

Administrative Leadership Meeting

Tuesday, August 29, 2017

Fall Welcome Back Events!

- Friday 9/1/17:

All day: Residents move in

11am – 1pm: Family picnic @ Bowen Fieldhouse

2pm: Convocation Ceremony @ Convocation Center

3pm: Parent & Family Reception @ Convo Atrium

6:30pm: EMU v. Univ. of Charlotte @ Rynearson Stadium

Fall Welcome Back Events!

- **Sunday 9/3/17**

7:30 – 9pm: Students of Color Reception @ SC 310AB
LGBT Student Reception @ SC300
Transfer Students Reception @SC320

- **Monday 9/4/17:**

12 – 3pm: Fajita Fest @ Bowen Fieldhouse

Some Recent New Hires

- **Amy Ducher**, Administrative Associate to the Provost
- **Kelly Quilter**, EMUF Chief Development Officer
- **Jeff Guyton**, EMUF CAS Senior Director of Development
- **Austen Smith**, EMUF Advancement Communications Manager

Agenda

- 1. Welcome & Updates**
Jim Smith, President
- 2. Marketing & Branding Guidelines**
Walter Kraft, Vice President for Communications
- 3. Autism Collaborative Center Overview**
Kristine Kastle, ACC Managing Director
- 4. HR Benefits Automation Update**
Vicki Mitroi, Director of University Benefits
- 5. Advancement & Homecoming Previews**
Jill Hunsberger, Associate Vice President for Advancement

Marketing & Branding Guidelines

Walter Kraft, Vice President for Communications

Overview

- TRUEMU marketing campaign began in 2011 and has continued to evolve
- Recent research tells us the evolution can continue with focus on:
 - Connecting a stronger message/voice
 - Clarification and confirmation of who we are
- Will have greatest impact and will strengthen our brand if we have university-wide brand consistency

Brand Discussions

- Team of faculty and staff participated, offering expertise and perspective
 - Anne Balazs
 - Lolita Cummings Carson
 - Ted Coutilish
 - Christine Deacons
 - Darcy Gifford
 - Jill Hunsberger
 - Kevin Kucera
 - Calvin Phillips
 - Athletics

Key Brand Elements

courageous

We have the guts to envision a brighter future and strength to go all in.

pragmatic

We make a routine of steady, real progress in the world.

undaunted

We expect to encounter challenges, but that doesn't slow us down.

grit

We have the will to put in the effort, doing what it takes to succeed.

dynamic

We celebrate the diversity and vibrancy inherent to our culture.

inclusive

We're dedicated to a safe community, and we find value in our differences.

self-aware

We remain true to who we are, and why we do what we do.

proud

We take great satisfaction in the fact that what we accomplish improves the lives of those we care about.

At Eastern Michigan University, we expect just one thing of you:

NOT TO BE ANYONE ELSE.

Not to be distracted by a whole world of noise and imitations and carbon copies out there, but to stay grounded in what's real, and find real difference within.

Because once you've come face to face with what you're looking for, what you're meant to do, create, and make better—once you've gotten a good look at who you're meant to be—everything becomes clearer.

Here at Eastern, there's a certain kind of confidence in being certain. The confidence that your goals are in reach, as long as you're really willing to put in the work.

The support from professors who believe in what they do, and will go step-for-step with you until you've found sure footing.

The knowledge, beyond any reasonable doubt, that everything you learn and do and accomplish is a true reflection of the one person who matters—you.

Because you didn't come here to be anyone else, or to compete with anyone else, or to step out of someone's shadow you've been living in.

You're here because you want to be more than the person you were yesterday. **NOT TO CHANGE, BUT TO GROW.**

And when that opportunity comes along, you won't expect it. You won't take it for granted. You'll earn it.

You are here, never trading authenticity for approval. Never substituting substance for status.

But always being undeniably and sincerely **true**.



