



# STAFF SENATE MONTHLY MEETING

## MEETING MINUTES

**LOCATION:** Riggs 305 & Zoom

**DATE:** February 13, 2025

**TIME:** 2:30 pm

### **I. OPEN COMMENT PERIOD**

### **II. CALL TO ORDER—2:30 P.M.**

**III. APPROVAL OF THE MINUTES**—Alisha Maw (motioned), Levi Roach (seconded), January minutes approved with one change. February 14 blood drive was moved to February 21

### **IV. SPECIAL ORDERS OF THE DAY**

- a. Rick Petillo, Vice President for Finance and Chief Financial Officer, and representatives
  - i. Modernizing how Clemson works—systems (Workday), resources (revenue-based budgeting) and insights (business intelligence). Can identify trends quickly and clearly and adjust in real time.
  - ii. In October, identified a trend where expenditure growth was outpacing revenue growth at an unsustainable long-term pace.
  - iii. Modernization is critical to maintain Clemson’s financial health and enable investments in the academic enterprise
  - iv. Action steps
    1. Short term: moderate spending to maintain financial health
    2. Continued focus: ongoing expense management
  - v. Clemson is financially strong and wants to be even stronger.
- b. Brian O'Rourke, Executive Director of Advancement & Sharon Martin, Vice President for Marketing and Communications

- i. 2024 survey showed the Clemson brand is strong across all audiences
- ii. Opportunities: Brand positioning, brand story, brand identity and brand promise
- iii. Brand presence: Tiger Paw, Clemson Elevate and Fiercely Forward. Need one under one umbrella.
- iv. Fiercely *Forward*—can encompass everything we do in one campaign. Over the next several months, will be integrated across the university. Soft launch February 17.3
- v. Capital campaign and brand campaign aligned—rare for universities.
- vi. Staff Senate Endowed Scholarship doing well, \$880K+
- vii. Goals:
  - 1. \$1.889 billion
  - 2. Reach at least \$1 billion in Clemson’s endowment
  - 3. Become a \$200M/year philanthropic program
  - 4. Name colleges, buildings, departments and programs
  - 5. Ensure donor prospect pipeline for future campaigns and philanthropy at Clemson
- c. Tessa Byer & Michael Scott - University Ombuds
  - i. Upcoming trainings throughout spring
  - ii. Find ways to celebrate—“you-anniversaries.” When did you figure out what you want to do with your life? When did you have the courage to make a change? When did you overcome something difficult?

## V. COMMITTEE REPORTS

- a. Treasurer – Christy Babb
  - i. Budget Update
    - 1. Vending           \$14,517
    - 2. Operating       \$1,463
- b. Activities (Vicki Perry, Donna Jervis)
  - i. Honored 18 staff & faculty who attained degrees
  - ii. Blood drive date change - now on 2/21
  - iii. February - appreciation cards for campus health services (CAPS, Rural Health, Redfern)
  - iv. March - appreciation cards for HR
  - v. April - appreciation cards for Financial Aid
  - vi. April - Nook donation drive

- c. Advancement (Jennifer Blyden, Marjorie Campbell)
  - i. Battle of the Senates concluding on Feb 14
    - 1. University wide emails will be sent out again on Feb 14 and spotlight in Our Clemson Feb 13
  - ii. Golf Tournament
    - 1. Sole has been booked for closing ceremony
    - 2. CU Advancement has the final tier information and working on sponsor forms
    - 3. Have requested CU Advancement to create our final graphic, still waiting to hear back
    - 4. Marjorie working on breakfast quotes from Chick-fil-A
    - 5. Marjorie has created a project plan to keep us on track within teams
- d. Communications (Cora Allard, Colby Lanham)
  - i. No report
- e. Inclusive Excellence (Arthur Alvarez, Alisha Maw)
  - i. Exploring ways to incorporate approved IE plan into strategic plan; met with Donna Robertson for guidance
  - ii. What does IE look like in the future for Staff Senate
- f. Membership (Beth Newton, Eric Pernotto)
  - i. Elections planning
- g. Welfare (Haley Cox)
  - i. Constituent Concerns
    - 1. MUSC Partnership Follow Up
    - 2. Accepting Questions for PATS @ March Meeting
  - ii. The Nook Instagram: theclemsonnook
    - 1. Will post info on donation drops and current needs
  - iii. Post Hazardous Weather Clean Up Concerns – safety concerns should be reported to Facilities Dispatch – call 864-656-5450
    - 1. <https://cufacilities.sites.clemson.edu/services/service-request>
  - iv. OES Safety Notification to Department Safety Coordinators (DSC) – Manual Paper Cutter Incident, Fact Sheet created & post to web
    - 1. <https://www.clemson.edu/finops/oes/occsafetyhealth/industrygiene/factsheets.html>

