

STRATEGIC PLANNING MEETING
Community Engagement and Public Relations

March 8, 2006

Present: Sam Andoh, Geraldine Prince, Larry Tomasck, Jack Mordente, Jeff Slomba, Delinda Conte

The group decided to brainstorm in looking at the five questions posed. A discussion ensued which led to the following:

What opportunities exist for civic/community engagement?

It was noted that SCSU has been involved in the immediate community for many years. The question came up about community and what does it mean. There was a consensus that the group had to define community. It was felt that the a mission and value statement would guide the definition. However, the group began to list possible opportunities of engagement, such as:

- SCSU campus, Area colleges and universities, immediate neighborhoods, local organizations, churches, K-12 schools, local business, cultural institutions, state organizations , academic organizations, international linkages, alumni, csu systems.

The group also discussed how SCSU could develop best practices and talked about what was common about SCSU and what was unique. We also again discussed the meaning of community engagement, and if it included serving on committees outside the university. The group also pondered the role of the media and thought that interviews might further our mission. We talked about lending our expertise to particular causes.

The group felt that in order to be effective, it was important that there was more data available such as: where do SCSU students come from; who does what on campus, how we can get more information about the “community we serve.”

How is Southern viewed by the external community?

The group felt that there was not enough information concrete information to respond. However several members of the group shared their experiences and that of what was expressed by students. Both of which were positive and negative. Some students of color feel marginalized. Jack Mordente shared positive feedback he has received from veterans.

We discussed opportunities and what exists currently such as:

Volunteerism

Serving on Committees

Curricula improvements

Sports and National recognition

Educational opportunities for seniors
Conferences
Festivals
Elder Health Fairs
Career Fairs

There was a consensus that SCSU must find its niche i.e. UConn and its basketball program. We must identify what we do well and build and market it. We have several clinics – could we build on those? What are the negatives (capacity)?

It was mentioned several times about the data available and the importance of obtaining it.

Several meetings were scheduled: March 24, 2006; April 7, 2006; April 21, 2006; May 5, 2006; May 19, 2006. The meetings will be held @ 10 am place to be determined.