EASTERN MICHIGAN
UNIVERSITY

That's *true*

Primary Marks

- University marks are streamlined and simplified
- TRUEMU becomes a hashtag and continues to live in social media
- Will post guidelines for marks, colors and fonts

<http://www.emich.edu/communications/brand-guidelines/index.php>

Additional Marks

- Logo extensions for colleges, schools, departments, and all areas of the University will be developed
- Also will create new business card templates, letterhead, other stationery, and a new PowerPoint template
- Additional marks and logo extensions will be available later this fall

Transition

- Gradual process to place new brand elements on websites, printed materials, and other items with university marks
- Continue using existing materials until depleted
- **When ready to produce new print or online materials, contact the Marketing or Integrated Content (web) teams for guidance**

Examples

Light Post Banner



 SAUDI ARABIA



That's
Love

#YOUARE
WELCOME
HERE

Light Post Banner



Parking Garage Banner



emich.edu

#YOUAREWELCOMEHERE

#TRUEMU



**WE DON'T JUST
GET DEGREES.
WE EARN THEM.**

That's *true*

#TRUEMU

E



Earning it.

**We don't just get graduate degrees.
We earn them in EMU's College of Education.**

Nothing Part Time About This.

We don't just teach class. We're there for you every step.

Here at EMU's College of Education, we know there's a confidence inspired from the support of full-time professors who will go the extra step. Knowing everything we learn and do better prepares us and is a true reflection of our work. So we get to it. Putting in the hours. Knuckling down in every class. Every assignment. Every project.

We wake up (a little earlier) and work (a little harder).

From online, in-person and hybrid classes with flexible start times, it's no wonder our graduate students do so well in class and after graduation.

TRUE Facts

In-demand academic programs:

- 11 Master's Degrees
- 24 MA Degrees
- 7 MAT Degrees
- 2 PhD Degrees

Contact Us

- Leadership and Counseling:
Ron Flowers, **734.487.0255**,
rflowers@emich.edu
- Special Education: Dave
Winters, **734.487.3300**,
dwinter1@emich.edu
- Teacher Education:
Martha Kinney-Sedgwick,
734.487.3260,
mkinneys@emich.edu


E Eastern Michigan University
College of Education
310 Porter Building
Ypsilanti, MI 48197

emich.edu/coe
emich.edu/apply

That's true




Website


EASTERN MICHIGAN UNIVERSITY


[ABOUT](#)
[ADMISSIONS](#)
[ACADEMICS](#)
[VISIT EMU](#)
[STUDENT LIFE](#)
[GRADUATE SCHOOL](#)
[ATHLETICS](#)


[EMU Today](#)
[Library](#)
[Maps](#)
[Calendar](#)
[Email](#)
[myEmich](#)
[Give to EMU](#)
[Q](#)



ABOUT EMU

At Eastern Michigan University, we've always focused on helping students find their true passion. Founded in 1849 as a small teacher's college, EMU is a major learning and research institution with a distinct mix of comprehensive academic resources and strong community initiatives. We offer more than 200 undergraduate majors, minors and certificates, plus more than 150 graduate programs to our 21,035 students.






LEADERSHIP

Learn about the University's leadership and structure.


[Website](#)



BOARD OF REGENTS

Regents are appointed to eight-year terms by the governor.


[Website](#)



MISSION

EMU's mission, vision and core values.


[Website](#)



STRATEGIC PLAN

The University's strategic plan includes themes, goals and objectives.


[Website](#)



COMMUNICATIONS

Find logos and brand guidelines or request help with a marketing project.


[Website](#)



TECHNOLOGY

Get technical support, find computer labs, and learn about safe computing.


[Website](#)



HLC ACCREDITATION

Find accreditation criteria, plans and documents.


[Website](#)



POLICIES


Official policies are approved by the Board of Regents.

[Website](#)



EASTERN MICHIGAN UNIVERSITY

[EMU Today](#) • [Library](#) • [Maps](#) • [Calendar](#) • [Email](#) • [myEmich](#) • [Give to EMU](#) • [Q](#)

[ABOUT](#)
[ADMISSIONS](#)
[ACADEMICS](#)
[VISIT EMU](#)
[STUDENT LIFE](#)
[GRADUATE SCHOOL](#)
[ATHLETICS](#)




ACADEMICS




DEGREES AND PROGRAMS

Search from hundreds of offerings from all five colleges. You can use filters to narrow your search.




ACADEMIC CATALOG

The online catalog is the official source of academic program information and is an essential planning tool.



EMU-ONLINE

Our online programs offer flexible convenience while still delivering rigorous courses taught by EMU instructors.