## **VI. UNIVERSITY COMMITTEES:**

- a. Accident Review Board – Christy Babb, Levi Roach
- b. Alcohol and Other Drugs Advisory Board – Rob Seay
- c. Bookstore Advisory Committee – Eric Pernotto

- d. Committee on Committees –Jeff Anthony / Stacey Miller / Steve Fullerton
- e. CompStat 360 – James Gowan
- f. Library Advisory Board – Colby Lanham
- g. Ombuds Committee –Jake Anderson / Jeff Anthony / Stacey Miller / Anthony Herrera
- h. Parking Review Board – Matthew Burns

**VII. PRESIDENT’S REPORT**

- a. Power of the Paw survey (please review prior to the meeting)
- b. IE update
- c. Officer elections
  - i. Haley Cox will be Vice Secretary
  - ii. Levi Roach, Victoria Perry

**VIII. OLD BUSINESS**

- a.

**IX. NEW BUSINESS**

- a.

**X. ADJOURNMENT–3:54 P.M.**

# Staff Senate Meeting

February 13, 2025



**Rick Petillo**

**Chief Financial Officer**



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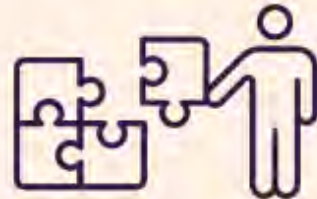
# Financial Management for **Success**

