Welcome – Katrina Shafer, President

Luke Anderson, New Vice President, Communications & Marketing

- Vision: To serve as a vital strategic partner that plays a leadership role across the institution in fulfilling Emory’s mission while elevating its brand promise internally and externally.
- Seven areas of focus for FY 23
  - Emory brand: refocus on the people who make Emory Emory
  - Team focus: team building and culture building to engage the Communications and Marketing Team
  - Building a new marketing function within the team: build a team focused on marketing and data
  - OneEmory framework: supporting President Fenves's new initiatives
  - Health and communications marketing: uniting healthcare and Emory brands
  - Partnership with key areas including admissions, research, athletics, health sciences, and pathways/student outcomes
  - Relaunch the University Communications, & Marketing Council
- Question: Will the website be included in communications strategy?
  - Yes, this is a question we’ll be looking into soon

Leadership team and organization chart

Communications Resources
- Issues/reputation management
- Crisis communications
- Media relations
- Institutional branding, toolkits, and guidance
- Creative and web support
- Training opportunities

Q&A
- Is there a plan in place to combine digital signage communications across campus?
  - Digital signage is complicated because each school and department uses different systems. There is no unified system – it’s mostly done manually right now.
  - Team is looking at finding out what signing is where and controlled by whom/what
  - Would like to have one central system to manage digital signage across campus. Would be very expensive, but definitely on radar.
- So many areas and outlets of information going out. How are you planning to gather data around our external communications?
  - Work with an external partner to help us coordinate that.
  - For example, we’re looking at figuring out how to improve retention of the students who want to be here and not just ones who want to transfer to an Ivy League.
- How do we access the communications resources you mentioned?
### Employee Council

- Reach out to the team and they will give recommendations and/or help you build what you need
- Toolkit: [https://communications.emory.edu/resources/index.html](https://communications.emory.edu/resources/index.html)

Adele Clements, Senior Director, Transportation & Parking Services

- **TPS Overview**
  - Shuttles: over 19 routes
  - Smart Commune: carpool, vanpool, bike, walk, public transit
  - Clifton Corridor Transportation Management Association
  - Regional coordination (ARC, MARTA, ATL)
  - Traffic Signal Monitoring
    - Can reach out and report issues with traffic signals on the Clifton Corridor
  - Parking
  - Fleet (departmental vehicles)

- **Customer Experience**
  - Shuttle usage and vanpool enrollment have dropped significantly since COVID
  - Continued “pay as you go” parking plan
  - Zendesk software that consolidates emails into one managed system has improved response time and data analysis

- **Solar Panels**
  - Installed on top of Fishburn, Peavine, 1599 Clifton, and ECCH South Deck
  - Plan to install them on top of the others as well

- **Transportation and Sustainability**
  - EV Charging
    - Piloting Plugzio Level 1 Chargers at Michael Street, Starvine, and Fishburne
    - Launch in Spring Semester
  - Electric Buses
    - Feasible to start with 6 buses for now
    - To change whole fleet to electric, we’d have to change buses 66 times a day, which we don’t have the resources to do at this time
    - Will be here in Spring 2023
    - BEB will significantly reduce production of greenhouse gases

- **Q&A**
  - Do we have data on solar panels production and usage?
    - Georgia law requires the power to go back into the grid. Did not have the numbers off the top of her head. What we’re producing at the moment is a small fraction of what we use.
    - 4.4 million kw hours per year or so produced on 7000+ solar panels
  - Do the gas and electric companies in Atlanta support use of solar panels?
    - Georgia Power is our energy provider and they have solar panels installed across the state. There are differences in laws regarding solar panels on businesses vs residential.
  - Are we planning to go all electric eventually?
Employee Council

- We have tried in the past and failed because the vehicles weren’t reliable. We’re going to start with the 6 and, if the hours of service we can get out of them improves, we will look at expanding. The technology isn’t quite there yet.
  - Will the charging stations put into the parking decks only be accessible to those with access to those decks?
  - There are some chargers that are available to the public, but the new ones in the deck will only be available to those who have permits to those decks.

Amanda Johnson-Scott, President, Dare to Empower: The Holiday Helping Hand Initiative

- Started with the idea to provide prom dresses to young girls in low-income areas within the Atlanta Metro Area. The following year, we began our Back-to-School Drive.
- In 2016, we started our Holiday Helping Hand Program
  - Donated 60 gift baskets to first responders
  - Donated 40 care packages to military personnel overseas
  - More than 1000 donated toys to 12 group homes in the Atlanta Metro Area
  - Donated to more than 700 children
- Why donate?
  - 36% of the residents in the Atlanta Metro Area are at or below the poverty line
  - These are not homeless people – these are people working who need a little help
- Food Drive for Thanksgiving
  - October 23 – November 18
- Sponsor a Child
  - We have 60 unsponsored children for Christmas.
- Make a monetary donation
- Choose items off wishlists
  - Amazon wish list: https://a.co/ffTBYrw
  - Target wish list: https://www.target.com/gift-registry/gift/2022holidayhelpinghand
- Need blankets and cold weather gear because it’s getting cold

Council Business / Announcements

- Vote for Treasurer – Ballot closes today at 5pm
  - Lot Bercasio
  - Tiffany Boller
- EC Holiday Luncheon
  - Monday, December 12 at 12:00, Location TBD.
  - Guest speakers: David Payne & Robin Morey from Master Planning
  - Will be hybrid for the speakers but not the meal.
- Discussion: How is communicating information as representatives, such as distributing the newsletter, working out for everyone?
- 241 clicks on the newsletter link since last week