of Minutes of April 10, 2014 Area Reps Meeting

Two amendments:

- i) Christine Gillis Bilton was present.
- ii) In #3, under "Buy up option", another major concern was that implementation of an employee pay program could lead to future erosion of the employer-paid portion of our benefits.

2. Approval of Agenda

Approved.

3. Business Arising from the Minutes (Carlos)

An action item mentioned during the discussion of the benefits package was to hold a second meeting with staff to discuss buy-up options. Based on feedback received and other considerations, the Benefits Working Group will recommend to P&B that review and enhancement of benefits should be addressed in the broader scope of the Employer-Staff Relationship theme focus group of the Strategic Plan. Therefore a second meeting to discuss the buy-up options that are no longer being considered at this time is premature.

4. Guest Speaker – Kelly McManus

Kelly McManus, senior director of Community Relations and Events (CRE), spoke about this relatively new role and team which is different from what we had with Communications and Public Affairs.

"Community" is not just geographically local (though initial focus is local). There are many ties to the UW strategic plan. CRE faces both outwards and inwards (i.e. within the university).

CRE wants to develop an inventory of what the Faculties etc. are doing in the community, which could help address the feeling that people don't know what's going on, and a list of what people are involved, so as to be a better bridge connecting community to the university. Calling this the Community Outreach Leaders Network.

CRE is developing a 5-point framework in simple terms (rather than the more complicated terminology of the Strategic Plan) to identify community connection themes: arts, culture and diversity; economic development; health and well-being; sustainability; youth engagement.

Regarding staff in particular, what tools could we use to better inform people of opportunities, and to engage with the community?

Comments arising in discussion:

- Use digital signage that's starting to pop up around campus. There's academic news there, but not much staff-related information.
- Develop a widget for the student portal.
- Develop a staff portal.
- Have a modern replacement for newsgroups (e.g. uw.forsale becomes a UW-internal Kijiji-like site).
- Add regular categories to the Daily Bulletin where people can look for topics of interest. Who really reads all those other links at the bottom?
- Engage with the Northdale neighbourhood study to connect with those community concerns.
- UW's Canada Day event is a highly visible community event, traditionally run by FEDS. Now the University is officially more involved. Capitalize on this example.
- Find ways to showcase staff members' activities; used to be easier to do in The Gazette than now in Daily Bulletin.
- How to effectively publicize events and services (on and off campus) to visitors or new University people?
- How to effectively coordinate outside inquiries for UW sponsorship of events? Or inside inquiries (e.g. student groups)? And the other way around: coordinating requests from UW groups for sponsorship by businesses.
- Develop a list of local suppliers.
- Where is the fulfillment of "UW: More Than A Place To Work"?
- Choose a handful of annual events to focus on (e.g. Shinerama, food bank drive, mental health awareness, etc.)
- Promote awareness of the UW Events calendar, which does have categorization and selective automatic notification, etc.
- Carlos is focusing on the health and well-being theme, improving UW's position as an attractive employer.

Chair: Carlos Mendes

Minutes: RBL