# Modernizing how Clemson works



**Systems**

Workday



**Resources**

Revenue-Based Budgeting



**Insights**

Business Intelligence



# Two key advantages:



**1.**

**Identify trends  
quickly and clearly**

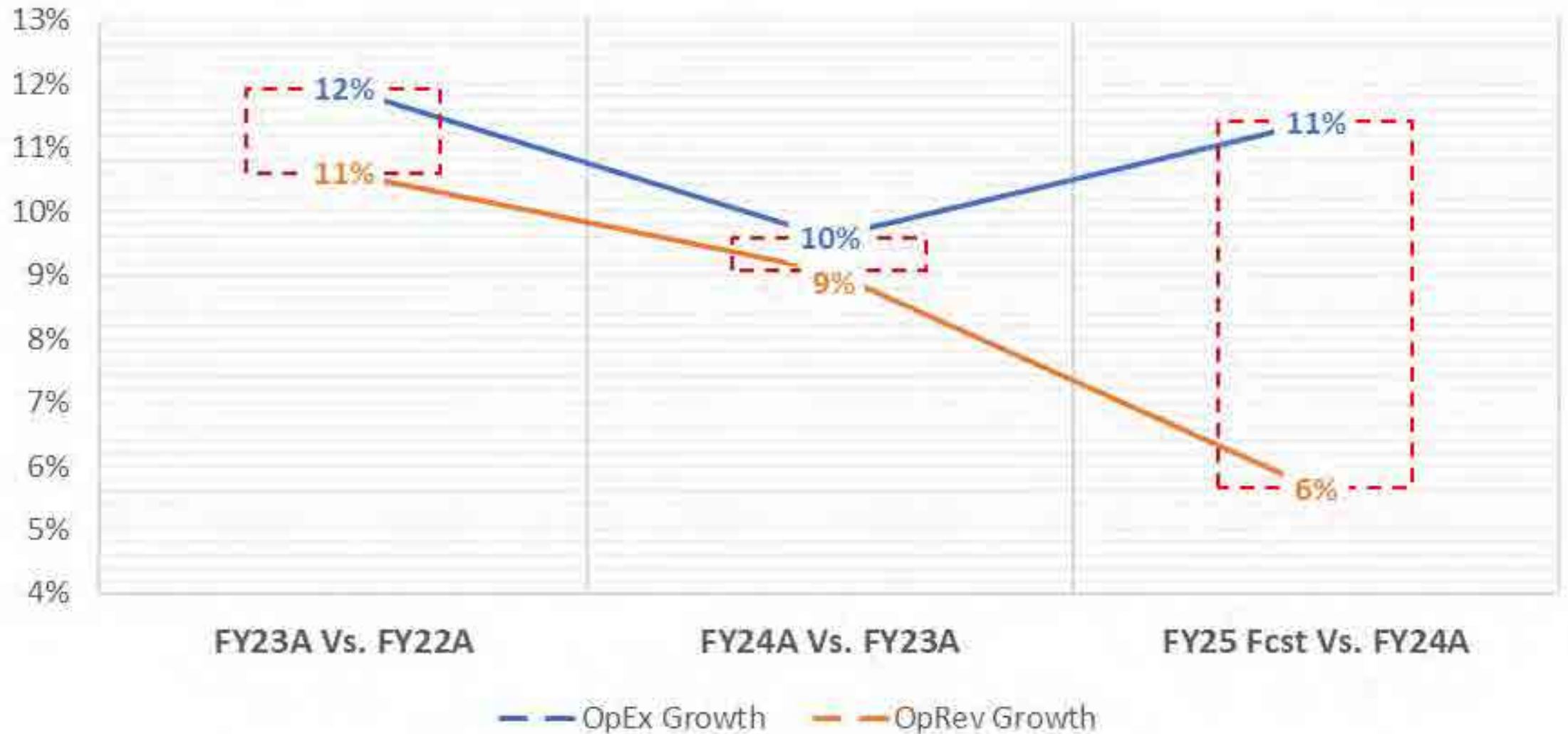


**2.**

**Adjust in real time**



# The trend we identified



# Why this is critical:



**1.**

**Maintain Clemson's  
financial health**



**2.**

**Enable investments in  
the academic enterprise**



# Action steps

## Short term: moderate spending to maintain financial health

- ✓ Investment and expense management decisions are college-level decisions

## Continued focus: ongoing expense management

- ✓ **Manage expenses:** each college makes decisions on investments and expenses within the overall expense growth
- ✓ **Analytics:** F&O will provide tools to support deans and business officers within colleges to inform decisions
  - Monthly projections
  - Monthly budget meetings

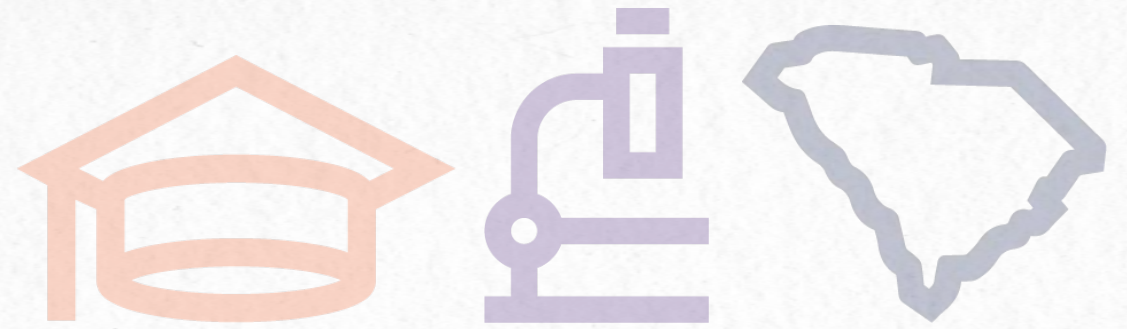
Clemson is financially strong.