RECORDS AND REGISTRATION

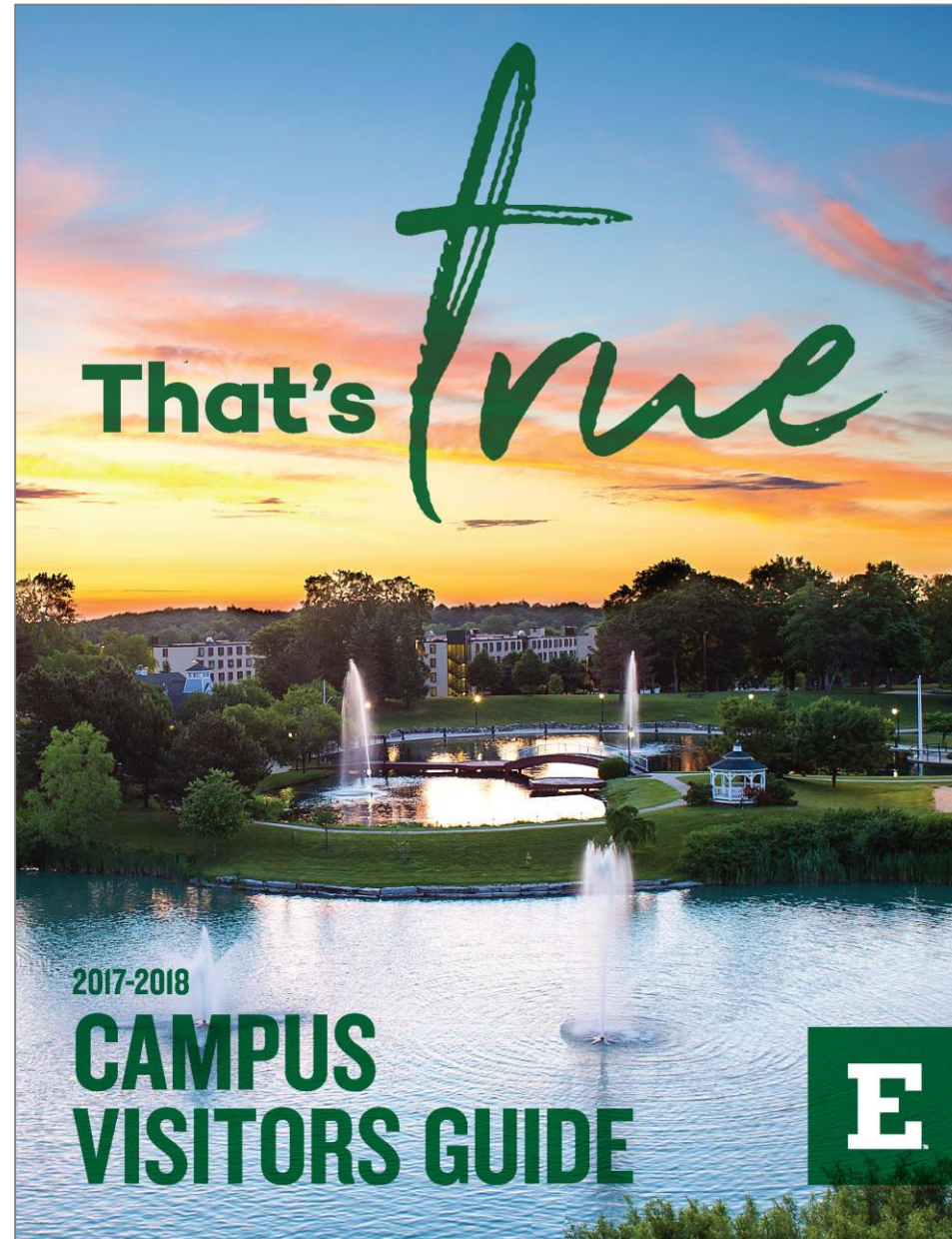
Register for classes, get your transcripts and apply for graduation.

200+
 MAJORS AND MINORS
 IN FIVE COLLEGES

3.29
 GPA - AVERAGE
 INCOMING FRESHMAN

18:1
 STUDENT-TO-FACULTY
 RATIO

92%
 OF EASTERN'S
 GRADUATES GET JOBS





A horizontal digital ad banner with a green background. On the left is a dark green square containing a white 'E' logo. To its right, the text 'YOU ARE **WELCOME** HERE' is displayed in green, with 'WELCOME' in bold. Below this, 'Transfer Seamlessly to EMU' is written in a smaller green font, followed by the URL 'emich.edu/apply' in white. On the right side of the banner is the 'That's true' logo, featuring the words 'That's' and 'true' in a green script font.

