

August 15, 2012

Classified Connection Meeting, UW-Whitewater  
University Center, Room 259B

Meeting called to order at 9:00 a.m.

Eunice Lehner opened the meeting and introduced our guest speakers, Amy Sexton and Jeff Angileri.

25 classified staff members were present.

### **University Marketing and Media Relations**

Jeff Angileri spoke about the purpose of the Marketing and Media office and the services they offer. He explained the purpose of branding and the concept of being able to tell the unique story of UW-Whitewater with people around the world. He pointed us to the "Campus Identity Standards" page <http://www.uww.edu/news/campus-identity-standards> for information on fonts, logos and more. This page should be consulted when preparing any materials for off-campus distribution. This page has links to templates with power-point slides, stationery, logos and other materials that can be used. One thing Jeff pointed out is that the University Seal is for official use and owned by the Chancellor. It is not for everyday use and approval is needed to use this seal. He encouraged everyone to send department news to be posted in the "Uw-Whitewater this week" segment.

### **Classified Staff Advisory Council**

Amy Sexton and Eunice Lehner outlined the process that our campus will be going through to create a Classified Staff Advisory Council. The mission of the council will be to promote a positive environment for all classified employees and encourage active participation in the University decision-making process. It will promote professional development and offer educational opportunities, serve as a channel of communication with the classified employees at UW-Whitewater and the University community as a whole. It will serve in an advisory role to the Chancellor and University Administration. The Chancellor and Human Resources will be providing financial and administrative support for the creation and operation of this council. It will operate and be funded much the same as Academic Staff Assembly or Faculty Senate. Amy Sexton will serve as the representative from Human Resources & Diversity. A representative from the Chancellor's office has yet to be appointed. Two meetings will be held on September 13<sup>th</sup>, one at 9 a.m. and the other at 4:00 pm. in Summers Auditorium. Each meeting will last 1 ½ hours. Chancellor Telfer and Judi Trampf will provide more information about the formation and function of the council. Nominations will be held for the open seats on the council sometime late September to early October with elections to be held in late October to early November. Any handouts will be collected and distributed to those who could not attend the meetings if they notify us that they would like to receive them.

### **ANNOUNCEMENTS:**

Gregg Theune is retiring soon. Watch for a flyer for date and time of a reception in his honor.

The **Women in Leadership** seminar will be held August 23<sup>rd</sup> in Timmerman Auditorium. Eunice attended last year and encouraged everyone to attend as it was a very worthwhile program. There will be a meet and greet from 10:30 to 11 in the Hyland Hall Atrium followed by the program from 11:00 to 12:15 in the Timmerman Auditorium.

The **Chancellor's Address** will be held August 27<sup>th</sup> at 10:30 at the Irvin L. Young Auditorium.

iCIT will be hosting a **Technology Open House** for faculty and staff on August 27<sup>th</sup> from 2:00-5:00 p.m. in the University Center, Room 275B.

Submitted by Tricia Borchardt,  
Secretary, Classified Connection