**We want to be even stronger.**



# **Brian O'Rourke**

**Vice President of Advancement**

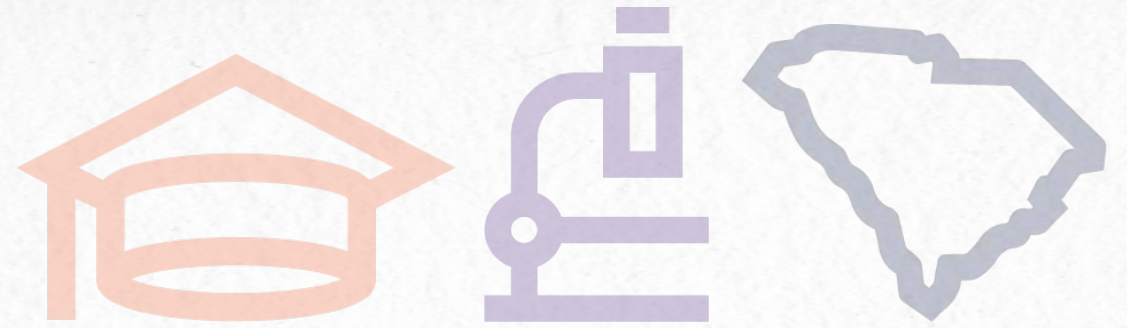


# **Fiercely Forward: Elevating the Clemson Brand**

STAFF SENATE • THURSDAY, FEBRUARY 13, 2025



Clemson® Elevate



# **The Health of the Clemson Brand**



# Brand Health



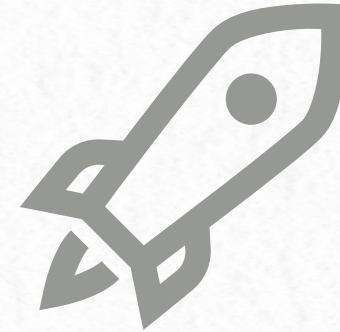
REPUTATION



ACADEMICS



ALUMNI



ON THE WAY UP



Clemson<sup>®</sup>Elevate

# Brand Health



WELCOMING



OPTIMISTIC



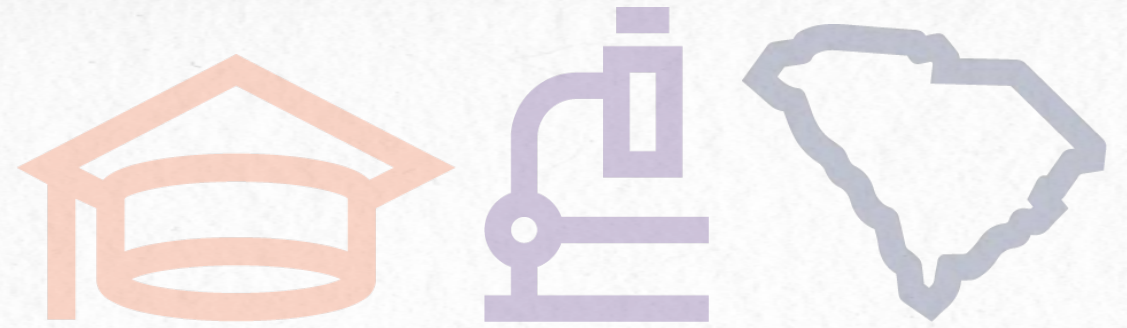
CONFIDENT



COMPETITIVE

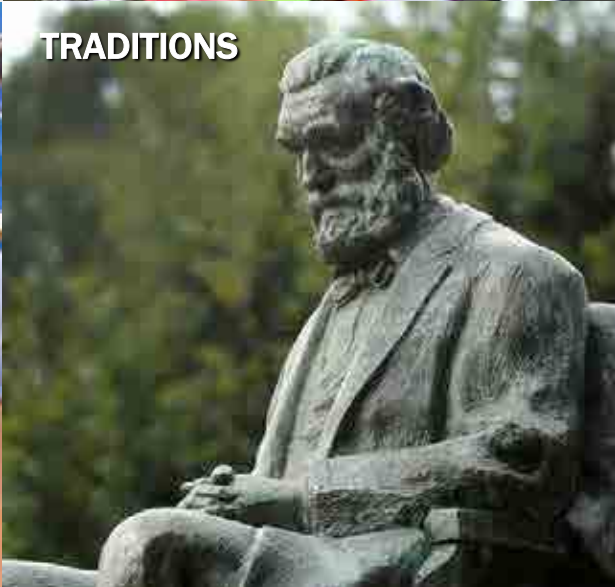


SUPPORTIVE



# **The Clemson Brand Experience**

# The Clemson Brand



# Clemson's Brand Platform

## Brand purpose:

Why does Clemson exist?

## Brand positioning:

What makes us different from our competitors?

## Brand story:

What is the narrative that relates all of this on an emotional level?

## Brand vision: What

are our aspirations?

## Brand personality:

What human traits does Clemson exhibit?

## Brand identity:

How do we share our brand?

## Brand mission:

How are we fulfilling our purpose?

## Brand promise

What is our commitment to our constituents?

## Brand values:

What are our guiding principles?