E YOU ARE **WELCOME** HERE
Transfer Seamlessly to EMU
emich.edu/apply That's true




A vertical digital ad banner with a green background. At the top right is a dark green square with a white 'E' logo. To its left is the 'That's true' logo, with 'That's' in a green script font and 'true' in a larger green script font. Below the logo, the text 'YOU ARE **WELCOME** HERE' is displayed in green, with 'WELCOME' in bold. Further down, 'Transfer Seamlessly to EMU' is written in a larger green font. At the bottom, the URL 'emich.edu/apply' is written in white.

That's true **E**
YOU ARE **WELCOME** HERE
Transfer Seamlessly to EMU
emich.edu/apply



Next Steps

- In order for the EMU brand to have the greatest impact possible, we will work with all university entities to ensure consistency in the look, messaging, tone and voice of our brand
- Contact the Division of Communications if you need assistance or have questions



Autism Collaborative Center (ACC) Overview

Kristine Kastle, ACC Managing Director

Autism Collaborative Center Overview

Kristine Kastle, Managing Director

Allison Greening, Clinical Manager

What is the Autism Collaborative Center?



- The ACC provides on-site, real time *interdisciplinary therapeutic care*, using a *holistic approach* to treat the individual and support the family through programming and coaching.
- Each client receives a *personalized* treatment plan.

Clinical Services

- Applied Behavioral Analysis
 - Early intense Behavior Intervention – 2 to 8 years old
 - Verbal Behavior
 - Positive Behavior Supports
- Speech and Language Therapy
 - Augmentative & Alternative Communication
 - Articulation Delays
 - Receptive/Expressive Delays



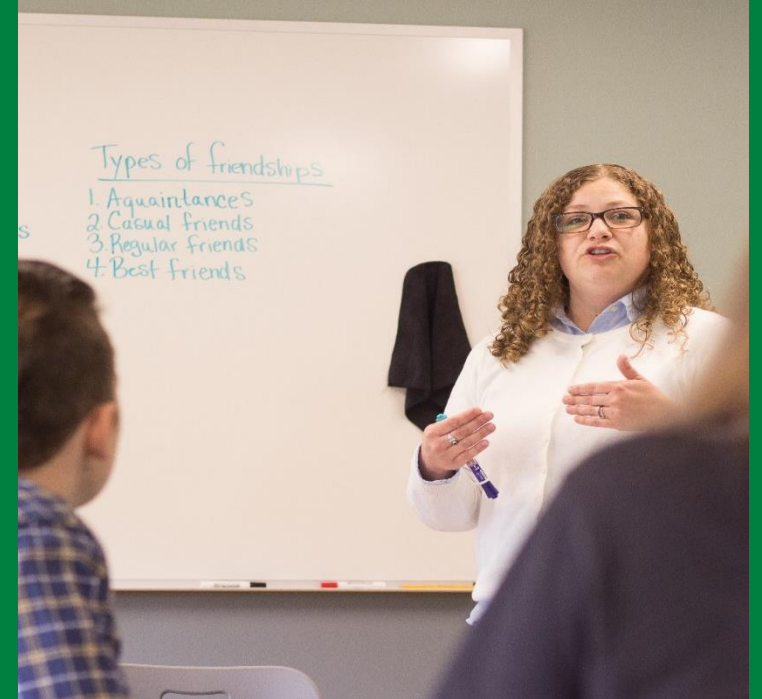


- Occupational Therapy
 - Fine/Gross Motor Planning & Coordination
 - Sensory Processing & Self-Regulation
 - Activities of Daily Living & Independent Living Skills

- Clinical Social Work
 - Family System Intervention
 - Counseling/Psychotherapy
 - Community Partnership & Development
 - Social Skills Programming

Services Across the Lifespan

- PEERS Curriculum
- Children's Friendship Training
- Young Adults
- Adults



A Case Study: Elliot

Then

(4 Years, 3 Months)

- Language was limited to “scripts” that were memorized
- Little accurate recall
- Few meaningful relationships
- Rigid behavior limiting enjoyment of new activities and people

Now

(5 years, 8 months)

- Graduated from services
- YMCA summer camp
- Novel, conversational language
- Friendships, playdates & parties
- Enrolled in Y5 classroom with paraprofessional
- Attempts new & challenging activities

