I. **Call to Order** – Meeting called to order by Scott Royce at 11:08 a.m.

Attendance

| X Holly Arnold (Academic Affairs) - VP | X Rachel Osby (Past President) |
| X Randy Barbour (At Large)            | Marcia Pendleton (Facilities)  |
| X Sally Badoud (Advancement)          | X Susan Phelan (Research)      |
| Kevin Bennett (At Large)              | X Liz Redding (At Large)       |
| Sherri Carson (At Large)              | Lisa Rivers (Finance & Admin)  |
| Eric Dossey (Academic Affairs)        | X Scott Royce (At Large) - President |
| X Greer Eleazer (At Large)            | Jackie Siniard (At Large)      |
| X Debby Griffith (Research)           | Jaime Superczynski (Student Affairs) |
| X Margaret Hall (At Large) - Treasurer| X Pam Tejes (At Large)         |
| X Nicke Keimer (Student Affairs)      | X Katie Thurston (Advancement) |
| X Penny Lang (At Large)               | X Jorgy Umlor (Facilities)    |
| Vonda Maclin (Finance & Admin)        | Daniel Wyers (At Large)        |

Quorum present? Yes

Others present: Ray Pinner
                Joel Lonergan
                Dave Cook

Proxy: None.

**Approval of Minutes**

The Minutes of the November meeting were e-mailed to all Staff Senate members prior to the meeting; senators reviewed them prior to the meeting. A motion was made to approve by Nicke Keimer and seconded by Holly Arnold; motion passed unanimously.

II. **Guest Speaker: Joel Lonergan**

Advancement provided an update of their progress under the new VP, Bob Lyon. Joel provided a presentation on marketing strategy and reintroducing UAH brand:

- Process started in June.
- Desire to align with President's strategic plan and to ensure that we (UAHuntsville) are represented with a logo/brand that represents our high tech/non-traditional university.
- A committee was formed and is partnering with stakeholders including students (SGA), faculty, and alumni; a firm from Birmingham has been hired to assist.
- Visual brand objectives are attraction and retention and the resurfacing themes that came up were technology, education, and opportunity. Concerns that current logo is too traditional and the H it too close to the recognized symbol for hospital; and that UAH is
not known outside of Northern Alabama. Several renditions and the evolution were discussed.

- A style-book is being developed and will include the new logo design, typefaces and color palette.
- Feedback is currently being solicited; Staff Senate is second group to see the presentation.

III. Unfinished Business
- None.

IV. Division Reports
- None.

V. Committee Updates
- No reports.

VI. New Business
- None.

VII. Announcements
- Liz Redding announced JMI will begin in January and suggested that we have a team for Staff Senate.
- Scott Royce announced that on Friday the UAHPD would hold a Fatal Vision program on Friday, December 7 at 5 p.m.; this experience entails participant wearing “beer goggles” and driving a golf cart.
- Holly Arnold announced that the Tutoring Blitz was occurring today (December 5) all day in the SSC.
- Scott Royce announced a discount for faculty/staff in the Bevill Center/Garden View Café the 13th – 21st for the lunch buffet. It is $6.50 plus tax.

VIII. Meeting was followed by socializing (refreshments donated by Sodexo) to celebrate the holidays and concluded by 12:34 p.m.

Respectfully submitted,

Pam Tejes, Secretary
Staff Senate