

Transparency Advisory Group Minutes June 25, 2019

The Transparency Advisory Group held its second meeting on June 25, 2019 at 4 p.m. in the 8th floor conference room of Andy Holt Tower on the University of Tennessee, Knoxville campus. Five members of the committee participated via Zoom conference call.

Committee Members Present:

- **Tiffany Carpenter**, UT System, associate vice president for communications and marketing (chair)
- **Sally Badoud**, UT Health Science Center, assistant vice chancellor for communications and marketing
- **Terry Denniston**, UT Chattanooga, chief of staff
- **Scott Gordy**, UT Institute for Public Service, information technology manager
- **David Manderscheid**, UT Knoxville, provost
- **John North**, WBIR, senior investigative journalist
- **Tyvi Small**, UT Knoxville, interim Vice Chancellor for Diversity and Engagement
- **Rachel Smith**, UT Chattanooga, student
- **Carey Whitworth**, UT System, assistant vice president for government relations

Other Attendees:

- Dennis Hengstler, UT System, associate vice president for institutional research
- Matthew Scoggins, UT System, general counsel
- Katie Singer, UT System, institutional research
- Melissa Tindell, UT System, director of communications

Updates Since Last Meeting:

The following items have been added to the site since the last meeting:

- Most recent updates section
- Executive and coaches contracts
- UTIA//UTK unification information
- Oak Ridge Institute Board of Trustees resolution
- TEAM report
- Eugenia Williams information
- Government relations report

Ms. Carpenter told the group that a new page will be added to the site to keep the public updated on the UTIA/UTK unification discussion. The new page will be structured like the TEAM page, and will include a copy of the Board of Trustees resolution, the NCEHMS consultant's report, list of upcoming listening sessions, a suggestion/feedback form and fact vs. fiction Q&A to dispel misperceptions.

Dr. Manderscheid suggested there is a great opportunity to talk about the Oak Ridge Institute proposal on the site as well. Mr. Scoggins suggested adding Dr. Patterson's presentation from the Board of Trustees meeting to the website. Dr. Manderscheid suggested adding next steps.

Transparent UT Awareness

Mr. North commended the university's efforts to continue to add to the transparency website and suggested looking for continued opportunities to talk about the efforts through media and social media efforts.

Status of Outstanding Items:

Dr. Hengstler reported that the System Office of Institutional Research is in the testing phase of the Educational Experience portion of the Transparency Dashboard. Ms. Singer gave the group a preview of the information that will be available. She expects the first phase to be live by Aug. 1. Dr. Manderscheid commended the group for the work on the database. He expressed concern that, while accurate, the snapshot look at the UT Knoxville student profile might make some students feel they are not qualified for the admission standards. The group discussed changing the information to show the 25-75 percentile averages and possibly adding a statement that says "89% of Tennessee high school applicants are offered an admissions pathway to UT Knoxville." Ms. Denniston asked if a listing of peers would be on the site. Ms. Singer informed the group that a list of peers for each campus and a glossary of detailed definitions will be available on the site. Dr. Hengstler informed the group that users can use filters to view campus standings versus their peer group or by individual peer university. Mr. Gordy suggested adding a filter to view academic achievement by transfer students. Ms. Tindell suggested adding a filter to view UT Promise student achievements in a few years. Dr. Manderscheid commended the efforts of the Transparency Dashboard team.

Secure FOI Portal

Ms. Tindell gave a brief overview of the secure FOI portal currently in development with OIT. The portal will allow requestors to securely submit proof of residency and pay for records with credit or debit cards online. The portal will also allow the communications office to track incoming requests. Ms. Tindell also informed the group that the System Communications and Marketing office is piloting a shared service FOI process with the Institute for Public Service and UT Health Science Center. Mr. North asked if the general public would be able to see what information is being requested by others. Ms. Tindell replied that it would not be able to be seen through the portal, but asked Mr. North if there would be interest in a published list of FOI requests the office receives. Mr. Scoggins asked if reporters would be upset if information they had requested – and paid for – was made available for everyone to view. The group will revisit the discussion in a later meeting.

Transparent UT Survey/Focus Groups

Ms. Carpenter asked the group if they felt like in person focus groups should be conducted or if the team should explore online options for feedback. Mr. Small suggested feedback should be solicited in multiple ways to "meet people where they are". Ms. Badoud suggested starting with a broad survey for feedback that could then be used for online user testing focus groups. The

group then discussed audiences that should be consulted, which included faculty, staff and students across the System, parents, alumni, donors guidance counselors, media and legislators. Ms. Carpenter will work on a proposal to send to the group for feedback.

Next Steps:

- Ms. Carpenter will upload the meeting recording and minutes to the website at [Tennessee.edu/transparency](https://tennessee.edu/transparency).
- Ms. Carpenter will work on a plan for the survey and focus groups and share it with the group for feedback.
- The group will meet again in October.