
Excused: Shantay Bennett, Shernai Dodson, Caroline Dotts, LaTanya Frierson, MaryAnne Gaunt, Charles Gilbreath, Cheryl Jester-George, Colleen Joyce, David Reminton, Stephen Rosner.

Absent: Amber Amari, Kimberly Bass, Prenchelle Billue, Jordan Cavalin, Alicia Copeland, Lindsay Cravotta, Ednisha Riley, Christine Robinson, Corrin Sorteberg, Chad Van Gorden, Alicia White.

Guests: Don Hale.

Opening Business
Christopher Connelly called the meeting to order at 3 p.m. Minutes for the last two meetings have not yet been posted and will be considered at the next full Staff Council Meeting.

Branding Presentation
Don Hale, Vice President for Public Relations and Marketing communications
Hale presented the university’s new branding plan, including the six pillars of Georgia State University’s brand (available for reading at commkit.gsu.edu).

He also spoke about the priorities of his unit, including: web redesign, raising the quality of the web site’s content, adding new internal communications, adding a video “Conversation with the President” feature to the home page, redesigning the alumni magazine, and admissions marketing.

Senate Reports
There were no senate committee reports at this time.
Committee Reports

**Sustainability** – The Sustainability Committee is expanding on its successful pilot of the “Caught Green-Handed” program, where students, faculty and staff who are seen recycling are offered a coupon for a meal or a T-shirt. The program is expanding to include the Rec Center as well as the Student Center.

**Staff Development** – The Staff Development committee is reviewing leadership programs.

**Community Relations** - The annual Benefits Fair has been moved to November 8.

**Communications** – The communications committee is working on talking points that relate to staff, including investigating the student-staff ratio at peer and aspirational institutions.

Adjournment
The meeting was adjourned at 4:30 PM.

*Recorded by Ann Claycombe.*