I. **Call to order**  
Meeting called to order at 3:00 pm by President Missi Kelly.

II. **Guest Presentation – Brett Dalton, Social Media**  
Brett joined the University Marketing and Communication Department in November 2012 and is the Social Media & Web Content Manager. He shared with the group the newly developed Social Media Guidelines. The guidelines were created for PSU departments, organizations that have their own social media pages. A draft of the guidelines are attached to these minutes.

He suggested that when posting on behalf of PSU, use the 3 Do’s for this global communication.  
1. Be Smart  
2. Be Honest  
3. Be Respectful  
Think of social media as a conversation and respond appropriately. The UM&C office has found that they will sometimes not respond to a negative post and let their PSU fans defend or police the page/post. If a post is inappropriate or not accurate then they may remove the post.

If a department has questions regarding social media or want to start using it more, they are welcome to have the UM&C visit with them more.

JJ. **Approval of Minutes – 12/5/12 Meeting**  
Motion to approve minutes was made by Rita Girth. Heather Eckstien seconded the motion. Motion carried.

IV. **Other University Reports**  
1. **Student Senate – Lara Ismert – no report**  
2. ** Classified Senate – Tim Anderson – no report**  
3. ** Faculty Senate – Peter Chung – no report**  
4. **President’s Council Liaison – Shawn Naccarato - report given**  
Shawn reported that he feels the USS and the University are aligned with their support of what we hope will happen in the legislature this year regarding higher education. He feels that PSU will receive:
   - Stable funding for this next year – while the State of Kansas predicts to have a $295 million dollar shortfall, he hopes PSU will receive no additional budget cuts. The Governor has stated he hopes not to cut higher education funding.  
   - Second year funding for the Polymer Chemistry program.  
   - No increase to the Block Grant.  
He feels next year could be a tougher year for higher education.

Other issues that Shawn predicts for this legislation session include:  
Sales Tax code revision – will they extend .6 of sales tax?  
Income Tax code revisions are probably more of an issue. Governor Brownback is aware of the issues and his need to broaden the base – elimination of the deductions and credits including the mortgage interest reduction and charitable deductions. This will be a significant problem and if the Governor keeps his word to have no cuts to higher education this may come at the expense of other projects like the Highway 69 project which would affect Southeast Kansas.  
Gun Control – Conceal / carry – hoping to keep the exception for higher education in this bill.  
Immigration – undocumented children able to attend public state institutions as residents.
Shawn predicts this will be an interesting session for the legislation this year and he is excited to be representing PSU. He will have a few new communication avenues this semester to keep us all up to date on what is happening including a Twitter feed (Shawn Naccarato@CapitolGorilla) and a Blog – The Capitol Gorilla (http://capitolgorilla.com).

V. Executive Committee Reports

1. President – Missi Kelly
   Missi announced that Mandy Witt-Aubert will be the unclassified staff representative on the Service Award Committee.

   The Spring PSU Wellness Fair – Health Screening will be on February 13-15, 2013 from 7:30 a.m. to 11:00 a.m. USS has asked to man a table again if that is something we would like to do. After discussion from the group, it was decided that we would participate again and make efforts to be more prepared for the Spring event than we were in the Fall. It was the consensus from the group that these types of events are important for USS to be part of in order to increase awareness of the USS. Missi will send an invitation to senators to contact her with interest to man the USS table during this event and will create a schedule. Heather Eckstein will look into purchasing an Unclassified Staff Senate table cloth to use at events. The Communication Committee will work on creating an informational flyer and it was suggested that we have information about Professional Development Scholarships available as well as the Ride Share program.

   Missi and Andy had a conference call meeting with the Unclassified Staff Council-USC (KBOR schools) earlier today. She reported that Emporia has been working hard to create their Unclassified Senate group (Unclassified Assembly). The ESU president is Sharon Brown and the new President-Elect is Rob Gibson, Director of Learning Technology. Missi will represent the USC at the KBOR meeting next Wednesday, January 17. The group met today to prepare their statement to the Regents. They plan to ask the Regents for a 2.5% wage increase. Missi will ride with Tim Anderson, the Classified Senate President to Topeka.

2. President Elect – Andy Myers (no report)
3. Secretary – Susan Dellasega (no report)
4. Treasurer – Lauren Werner (no report)

VI. Committee Reports

1. Elections Committee – Barbara Herbert
   The committee met recently to prepare for the upcoming elections with the goal to document the process for future committee chairs. Today we will nominate officers and the current 23 senators will then be able to vote electronically through GUS. Please send all nominations to Missi via e-mail, mkelly@pittstate.edu, by Wednesday, January 16, 2013. Look for an e-mail to come asking you to vote. We hope to announce the next slate of officers at the February senate meeting. The election of 2013-2014 senators will take place in April via electronic vote.