State Autism Grants

- **Between 2011-2015, the ACC received \$4 million in grant funding from the Michigan Department of Health and Human Services. A large proportion of the funds were used to make upgrades to our space in the Fletcher Building.**

State Autism Grants

- Telemedicine
- Sensory friendly lighting
- Updated spaces:
 - Bathrooms
 - Simulated learning labs
 - Treatment spaces
 - Observation Rooms
- Playground



Opportunities for EMU Students

Hands-On Learning



- Speech Therapy
- Occupational Therapy
- Behavioral Psychology

Opportunities for EMU Students

Observations

- Physician Assistant
- Human Resources
- Quality Management



Autism Service Benefit at EMU

- Coverage applies to
 - Applied Behavior Analysis (ABA)
 - Speech Therapy
 - Occupational Therapy
 - Diagnostic Testing.
- PPO – 100% In-Network (No deductible or co-pay)
- HMO - \$35-\$45 Co-Pay (depending on the service)

ACC Contacts

- *Kris Kastle:* kkastle@emich.edu
- *Allison Greening:* agreenin@emich.edu
- *ACC:* autismcenter@emich.edu



AUTISM COLLABORATIVE CENTER OVERVIEW





HR Benefits Automation Update

Vicki Mitroi, Director of University Benefits

Benefits Enrollment and Management

CURRENT USER EXPERIENCE

- User's perspective: Paper enrollment process, information on several web sites or paper, inconvenient, not flexible, not logical

CURRENT ADMINISTRATOR EXPERIENCE

- Administrator's perspective: collect and store paper, manually enroll employee on at least six different websites, no branding, no integration, not easy access

