

# MC GOVERNANCE

## Staff Council

Thursday, March 7, 2024

Meeting 10

1:00-3:00 PM, via Zoom

## MINUTES

**Members Present:** Nghi Nguyen (Chair), Surayya Johnson (Vice Chair), Daphne Alfelor, Dwayne Henry, Javon Inman, Betsy Leonard, Nicole Given, Val Melgosa, Stephanie Krasnoff, Angie Moy, Katie Nguyen, Thanh King, and Adaora Nwiquwe

**Liaison:** Dr. Michelle Campbell

**Guest(s):** ---

**Absent:** Miho Shimizu, Rebecca Razavi

### Call to Order

- The regular meeting was called to order at 1:02 pm by Chair Nghi Nguyen.
- Daphne motioned to amend the agenda. Surayya seconded.

### Constituent Concerns

- Can HR explain or update their website about Enrichment Leave (Enrichment Time Off) so staff can get a clear understanding on what it is and how to use it – since the confusion came from one of HR staff who stated that Enrichment leave should be taken for those attending SED.

### Meeting Minutes

- The February 22nd minutes are approved as written.

### Updates

- Staff Enrichment Day
  - Check-in/breakfast will be held in Theatre Arts (TA) Arena
  - Workshops are filling up quickly
  - Services will be suspended for the whole day so staff can attend
  - Staff do not have to use Enrichment Time Off to attend
  - No need to register for lunch: sandwiches, first-come, first-served
- Tracking Reports
  - Nghi will update after College Council goes over its Tracking Reports

## **Dr. Michelle Campbell, SVP for Advancement and Community Engagement**

### *Branding Refresh & Strategic Marketing Development Updates*

- Strategic Marketing and Branding
  - Contractor: Interactive
  - Increase student enrollment and brand recognition at MC
  - A new strategic approach will allow the College to continue to effectively engage with current and prospective students and their families.
- A 3-Phased Approach
  - Phase 1: Market research, brand identity...
    - Survey with employees and students
  - Phase 2: Comprehensive strategic marketing plan development and training and adoption of new brand
  - Phase 3: Strategic marketing plan implementation, testing, and launch
- Timeline
  - Date: Projection is 2-3 years, start to finish
    - Phase 1: 4-6 months
  - Who/How: Be involved part
    - Governance participating in survey, focus groups
    - Employees and students
    - Reach out to Dr. Campbell for a conversation
  - Goals: Increase MC brand and student enrollment
  - Why:
    - Rebrand every few years to rethink
    - Reconsider how we position the College within county, region, and state
    - Attracting current and potential students

### **New Business**

- Enrichment Time Off
  - Has been brought during College Council

### **Unfinished Business**

- Personal Leave (Personal Time Off) Concern
  - Has been brought during College Council
- Goal 2: Spread the Love Food Drive & Hearts for Staff

### **Chair's Report**

- Staff Enrichment Day 2024, Wednesday, March 13, Rockville Campus, 8:00-16:00
- Racial Healing Circles Being Offered in March by the MC Truth, Racial Healing, and Transformation Campus Center, April 27, from 12:30 p.m. to 2 p.m., Rockville (RV) campus, MK 104, facilitated by Dr. Fiona Glade and Dr. Milton Nash.
- Equity Week 2024 - Save the Date (April 15-19)
- The Journey Towards Becoming an Antiracist Institution - Spring 2024
- Blackboard Collaborate Ultra - Discontinued July 1, 2024

- Classification and Compensation: Come Learn About Our New Job Profile
- Governance Nominations and Elections Season
- MC Wellness – Register for 10K Steps a Day
- AFSCME Local 2380: \$3,000 wage increase for employee
- Additional Holidays: July 4 & 5; Two weeks winter break
- Safe Zone Trainings for Spring semester, register in Workday
- SHaW Center Events: Mobile Market
- Asian American and Native American Pacific Islander Heritage Month (AANAPIHM) Kick-off Festival, May 1, 11:00-14:00, Theatre Arts Arena
- 2024 Commencement Volunteers needed, sign up online
- igniTe Hub Guest Speakers, next one on April 18
- MCRPA Spring Semester Open House
- MCRPA March 2024 Spotlight: Crafting Connections - A Beginner's Guide to Crocheting and Knitting
- MCRPA Chats with the Chief featuring Ms. Dorothy Umans, April 16, 10:00-11:30 AM, Zoom
- Southern Management Leadership Program (SMLP) announces recruitment for the 2024-25 Academic Year
- Staff Council Spread the Love Food Pantry Collection

**Announcement**

- Dr. Williams will attend next Staff Council meeting

**Adjourned at 1:58 PM**

- Motioned by Rebecca. Surayya Seconded. Unanimously approved.

**NEXT COUNCIL MEETINGS**

March 21, April 4, April 18, and May 2

Submitted by

Miho Shimizu, Staff Council Secretary