Call to Order: The meeting of the Staff Advisory Committee (SAC) was called to order at 12:00 pm by Chair Elisabeth King. Elisabeth welcomed members, visitors and guests with a reflection. She announced the meeting was being broadcast via Fuze, and would be recorded for those who may want to view it at a later date.

Minutes: The minutes of the October 16, 2014 meeting were approved.

Guests: Blue Santa and elves, Sheila Manion, Interim VP of Development and Jeff Fowler, VP Marketing and Communications


FUZE Attendees:

Visitors: Natasha Baker, Kalen Reichert, Kevin Leslie, Judy Pierce

Call to Action: Blue Santa and elves arrived and collected toys donated by SAC members. These toys will be distributed at the SLU Christmas party on December 4, for the staff and families and neighborhood kids. The party will be at the Center for Global Citizenship.

Monthly Spotlight

Jeff Fowler, VP Marketing and Communications, gave an update of the issues around the upcoming grand jury decision. He is chairing one of four working groups. Leah Owczarzak represents SAC on one of the committees. They have been preparing for many weeks, internally, but also for the parents who have students here who are not from the St. Louis area. In addition to the working groups, five webcams have been installed across campus. They will activate a communications center on the day the grand jury decision is announced. He anticipates this full communications center will operate for 24 hours straight, if not longer.

Mr. Fowler also announced marketing initiatives across the University. An external company has completed an assessment of current University marketing, and our goal is to elevate the SLU brand by enhancing our marketing and making SLU more recognizable on a national level. Two working groups,
Brand Steering Committee and University Marketing Council, continue to work with groups across the University. There are a number of other initiatives, including redesign of the website. Dr. Pestello is committed to investing in marketing and development.

Sheila Manion, Interim VP for Development, outlined the timeline and plans for the capital campaign. The University met with a fundraising firm to do a campaign readiness assessment. The preliminary goal is $500 million. The current Strategic Planning Process will define the campaign. Development is working with a campaign consultant. Dr. Pestello and his family established a scholarship fund shortly after their arrival in St. Louis. Scholarship, Medical Center research, infrastructure and academic initiatives are a few of the goals of the campaign.

The Strategic Plan will be finalized in May. At that time, we will announce the capital campaign kick-off. A feasibility study will be conducted. We will seek approval for a “quiet” phase of the campaign and hope to raise 50% of the goal prior to going public in 2018, celebrating the 200 year anniversary of the University.

**Announcements:**

- PCC is seeking volunteers for the Call Center. If you are interested in volunteering for a 4 hour shift, please reach out to Jeff directly.
- We will be receiving a survey from Sustainability, regarding alternative transportation on, around and off campus.
- It is benefits open enrollment; the deadline is 11/30. If you are changing, that can be done online. That is also the final day of vitality health review and vitality check. If you do not do this by the deadline, you will not get the wellness discount on your premium. Overflow dates of December 1-2-3 were scheduled through TenetCare and will be accepted. Walgreens or private physician forms still have to be by 11/30. Spread the word!
- The 4th annual SLU Arts and Craft show will be December 4 from 10 am – 4 pm in Busch Student Center. If you know an artist who would like to participate, please contact Megan Mitchell, Chair of the MOVE committee.
- Shoe Drive – We have six universities who will participate. The drive will run from January 1 – May 31. If you can manage a box in your building, please contact Yvonne McCool at ymccoolm@slu.edu.
- Holiday schedule – there is no word of the University closing on December 29-30.
- If you are interested in volunteering with H.E.R.O.E.S Care, please contact them directly at (636) 600-0096.
- At this time, the SAC meetings will remain on the 3rd Thursday of the month.
- The next SAC meeting will be held on Thursday, December 18, 2014 from 12:15-1:30 pm in the multi-purpose room (3rd floor) of the Allied Health Bldg. SAC will provide soup and sandwiches. Members are asked to bring a side dish OR a dessert, and a friend.

The meeting adjourned at 1:15 pm.
Respectfully submitted,

Rita Stites