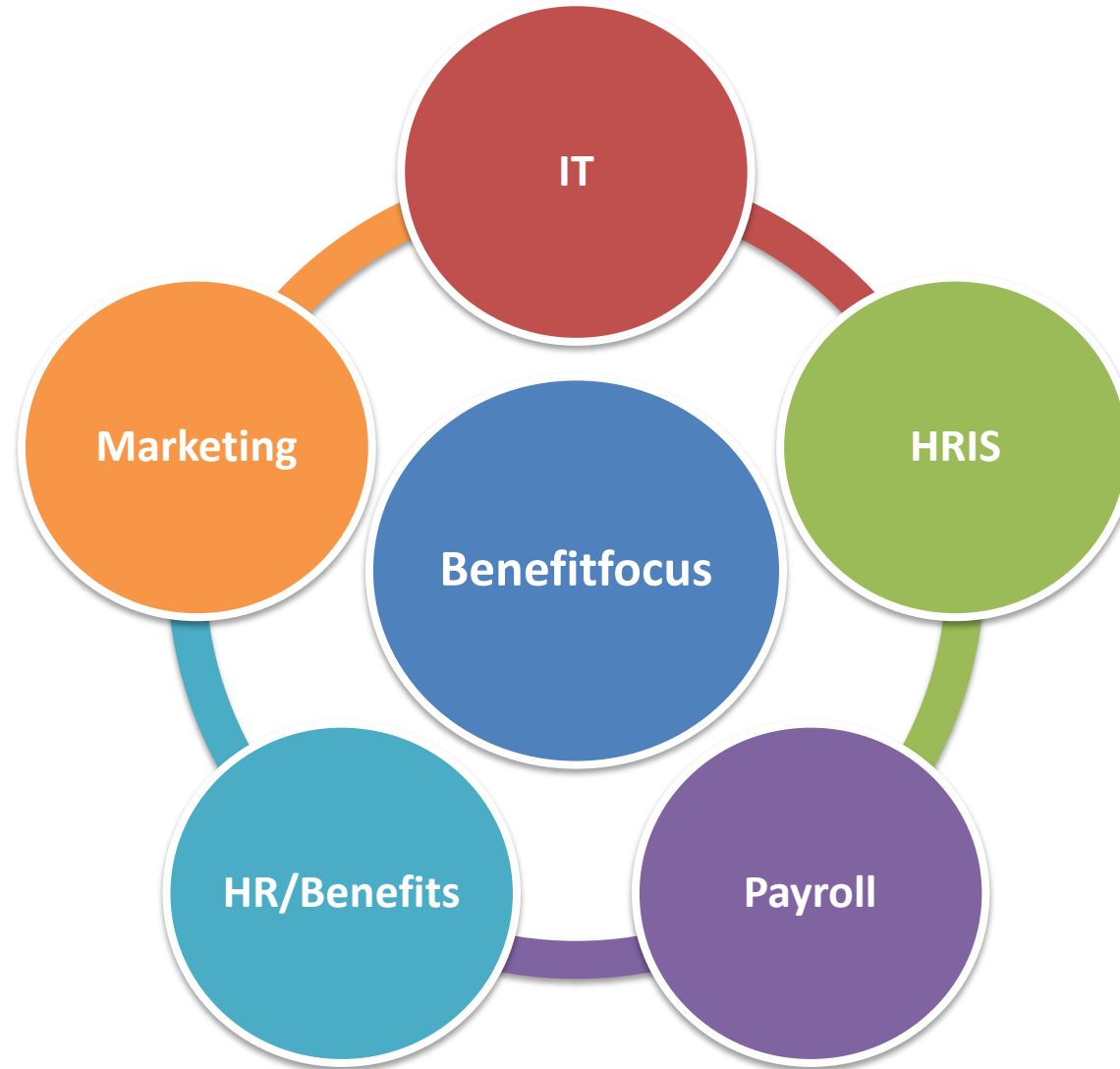
NEW ENHANCED SOLUTION

- NEW: Integrated Benefits Electronic Enrollment and Management Solution

EMU and Benefitfocus



Selection and Implementation Team



Benefitfocus Highlights

What is Benefitfocus?

**Why did we choose
Benefitfocus?**

**How will it enhance our
processes?**

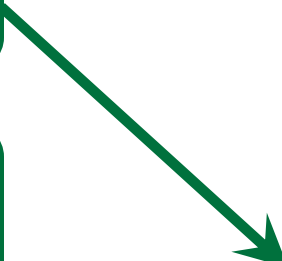


Benefitfocus Highlights

What is Benefitfocus?

**Why did we choose
Benefitfocus?**

**How will it enhance our
processes?**



**A powerful data-driven platform to
shop, enroll, manage and exchange
benefits all in one place.**

Benefitfocus Highlights

What is Benefitfocus?

Why did we choose Benefitfocus?

How will it enhance our processes?

Makes the process simple, smart, convenient and secure

User experience

- **Accessibility:** 24/7 access from anywhere via login portal using Single sign-on
- **Informative:** Ability to access information about benefit plans, rates and education
- **Personalized:** Employees are only presented with the benefits and plan options they are eligible for

Benefitfocus Highlights

What is Benefitfocus?

Why did we choose Benefitfocus?

How will it enhance our processes?

Administrator capabilities

- **Automation** - HRIS and payroll integration
- **Immediate** - Real time updates
- **Accuracy** - less room for error
- Eliminating duplicate data entry
- Automatic email reminders can be delivered to employees
- **Informative** - an abundance of resources
- Customization and **Branding**

Benefitfocus Highlights

What is Benefitfocus?

Why did we choose Benefitfocus?

How will it enhance our processes?

Employees can:




- Enroll
- Make changes to benefit elections
- Seek benefit information and education
- Have instant access to benefit summary


Services Available:


- At time of hire
- At time of life events (marriage, birth, adoption, divorce, position change etc.)
- At time of open enrollment
- At any given time; from anywhere

Benefitfocus

BENEFITFOCUS®

  Eva Hernandez ▾ 





Benefitfocus Marketplace

It's time to shop for your benefits!

Congratulations! As a valued team member of Fresh Foods, you have access to a full array of benefits. We took great care in providing benefits that are valuable to each of our associates and flexible to meet your needs. You now have the opportunity to make enrollment elections for the upcoming benefit year. Please remember to review and update your beneficiaries and dependents.

If you select a high deductible health plan, Fresh Foods will contribute \$1,500 to your Health Savings Account as an added benefit.


[Enroll now](#)

© 2017 Benefitfocus.com Inc., All Rights Reserved
[Terms of Use](#) | [Privacy Statement](#)

Need Help? Please call: (877) 336-8082
Monday - Friday, 8:00 AM to 6:00 PM EST

Benefitfocus

BENEFITFOCUS®



Eva Hernandez

Profile

Shop for benefits


Confirm & finish

Welcome to Open Enrollment!