# Clemson's Brand Presence



Clemson®  
Elevate

FIERCELY  
**FORWARD**   
A CAMPAIGN FOR CLEMSON®

# Clemson's Brand Presence

FIERCELY FORWARD 

# The Brand Campaign

**FIERCELY FORWARD**

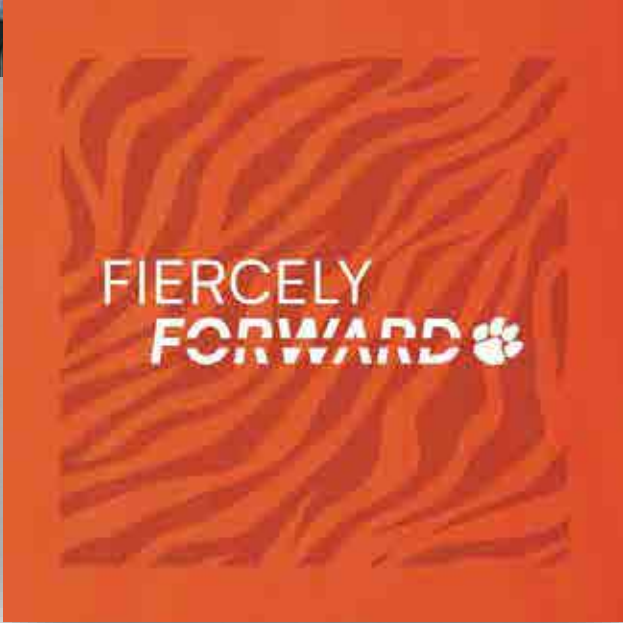


- University
- Colleges & Units
- Advancement
- Athletics
- Alumni Association
- Extension
- Innovation Campuses



# The Brand Campaign

A THOUGHTFUL,  
METHODICAL  
ROLLOUT IN EXPECTED  
AND UNEXPECTED  
PLACES  
AND WAYS



# Next Steps

<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>Summer</b>	<b>Fall</b>
Launch Brand Campaign on Campus (Feb 17)	Road Show in NYC	Campus activities	Graduation Artisphere	Road Show in Atlanta New Student Orientation	Welcome Week National markets
Launch Capital Campaign (Feb 21)	CU at the Statehouse Campus activities	Brand workshops and trainings		State markets	
Brand workshops and trainings	Brand workshops and trainings				