2. Bylaws Committee – Misty Button
   Mindy Cloninger and Misty have drafted the proposed changes to the Bylaws. Susan
Dellasega will post the revised documents on Canvas for all to view in addition to the few copies passed out at the meeting. Most changes deal with the duties for committees and grammatical or format changes. There will be at least 2 readings of the Bylaws before ratification. We plan to vote at the March meeting to accept the changes. Please review the document and e-mail changes to Mindy Cloninger or Misty Button.

3. **Professional Development Committee – David Nance**
   David was not at the meeting but one of his committee members reported that no new applications have been received.

4. **Communication Committee – Susan Dellasega (no report)**

VII. **Old Business**

1. **Soup, Salad & Dessert Celebration – B.B. Stotts**
   B.B. reported the result of the RSVP’s received for the luncheon this Friday, January 11th. A total of 39 RSVP’s have been received with the following breakdown – 7-Soup; 9-Salad; 10-Dessert; and 13-$5 contribution. She also reported that several options to have more “green” option for table service were explored but did not work out for this event. Calls were made to borrow table service from a local church but the request was not granted. Paper goods will be purchased for Friday’s event but anyone wanting to bring their own table service is welcome to do so. She will make an effort to purchase recycled paper goods or a “green” product if possible. B.B. will send a reminder e-mail to all who RSVP’d to let them know what item they signed up for and to bring a serving utensil. The event will start at 11:30 a.m. and Missi will address the group with a few remarks. Looking forward to another great event.

VIII. **New Business**

1. **Other New Business - None**

IX. **Adjournment**

Meeting adjourned at 3:50 p.m.

Open Special Meeting

I. **Call to order**
   Meeting called to order at 3:52 p.m. with the special charge of nominating a slate of officers for 2013-2014.

II. **Nomination of 2013-2014 Officers**
   The 2013-2014 slate of officers will take office beginning July 1, 2013. Missi opened the floor for nominations.

   1. **President-Elect**
      Jon Bartlow – declined  
      Rita Girth – declined  
      David Adams – declined 
      Cathy Lee Arcuinio – nominated last year as well – Missi will follow up with her to see interest  
      Mindy Cloninger – Missi will follow up to see if she is interested, declined last year  
      Josh Shay – Missi will contact him to see his interest
Unclassified Staff Senate Meeting Minutes
January 9, 2013

2. Secretary
   Susan Dellasega – doing a great job, would she consider another term - Missi will contact her
   Debbie Amershek – accepted nomination

3. Treasurer
   Misty Button – accepted nomination

Missi thanked everyone for their nominations and gave a deadline for additional nominations.
Deadline will be at noon next Wednesday, January 16, 2013. Please e-mail nominations to Missi Kelly,
mkelly@pittstate.edu. Missi will follow-up with all names nominated to see if they are interested in
the position. A full slate of nominees for each office will then be available for electronic vote through
GUS. We will need all 23 senators to vote. The Election Committee hopes to report the Officer
Elections at the February meeting.

III. Adjournment
    Meeting adjourned at 4:05 p.m.

Minutes submitted by,
B.B. Stotts, USS Past President
### Unclassified Staff Senate Meeting Minutes
#### January 9, 2013

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Purpose of Guidelines

Social media is one of the most influential and popular technologies of the 21st century. It has the ability to bring large groups of people together, improve understanding and allow share their experiences in an open and free arena. However, it also has the ability to intrude into the privacy of its users and bring disruption to their lives.

We want you to enjoy your experience with social media and have developed a short list of guidelines to help you get the most of your time online.

These guidelines are meant to guide the publication and commentary that is posted on social media platforms by employees on behalf of Pittsburg State University and its related divisions, offices, departments, and official organizations, clubs, committees, etc. ("PSU entities").

For the purposes of these guidelines, social media means any facility for online publication and commentary, including but not limited to: blogs; wikis; and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.

These guidelines are in addition to and complement any existing or future guidelines and policies regarding the use of technology, computers, e-mail and the internet.

PSU entities are encouraged to follow these guidelines when publishing or commenting via social media. PSU employees may be subject to these or other campus policies and/or guidelines on personal sites to the extent they identify themselves (either openly or inadvertently) as a PSU employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to PSU).

Publication and commentary on social media platforms carries similar obligations to any other kind of publication (including but not limited to such things as print media, radio and TV communications, etc.) or commentary.

All uses of social media platforms by PSU entities while they are functioning in the capacity as an employee, organization or other representative of PSU should follow the same standards
that PSU entities must otherwise follow.

