

STRATEGIC PLANNING MEETING
Community Engagement and Public Relation
March 24, 2006

Present: Sam Andoh, Megan Rock, Todd Rofuth, Jeff Slocum, Larry Tomasck, Jack Mordente, Geraldine Prince, Dawn Holmes, Patrick Dilger, Joe Musante, Delinda Conte

The members were asked if there were any items that needed to be added to the minutes

The image of SCSU was revisited.

Patrick Dilger mentioned that overall the external view of the university is positive however the surveys show that our graduates are viewed as middle managers and [not as CEOs]

Megan Rock mentioned that the image of the university outside cannot be positive until the internal community feels good about itself.

Community oriented activities are happening at SCSU but not widely known. A discussion ensued as to what might be the best approach to provide and disseminate Information to the community.

A suggestion was made to have divisional meetings showcasing accomplishments of students and professors to keep members aware of what is happening.

The group discussed how better to reach students due to their various e-mail addresses. It was noted that they had to use the main SCSU website to receive academic information. Professors should encourage students to keep their campus addresses active. A newsletter was suggested for student/faculty about activities. It was noted that the calendar did not include all the special events that might be involved in.

There was a discussion about developing and E-mail newsletter which can serve as basis for the entire university community.

The group agreed that an office of Community Engagement should be instituted. It was cited that several universities had gone this route with very good results. One of the goals that the community felt was important was to promote SCSU as a university of choice

Improving the external image – the campus layout does not encourage interaction and does not give a positive feeling

- Recognition of the nature of the student population. The University is quite culturally and racially diverse. The faculty and staff is not reflective of this.

NESI – A total of about 25 percent of Southern students have not had at least one parent **attend** college. (In other words, about 75 percent have at least one parent who attended college.)

*A total of about 50 percent of Southern students have not had at least one parent **graduate** from college. (Or, about 50 percent have at least one parent who graduated from college.)

The group discussed the various activities that were opened to the public and which attracted various groups of people i.e. the distinguished lecture series. Also, members considered pursuing the idea of a Spring Fest as an annual event. Yale University was discussed in this vein in terms of their Communiversy Event every year which brings in the children and their families.

An inquiry arose about the new buildings and if the community had access. It was stated that only academic related events can be housed in the new Student Center. The Community thought that this would certainly limit our outreach. It was cite that other universities were open to all types of events especially weddings.

The group talked about mailings for major events (holidays). Everyone agreed that the Presidents Christmas card was very engaging. There was a discussion about the Alumni and how best to involve them in our efforts. The suggested was to invite Sister Pat Rooney to attend our next meeting to explore some ideas.

Questions about what currently community engagement programs exists and if we should concentrate on centralizing the activities.

The group returned to the idea of creating an office of Community Engagement and engaging in Community Partnerships