

UNIVERSITY PLANNING ADVISORY COUNCIL
MARCH 3, 2003

The third meeting of the VSU University Planning Advisory Council was held on March 3, 2003 at 1:30 p.m. in the Dogwood Room, University Center. Dr. Marsha Krotseng, Chief Planning Officer, presided over the meeting. Council members present included: Chet Ballard, Myrna Ballard, Bob Bauer, Mike Beverly, Ernestine Clark, Jason Davenport, Shirley Hardin, Phyllis Holland, Paula Hutchinson (Ex-Officio), Rebecca Kimbrough, Sue Lampert, Emmitt Nolan, Brian Roberts, Ed Sheeley, Jerry Siegrist (Ex-Officio) and Ruth Salter. Council members Martha Giddings, Mike Harpe, Charles Moore (Ex-Officio), Patrick Smith and Lee Williams were unable to attend. Guests included: Brian Adler, Andy Brovey, Tommye Miller and Donna Sewell.

Dr. Krotseng welcomed Council members and noted that the Planning Council listserv is available for the group to continue its discussions between meetings. She informed the Council that the Chairs of Goal Committees 4, 5, and 8 would be making presentations at the meeting.

Presentation by Goal 4 Committee Chair

Goal 4: Access and Participation

Chair Tommye Miller informed the Council that the highest priority of Goal 4 is money. The Goal 4 Committee recommends the following:

- Fund a marketing office to work with University Relations.
- Allocate \$100,000.00 for the first year to “market” VSU.
- Conduct an external scan (survey) of the community. What does the community want to see? What does the community want VSU to provide?
- Conduct an internal scan (survey) of the employees and students at VSU.
- Based upon the results of the surveys establish target markets.
- Review the visual identity of VSU (logos, etc.).

Dr. Krotseng asked Chair Miller if there were any recommendations of the committee that may be done with minimal funds. Tommye recommended the media be used more effectively. She also suggested that VSU hire a campus photographer.

There was discussion among members of the Council about informing the community of programs such as Learning in Retirement and the Small Business Development Center and working with the Chamber of Commerce and other organizational partners. Mike Beverly expressed interest in having the representation of alumni on a marketing committee if it is established.

Presentation by Goal 5 Committee Chair

Goal 5: Student Preparation

Donna Sewell, who Co-Chaired the Goal 5 Committee with Dave Bechler, stated the committee met weekly during the Fall 2002 semester. Co-Chair Sewell distributed

two handouts (Appendices A and B) to the Council. Appendix A was a list of nineteen questions the committee needs answered before they can proceed with their next step. Appendix B was a program map. Donna stated the intent of the committee is to develop a listserv so VSU faculty and staff can provide the committee with a list of programs that are available at VSU. Donna requested the permission of the Council for the Goal 5 Committee to proceed with data collection and review of programs. The Council agreed that the Committee should proceed.

Dr. Krotseng asked for a volunteer to serve as a liaison with the Goal 5 Committee. Dr. Ruth Salter volunteered.

Presentation by Goal 8 Committee Chair

Goal 8: Continuous Communication

Chair Brian Adler stated the Goal 8 Committee met several times and established a listserv. It is the general consensus of the committee that they are unable to conclude much until they have reviewed the results of the seven preceding Goal Committees. The committee believes there should be specific ideas and possible solutions that are communicated to the Board of Regents.

The Goal 8 Committee recommends the following:

- Monthly meetings of specific areas in the VSU community (possibly in a round table format) to discuss issues that may be addressed with Board of Regents members.
- Establish contacts with Board of Regents members, following appropriate protocol.

There was discussion about everyone being ambassadors for VSU and each person should seize the opportunity to talk about VSU's accomplishments when the moment arises.

It was also recommended that in-coming Chairs of the Board of Regents be invited to be keynote speakers at VSU functions such as graduation, Honors Day, etc.

Conclusion

The next meeting of the University Planning Advisory Council is scheduled for Thursday, March 6th at 8:30 a.m. in the Rose Room, University Center.

Respectfully submitted,

Melinda Cutchens