# ADVANCEMENT

**Brian O'Rourke**

**Vice President of Advancement**



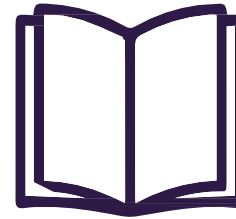
# 4 R's of Advancement



Reputation



Relationships



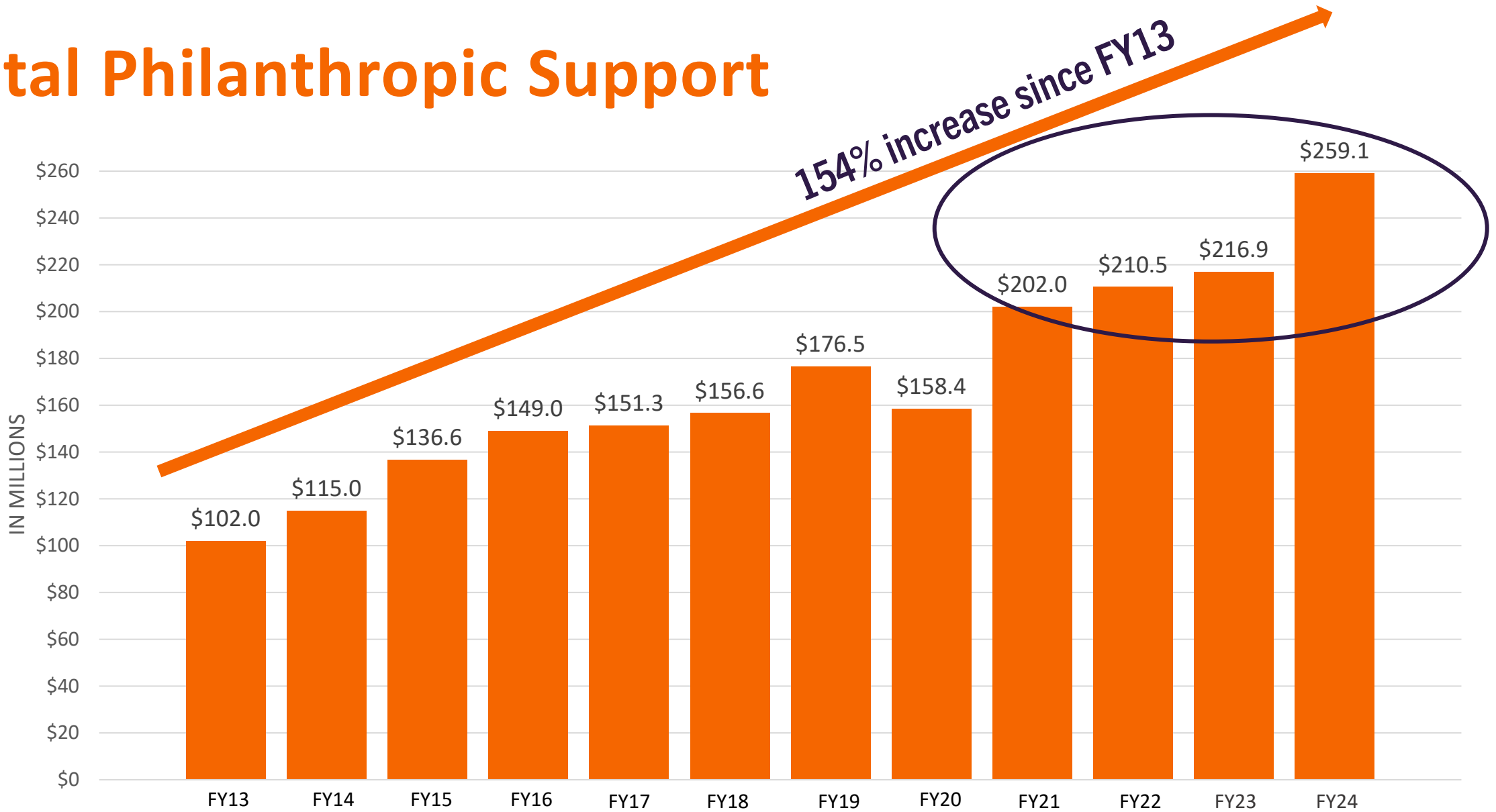
Resources



Results

*We are a team that enhances Clemson's reputation, builds relationships to yield philanthropic resources and ensures results for Clemson Elevate.*

# Total Philanthropic Support



# Employee Emergency Fund

**YTD Total for the Emergency Fund:**

\$23,576

**Battle of the Senates as of 2/12/25:**

Faculty - \$435

Staff - \$265

**1 more day to go!**



# Staff Senate Endowed Scholarship

**YTD Total for the Staff Senate Scholarship:**

\$8,159

**Staff Senate Endowed Scholarship Balance:**

\$882,395

**Academic Year 24-25 Payout:**

\$24,439

**15 scholarship recipients**

*"I am forever thankful for the donors who have **allowed me to pursue my dream** of becoming a special education teacher. I believe I was put on this earth for a reason and a purpose, and that purpose is to teach. As many know, teaching is more about the passion and not the money, so every bit of scholarship support helps. A thousand thank yous to **helping make my Clemson journey possible**. I promise to use my next few years at Clemson to grow as a person and enter schools as an educator ready to make a positive difference in students' lives."*

*– Hope Walters '26*



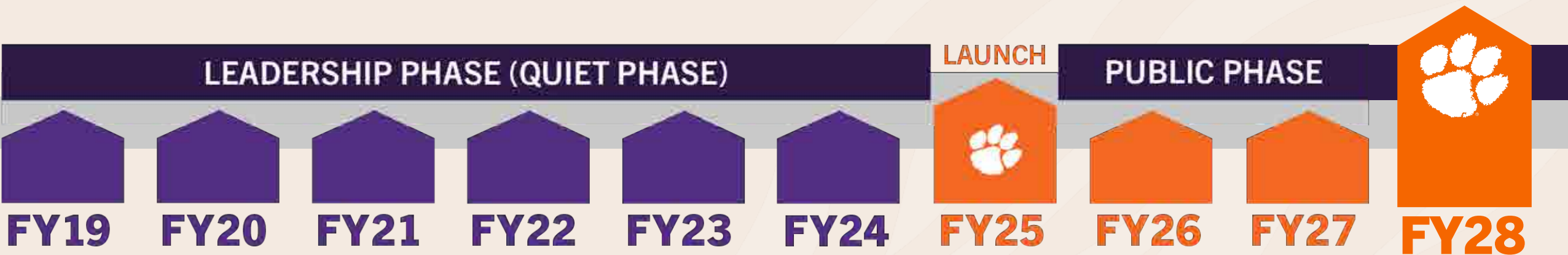
# FIERCELY FORWARD



A CAMPAIGN FOR CLEMSON®



# CAMPAIGN TIMELINE



# CAMPAIGN GOALS

- Raise a minimum of \$1.5 billion to support Clemson's strategic initiatives
- Reach at least \$1 billion in Clemson's endowment
- Become a \$200M a year philanthropic program
- Name colleges, buildings, departments and programs
- Ensure donor prospect pipeline for future campaigns and philanthropy at Clemson

FIERCELY  
FORWARD   
A CAMPAIGN FOR CLEMSON®



# FIERCELY FORWARD PATHWAYS

These pathways are the heart of Fiercely Forward. Every story, visual, message, touchpoint, and experience will be woven through this framework.

