

Strategic Planning

Community Engagement Co-Chairs Meeting

October 16, 2012

11:00 a.m. MH-3318

Participants:

Edee Benkov, Scott Burns (Co-Chairs)

Ric Hovda, Ricardo Nemirovsky (K-12 Partnerships)

Michelle Guerra, Jim Herrick (Alumni Engagement)

Reggie Blaylock, Jose Preciado (Campus Climate)

Steve Welter, Stanley Maloy (Economic Development)

MINUTES

Updates – Open Forums

Economic Development

Their open forum had good discussions. One attendee of the forum had mix messaging about the goal; thinking that there will be building local businesses or more sidewalks and roads. A second open forum will be held in the future. The exact date will later be determined.

Alumni Engagement

They were happy with the forum's attendance. There were good dialogues, ideas and questions. One attendee had a declaration that the campus does not embrace good values. Scott asked if there were any common themes in terms of initiatives. Alumni responded the common themes are how to leverage affinity and generate loyalty to students. A second open forum will be held in the future.

Campus Climate

This was their second open forum. In order for the community to attend, Reggie and his team had sent out flyers around campus. They had created a form for people to write feedback. Some good feedbacks were received from the last open forum. Another medium they used to send out the message and receive feedback from the community was the website, which is accessible 24/7.

Minutes had been posted on the Strategic Planning website.

Jose added that the next working group meeting is on October 17th and they are to debrief their representatives the strategic planning goals and where going and what the next conversation is. The open forum is being disseminated. It was a great opportunity to share information and goals. There were more committee members that attended than

community members. He suggested having a faculty forum and reminding them to attend these open forums more often.

Scott mentioned to check the Strategic Planning website for a comment that someone had posted.

Community Engagement

Scott stated there were about 35 attendees. There were 4 community members and 10 others that are part of the task force and the rest were faculty and staff. The discussion went for an hour. Received a couple of written feedback from the participants. The common theme was access to campus is difficult, such as parking, who to contact, etc.

Edee there seemed to be a disconnect between the community engagement and the idea of revenue generating solution. The long term strategy is to engage the community and that may lead to developing donor relations. Community engagement can also build on Alumni engagement and then bring in the philanthropy.

There should be a “rush hour” which is a series of activities offered to faculty and staff on campus after work and should also be offered to the community in order for them to come or stay on campus, besides basketball, Reggie added.

Jose mentioned that it is difficult to engage with his constituents on how to generate income and how they would benefit from it.

Stanley commented that from the economic development’s prospective, volunteers and partnerships are the way to generate income. Volunteers can teach a class and free up faculties’ time so that they can have time to write up grants and other things.

Jim stated that the focus is to build an infrastructure to help people along that path; engage more volunteers, get people more aware of the campus’ activities, mentoring, tutoring and bringing the campus community and Alumni to help the campus. The idea is to strengthen the connections of community and avail them on the campus’ venues and events.

Ric commented that small production in clubs in the communities is another suggestion. The production’s focus should be on what the community may respond to. The thinking must be about what we as the university can do to get closer to the community. Michelle said that she had the similar comment from a participant in their open forum.

K-12 Partnerships

There will be 2 scheduled open forums in place; both are out in the community. The first one is going to be held on October 23 at the Reuben H. Fleet Science Center and the second one is going to be held on November 5 at the South County Regional Education Center. The idea for the locations is to go out to the community, provide easy access parking for the attendees and for people to come comfortably to a familiar place. Depending upon the attendance, their strategy is to have a Power Point presentation, give an introduction of the Strategic Planning’s purpose and goals then divide the group into

each smaller group. Each group will have an assigned specific focus. Then as a group, discuss and share ideas. Expected attendees are parents who may or may not have children that are in school. There will be translators available for those who may have language barrier.

Discussion followed about the faculties' participation on these meetings and open forums. There seemed to have a small representation that the group will need to reach out to them.

The next meeting will be on November 19 at 1:00 in MH 3318.

The meeting adjourned at 11:50 a.m.