We have put together a great package of benefits for you this year. Complete each step in the enrollment process to update your coverage for the upcoming plan year.


0/7


Benefits Complete


 1. Medical


Get startedDecline coverage


 2. Critical Illness

 3. Dental

 4. Term Life and AD&D

 5. Long-Term Disability


 6. Employee Supplemental Term Life

 7. Spouse Supplemental Term Life

Complete enrollment

Cancel

BENEFITFOCUS®



Eva Hernandez

Home

Benefits

Profile

Accounts

LEARNING CENTER

Benefit Overviews

Company Policies

Health & Wellness

Healthcare Reform

Life Events

Video Library

RESOURCES

Training Manager

Document Center

Total Compensation

Tools & Calculators


QUICK LINKS

My Health Tracker

HSA Account Balance

Stock Options


Associate Handbook

 Congratulations Eva! You have successfully completed your enrollment process!

Your confirmation number is 153205374. Please review and print your detailed information for your records.

Print a copy for your records


Benefits Snapshot

 Medical

Value High Deductible | Employee and Family | Effective as of 01/01/2018

\$96.46


every two weeks

 Health Savings Account

Health Savings Account | Effective as of 01/01/2018

\$100.00


every two weeks

 Dental

Dental Preferred | Employee and Family | Effective as of 01/01/2018

\$10.50

every two weeks

 Critical Illness

Standard Critical Illness (\$10,000) | Employee Only | Effective as of 01/01/2018

\$7.68

every two weeks

+6 Additional benefits >

Healthcare Reform Videos and Terms

Summary of your benefits

Benefits guide

Beneficiary form

© 2017 Benefitfocus.com Inc., All Rights Reserved

[Terms of Use](#) | [Privacy Statement](#)

Need Help? Please call: (877) 336-8082

Monday - Friday, 8:00 AM to 6:00 PM EST

[Home](#)[Health Benefits](#)[Wellness](#)[Financial Wellness](#)[Forms and Documents](#)

QuickLinks

[Change my Address](#)[Change my Name](#)[Emergency Contacts](#)[Inclement Weather
Policy](#)[Job Postings](#)[Learning and
Development](#)[Life Event Changes](#)[Request Time Off](#)

Search FAQs



Search terms might include:
[Health](#) or [Benefits](#)

Welcome!

General Information about the HR Portal:

HR resources and information you need in one convenient location.

- Benefits Information and online enrollment
- Employee Information, Events and Activities
- Payroll Information
- Contacts & Links (HR, Benefit Carrier, Payroll, Website links)
- Employee Handbook

This information is tailored to you and your location where applicable.

The good news is you can access many of the items from home 24/7. But remember some links to other sites will only work within the company firewall.

We look forward to your visiting the site often and making this your HR destination of choice!

Click on the attached link for the [New Employee Benefits](#).
Click on the attached link for the [Open Enrollment 2012-2013](#)



Enroll in Benefits



Enrolled?

[Click to View Your Benefits](#)