## LAUNCHING LIVES OF SIGNIFICANCE

Let's deliver the No. 1 student experience in the nation.

## UNLOCKING HUMAN POTENTIAL

Let's double research expenditures by 2035, position for AAU membership.

## IGNITING CHANGE THROUGH INGENUITY

Let's transform lives statewide and beyond through educational, economic, agricultural and healthcare outreach.

# INTERACTIVE FILM SERIES

The background features a vibrant orange color with flowing, wavy patterns in shades of purple and dark orange. A white border is visible on the left and top edges of the main content area.

# FILM SERIES TOPICS



**Snow Institute for the Study of  
Capitalism**



**Precision Medicine/Clemson  
Center for Human Genetics**



**Veterinary Medicine**



**VIPR/GS & Deep Orange**



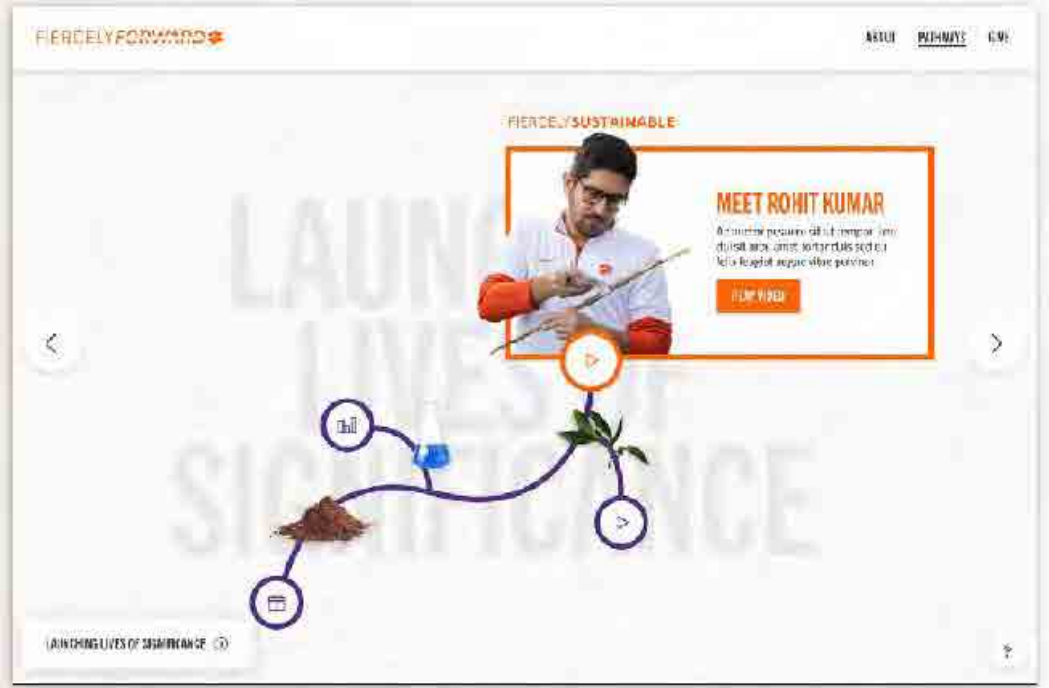
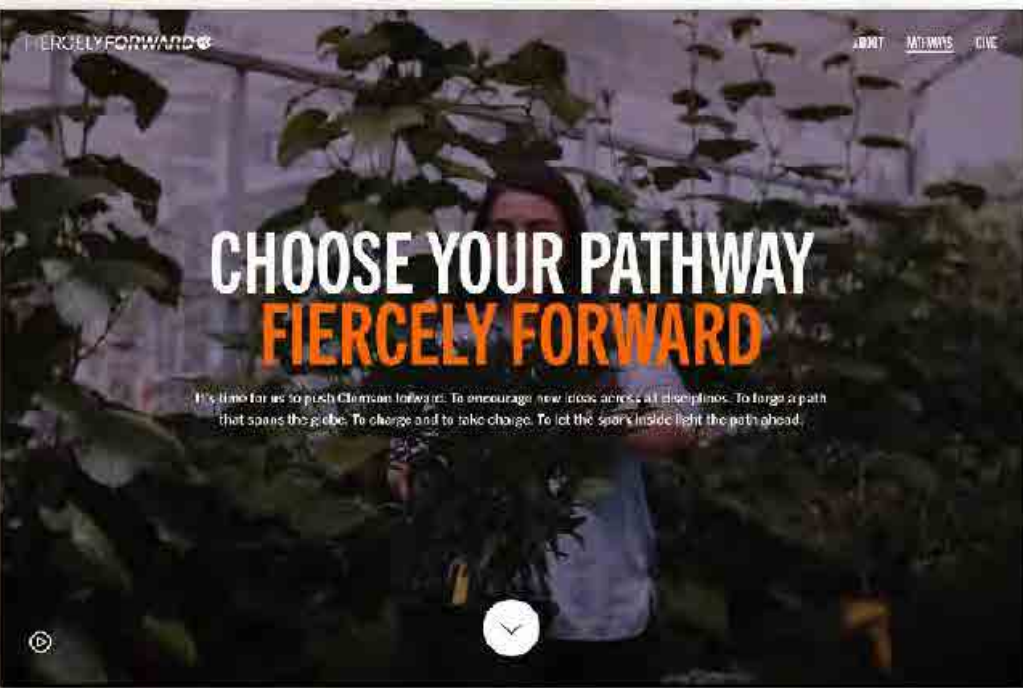
**Human-Centered AI**



