

Approved As Presented – February 14, 2012

Minutes

Joint Meeting of University Association for Administrative Development (UAAD) and University of Nebraska Office Professionals Association (UNOPA) General Membership
Wednesday, January 18, 2012, 11:45 a.m. – 1:00 p.m.
Nebraska Union, City Campus

UAAD President, Deb Dahlke, called the joint January meeting of UAAD/UNOPA to order at 11:57 a.m.

UAAD conducted a short business meeting that included some changes to their Bylaws and announcements regarding committee openings and upcoming events.

Following the UAAD business meeting, UNOPA President, Cathy Robertson, was given the floor. Cathy noted that announcements were emailed to the membership prior to the meeting.

A special invitation was extended to UAAD members to attend the March UNOPA meeting with Kacey from Victims' Advocates.

The minutes of the December 13, 2011, General Membership Meeting had been emailed to the membership prior to the meeting. **The minutes will stand approved as amended.**

Officer Reports

Treasurer: Marlee Crombie

The December Treasurer's report was emailed to the membership prior to the meeting. There were no corrections. **The report will be filed for audit.**

Standing Committee Reports

Hospitality: Jaime Long and Sara Luther

Cathy Robertson briefly explained about UNOPA's 50/50 drawing each month and the Martin Luther King, Jr. Scholarship as the selected charity for 2011-2012. The 50/50 drawing collected \$95. Rachel Garver received \$47.50 and \$47.50 will go to President Cathy's designated charity – Martin Luther King, Jr. Scholarship program.

Guest Speaker

Vicki Highstreet introduced our guest speaker, Meg Lauerman, Director, University Communications. The title of the presentation was "Recruitment and Research in the BIG 10." Dr. Lauerman noted that everyone is deputized as official communicators for the University regardless of job title. She invited everyone to go to communicators.unl.edu and take note of the upcoming events that are open to anyone interested. She also extended an invitation to the annual Think Tank that University Communications is hosting on June 11 at Champions Club. The focus will be on digital and social media.

Some highlights of Dr. Lauerman's presentation include:

- Goals – How We're Going to Get there
- Review of Core Priorities:
 - Undergraduate Education
 - Research
- New Boxes on UNL Home Page with Move to BIG 10
 - BIG Potential (Students)
 - BIG Ideas (Research)
 - BIG Impact (Alumni)
- Goals by 2017 (4 Rs)

Approved As Presented – February 14, 2012

- Reputation
- Recruitment – 30K by 2017
- Research – Double to 300 M
- Retention – 70% by 2017
- Branding Platform Strategy: GO BIG RED – Academic Spirit
 - GO – Pursuing new knowledge, striving toward achieving dreams
 - BIG – Connecting to a wider world and academic opportunities
 - RED – Reflecting the positive, collaborative spirit of Nebraska
- UNL Meets the BIG 10 in Mini Campaigns
- New Photo Gallery
- A Video Partners with New Print Pieces
- Innovation Campus Themes
 - Food
 - Fuel
 - Water
- Your Goals
 - Help Recruit
 - Help Retain
 - Help Research
 - Help Boost Reputation
- See “Go BIG Red” Differently

Meeting adjourned at 12:40 p.m.

Respectfully submitted,

Mary Klucas, Recording Secretary