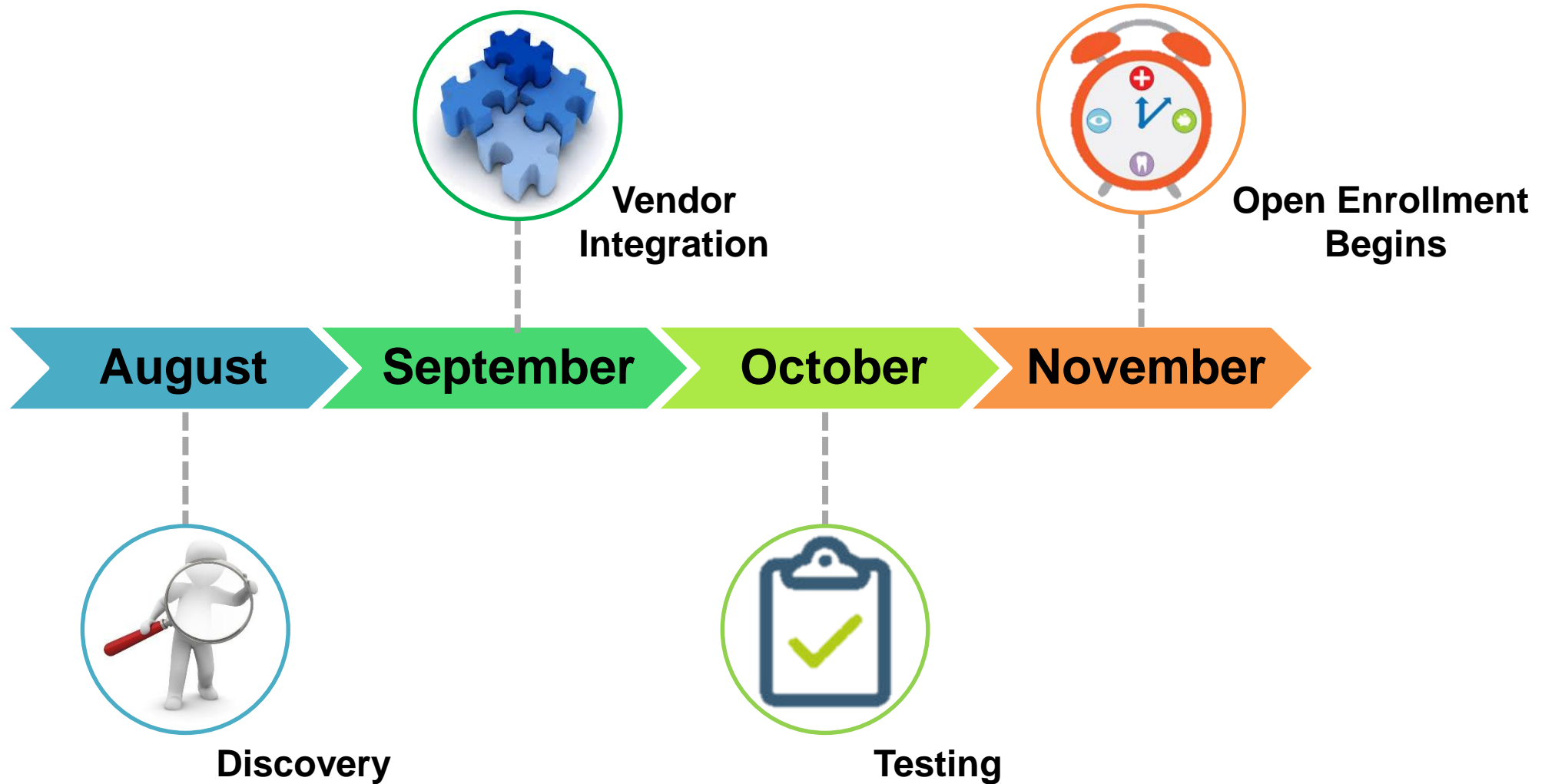


**BlueCross
BlueShield**

 **DELTA DENTAL**



Project Timeline





Advancement & Homecoming Previews

Jill Hunsberger, Associate Vice President for Advancement

EMU Faculty & Staff Giving Campaign

- Dr. Karen Paciorek & Dr. Mike Paciorek, Co-Chairs
- Campaign Kick-Off event **Thursday, September 21, 3:00-5:00 p.m.**, Alumni Lounge, McKenny Hall
- Save-the-Date: Giving Tuesday, November 28

EMU Homecoming Festival

Getting Down in Depot Town

- **Saturday, October 21, 5:00 – 9:00 p.m.**, Depot Town
- “Name That Hot Sauce” contest, Fermentation Science Program partnership with The Brinery
- Ann Arbor Area Visitors & Convention Bureau and WEMU partners

News!

▪Third Thursday Happy Hour

- Third Thursday of the month; 3-5 p.m. for faculty & staff
- Opportunity to network with campus partners and learn of volunteer opportunities

▪Meet Up Mondays

- Second Monday of the month meet & greets for students
- Partnership with Student Government and Student Affairs
- Opportunities for various campus programs and alumni to network with our students

Call to Action

- Give to the Faculty & Staff Campaign and share info with your teams
- Join us at the Kick-Off September 21
- Stay connected and engaged

Call to Action

- Nominate an Alumni Award recipient, **Deadline October 20th**, nomination form can be found on the Alumni Association website
- Attend and encourage others to *Follow the Green & White Road* and visit the EMU Homecoming website and attend events
<http://www.emich.edu/homecoming/>

Website:

emich.edu/president/communications/meetings.php

Upcoming Meetings:

Monday, October 2

Thursday, November 2

Student Center Ballroom @8:30 a.m.