**POWER Women's Leadership  
Academy**

# CAMPAIGN PORTAL

The background features a vibrant orange color with several flowing, wavy bands of a darker purple hue. A thick white horizontal line is positioned near the top, and a white L-shaped graphic element is located on the left side, partially overlapping the text.



# LAUNCH EVENTS



# LAUNCH EVENTS

**MONDAY, FEBRUARY 17**

**Campus Activation**

**FRIDAY, FEBRUARY 21**

11:00 AM - 1:00 PM

**National Campaign Cabinet Luncheon**

1:30 PM - 3:00 PM

**Campaign Cabinet Meetings**

6:00 PM

**Official Campaign Launch**

**SUNDAY, FEBRUARY 23**

4:00 PM | **Community Launch at Gymnastics Meet**

# CAMPAIGN ROADSHOW DATES

**March 31 – April 3, 2025 –**

**Fiercely New York**

**June 2 – 4, 2025 –**

**Fiercely Atlanta**



# **Tessa Byer & Michael Scott**

## **University Ombuds**

OMBUDS UPDATE

CLEMSON UNIVERSITY  
OMBUDS OFFICE

# UPCOMING TRAININGS:

## **Emotional Intelligence at Work**

Date: February 28, 2025, 9:00 to 11:00

Location: University Facilities Center,  
280 Seneca Creek Rd, Room A-251

## **Cultivating Resilience**

Date: March 27, 2025, 9:00 to 11:00

Location: Virtual Only

## **Introduction to Mediation**

Date: April 16, 2025, from 9:00 to 12:00

Location: University Facilities Center,  
280 Seneca Creek Rd, Room A-251

## **Giving Effective Feedback**

Date: June 20, 2025, from 9:00 to 10:30

Location: Virtual Only



# Celebrate!

# You-Anniversaries

- When you figured out what you want to do with your life.
- When you began feeling fulfilled.
- When you started your life on the path it's currently on.
- When you had the courage to make a change.
- When you have overcome something difficult.
- When you started celebrating yourself. 😊





# QUESTIONS OR COMMENTS?

**Tessa Byer, CO-OP<sup>®</sup>, University Ombuds**

**864-656-5353**

**[tbyer@clemson.edu](mailto:tbyer@clemson.edu)**

# Staff Senate

## Committee Reports

# Staff Senate

## President's Report

An aerial photograph of a university campus. In the center is a large, dark pond surrounded by green trees and grass. A wide, light-colored concrete walkway curves around the pond, and it is filled with many people walking. In the background, there are several multi-story brick buildings. The sky is blue with scattered white clouds. The text is overlaid on the image in white and orange colors.

# Staff Senate

Next Meeting:

March 13, 2025

Location: Riggs 305