

Meeting Minutes - SSU Staff Council

September 22, 2026

Call to Order

A meeting of the SSU Staff Council was held on September 22, 2026. The meeting was called to order at 1:04 p.m.

Attendance: 63 participants

Chair's Report

- Kyle reported meeting with the President and Gerald Jones and noted that new construction and new spaces are developing across campus.
- Staff will have additional opportunities to meet, participate, and engage in shared governance. Kyle also reported conversations with Associated Students and the new Academic Senate Chair.

Chief Financial Officer Report

- Mike Ogg introduced himself and noted that he plans to attend Staff Council meetings regularly.
- Transportation and Parking Services launched a pilot program allowing after-hours guests to attend campus events without needing a parking permit.
- Risk Management published the annual security report, and Campus Safety Week activities were underway for the campus community.
- Culinary Services is bringing back Friday lunches. \$6 Fridays will be offered from 11:00 a.m. to 2:00 p.m. for SSU faculty, staff, and students.
- Staff were invited to participate in the Founders Day parade at 10:30 a.m.; an interest form and sign-up information were available.

Academic Senate Report

- Megan, Staff Representative to the Academic Senate, shared updates including new faculty appointments, the Inspire Sonoma Speaker Series, an SF Bay Area Network meeting with faculty, a campus Podcast Incubator, senior housing availability, and an upcoming Nichols renovation event.
- The preliminary student headcount was reported as 4,527, with a goal of exceeding 5,000 students in fall 2027. Big Blue Weekend was identified as an important recruitment event.
- Faculty raised concerns related to construction noise and asbestos, as well as interest in adding more religious and cultural holidays to the academic calendar.
- Discussion included the cost and time investment associated with Big Blue Weekend and whether the recruitment benefits justify those resources.
- Additional updates included a new collaborative online learning environment for International Studies, visits from international delegations, passage of a revised final exam policy, and the absence of a current faculty member on the CSU Board of Trustees.
- The Associated Students representative reported that student events were going well and drawing strong attendance.
- The Provost's Academic Senate report included an update that the farmworkers mural is moving into fabrication design and noted a September 22 library celebration highlighting new faculty works.

Marketing Survey and Enrollment Campaign

- Dr. Robert Eyler and Tiffany O'Neil presented results and updates related to the university marketing survey and enrollment campaign. SSU has been working with marketing consultant RSE for approximately 12 to 18 months to develop a campaign supporting enrollment strategy.
- Consultation has included high school students, current students, alumni, parents, and high school counselors. At the time of the meeting, the survey had received 195 responses, including 124 from staff.
- Community, opportunity, and possibility were identified as the top three words associated with the new marketing direction.
- Planned marketing channels include Sonoma County Airport and other airports, bus shelters and buses, billboards, digital platforms, electronic freeway billboards, static billboards, and pole banners where city agreements permit.

- The campaign concept "SO.MUCH." was selected after several options were tested with approximately 600 college-aged participants and connects "SO" with Sonoma. "SOMOS," meaning "we are," was also discussed as complementary messaging.
- Tiffany said additional guidance is forthcoming regarding review of marketing materials through central marketing and encouraged campus units to begin considering how they might use the new campaign.
- In response to a question about artificial intelligence-generated content, Tiffany described AI as a useful tool, especially with limited staffing, while emphasizing authenticity and mindful use.
- Staff were encouraged to complete the marketing survey and provide feedback directly to Tiffany.

Academic Senate Chair

- Kyle introduced Bryan Burton, Academic Senate Chair, and expressed interest in inviting him back to a future Staff Council meeting.

SF Bay Area Network Update

- Jennifer Barnett provided an SF Bay Area Network update focused on ways to simplify processes. She noted that the Chancellor's Office removed the travel request requirement in Concur.

Good of the Order

No additional items were recorded.

Adjournment

Meeting adjourned at 1:02pm.



Kelly Clark
Secretary

Date of Approval

9/24/24