



Staff Council

B4 Meeting Minutes

Date: Tuesday, December 2, 2025

12:00 p.m. – Tim Fuller Event Space, Tutt Library

- 1) Introductions
- 2) Icebreaker: What was the best thing you did during your time off?
- 3) Visitors:
 - a) Johanna Blickenstaff, VP of Strategic Communications & Marketing
 - i. Brand refresh discussion
 - ii. Why we're doing this work: CC identity has pivoted any time we've had a new president and our persona and personality has been tied to president instead of organization; needed to future-proof the brand based on unknown changes; needed to focus brand beyond the block plan; what is our differentiator for donors? What's the next block plan? Also need to tell the story of the block plan better and demonstrate the value, not just how it works.
 - iii. Brand refresh was underway by predecessor and past president; Johanna joined mid-stream and reset the priorities from more surface level/tactics to something more meaningful and deeper; this ensures won't have to redo in two years, just continue to refine and evolve the brand as time goes.
 - iv. Originally a lack of clarity across the board about why we were doing this work; intent now is to create opportunities to bring people along and share/incorporate their insights into who we are and what sets us apart.
 - v. Visual identity refine to be distinctly CC; integrated design patterns based on building architecture; full messaging framework and brand tenets and proof points are being defined in order to sustain future pivots
 - vi. Brand work has started with marketing for admission and advancement (donors); next moving into events and how to infuse the brand into experiences, like inauguration
 - vii. A brand needs to be easy to understand and easy to use, with tools, training, talking points; current doing a rolling release to get things out in timely manner while still finishing up some work
 - viii. Brought FAC into the work to make it a sibling brand alongside Athletics, full branded family

- ix. Idea: Building badges that focus on sustainability (library is carbon neutral, etc.); plan to tell more stories like this and make them accessible beyond just the website
- x. Brand refinement year to improve what's needed with longer runway
- xi. Mini workshop, brainstorming for beyond the block plan

4) Elections

- a) Need to start advertising soon
 - i. Need to appoint an elections officer; Rachel will meet with Tiffany and Alyssa to finalize details
 - ii. Tentative timeline: Post for open positions on Monday, 12/8 for people to self-nominate or nominate others, elections/voting in block 4 & 5; new members start in block 6, previous reps could stay to help with transition if needed
- b) Which positions?
 - i. Several people rolling off of staff council, five positions will be opening for elections: academic admin, facilities, student life, one at large, FAC (Matthew's last day at CC is 12/2)
- c) Co-Chair interest for January start?
 - i. Kyle volunteers to replace Tiffany as co-chair starting in January

5) Holiday Party

- a) Volunteer Sign-Up
 - i. Please sign up for a shift! One party shift and set up or tear down
 - ii. Encourage people to RSVP

6) Open Comment Policies

- a) [Link from Today@CC](#) – please be prepared to discuss tomorrow if anyone has any feedback, questions, or concerns from division members
 - i. FEC reached out about intellectual property policy, do we have questions we want to put forward as staff council?
 - ii. Need more clarity, Dec. 5 is deadline for 30-day open comment policy
 - iii. Rachel will reach out to see if deadline can be delayed and someone can come talk to SC to explain the policy

7) Guest Speaker topics (from previous list of speakers SC would like to invite); what would we like to hear from them?

- i. AI subcommittee – not needed
- ii. Campus safety – what to do about ICE, hate crimes?
- iii. Faculty Executive Committee – Intellectual property policy, build bridges, what do they do that we could collaborate on
- iv. Human Resources – more than benefits, other aspects of HR, retention, recruitment, Excel at CC, potentially more robust professional development opportunities, lesser known benefits

8) Sub-Committee Updates

- a) Committees

- i. Losing members with people rolling off; will need to appoint new reps to be join
 - b) Communications
 - c) Events
- 9) Co-Chairs updates from HR
 - a) Some metrics are getting better, retention is getting better, culture work being done in specific departments and divisions, ramping up Excel at CC
- 10) Division Updates
 - a) Student Life – Arts and Crafts fair this weekend
 - b) Academic admin – no updates
 - c) Facilities – first cold snap, things going well overall, Maintainer Awards on Dec. 18, 3:30 pm, all invited
 - d) Advancement – Giving Tuesday is today; already planning for homecoming next year; CC Day, events across the country in Feb.; mostly staffed
 - e) Finance/Admin – Lots of events coming up, including winter commencement
 - f) ITS – no updates
 - g) Athletics – no updates; women’s volleyball made to NCAA tournament
 - h) Enrollment – releasing early decision in two weeks; reading season
 - i) OCM – web content manager position being hired now, three new positions opening soon
 - j) Library – half block and adjuncts preparation before winter break
 - k) FAC – Mary Poppins open now, \$30 tickets for staff on the day of performance; Upcoming is The Roommate, Jagged Little Pill musical; Gathering Place museum exhibition is ongoing