Additionally, student organizations should take note of information concerning the Code of Student’s Rights and Responsibilities.

**Remember the Three Do’s:**
- Do be smart
- Do be respectful
- Do be professional

**Setting up Social Media**
Assistance in setting up social media accounts for the purpose of representing one or more aspects of PSU and the recommended settings for those accounts can be obtained from the office of University Marketing and Communication.

For official PSU entity sites, profile information (including such things as “look and feel” and/or use of PSU trademarked, copyrighted or branded logos and materials, etc.) should be obtained from the Office of University Marketing and Communication. Contact information for official department and office accounts should be consistent with PSU directory information.

The Office of University Marketing and Communication should be notified of the creation of non-personal social media accounts for PSU entities so that they can be properly documented and included in various directories, promotions, and other resources. Where possible, all official PSU entity social media site administrators should grant the Director of Web Marketing administrative rights or login credentials to the account in order to provide redundant access in the event the original creator is no longer available. PSU entities needing assistance with social media issues should contact the Office of University Marketing and Communication.

**Don’t Tell Secrets**
It is perfectly acceptable to talk about your work and to have a dialog with the community, but it is not okay to publish confidential information. In many cases it can be illegal. Confidential information can include (but not limited to) things such as: student information; health records; employee information; details of current projects; financial information; and research and trade secrets.

Please refer to the policies and information on Student Conduct Code and Student Organization Handbook (pdf).
Protect your own privacy

Be mindful of posting information that you would not want the public to see. In addition, be cautious about disclosing personal details and be smart about protecting yourself and your privacy, as well as the privacy of others.

Be Honest

When posting on behalf of PSU, do not blog anonymously by using such things as pseudonyms or false screen names. PSU believes in transparency and honesty. Be clear who you are, and identify that you work for PSU. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, be clear about your viewpoint and interest. Remember that what you publish will be around for a long time, so consider the content carefully.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including PSU owned trademarks, copyrights and brands. Do not quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than to reproduce it.

Please refer to PSU policies concerning copyrighted materials for additional information.

Please refer to information concerning the use of PSU logos.

Respect your audience, PSU, and your coworkers

The public in general, and PSU’s employees, students, and constituents specifically, reflect a diverse set of customs, values and points of view. Do not be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Use your best judgment.

Protect PSU students, employees, constituents, and business partners

Students, employees, constituents, and business partners should not be cited or obviously referenced without their approval. Never identify a student, employee, constituent, or business partner by name without permission and never discuss confidential details on social media platforms. It may sometimes be acceptable to discuss general details about projects and to use non-identifying pseudonyms. The information provided should not violate any non-disclosure agreements that may be in place with the student, employee, constituent or business partner or make it easy for someone to identify them.
Please refer to the policies and information on FERPA and students’ rights to privacy.

**Controversial Issues**

If you see simple or general misrepresentations made about PSU on social networking platforms, you may point that out, but always do so with respect by using the correct facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls and flame wars (heated online arguments) earn traffic, but no one wins in the end. Don't try to settle scores or antagonize others into inflammatory debates.

In cases involving incorrect information being disseminated concerning PSU, especially related to current or high profile events, or in situations that may include delicate subject matter, or where you might otherwise be unsure about how best to correct the situation, you should notify University Marketing and Communication.

**Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something that is improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly.

**Removing others’ posted materials**

Removing other individuals' postings from a social media site that you control is often not advisable unless that information is highly defamatory or objectionable. PSU values the right to freedom of speech. At the same time, the University wants to portray a high level of professionalism and courtesy on its official sites. In many cases, the broader social media community that is following the site will provide a level of self-policing for the site. For questions concerning the removal of other individuals’ postings, please contact University Marketing and Communication.

**Consider the Impact of Posts**

Always consider the potential impact of your posts. Many prospective students, faculty members and donors first learn about Pittsburg State through the web and social media. A post made in the heat of the moment or in anger, may be the first (and likely last) impression they will have of our university.

Once again, it is all about using good judgment. The use of a personal blog to denigrate or embarrass PSU, our students, or your co-workers, is imprudent and ill-advised.
Disclaimers

Although it is not required, many social media users include on their personal accounts a prominent disclaimer saying who they work for, but that they are not speaking officially. This is a good practice that can help avoid confusion and is encouraged. Don't rely on it to avoid trouble - it may not have much legal effect.

Social Media Guidelines

The following guidelines will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is about the look of your blog, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both the great feature and great downfall of social media. The time to edit or reflect must be self-imposed. If you are in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

Contact information for the Marketing and Communication Dept:

Questions about these guidelines? Setting up a social meeting site? Other?
Feel free to email us at: socialmedia@pittstate.edu