

MINUTES
KSU Faculty Senate Committee on University Planning
Thursday, May 6, 3:30 pm
Union 204

Present: Bloodgood, Vontz, Keller, Graham, Hohn, Young (for Martini), Watts, Garcia, Lynn-Sherow, Valdovinos, and Cates.

1. Chair Tom Vontz called the meeting to order at 3:30 pm.
2. The minutes of April 1, 2010 were approved.
3. Vontz welcomed Vice President Jeffrey Morris to the FSCOUP meeting. Vontz explained the Mr. Morris would be a consistent part of the FSCOUP meetings and that FSCOUP would serve as a liaison between the Division of Communication and Marketing.
4. Vice President Morris provided an overview of the Division of Communication and Marketing.
 - Morris reviewed his 90-day plan.
 - He said the division is working toward increasing cooperation between the various entities that foster marketing and communication across campus.
 - Chair Vontz mentioned that keeping the lines of communication flowing between the division and the Faculty Senate will be important.
 - Vontz also suggested that KSU could do a better job of communicating not only with potential students, but with Kansas citizens and politicians. Mr. Morris explained that his office is working on distributing a clear, consistent, and understandable message to our various constituencies.
 - Morris said he would like to raise KSU's national profile—not just in Kansas.
 - Senator Lynn-Sherow reminded Mr. Morris that we need to do a better job of utilizing resources so that faculty time could be put to better use (e.g., not writing press releases, taking photos, etc.)
 - Mr. Morris said they are the beginning stages of several initiatives—establishing focus groups, etc.
 - He asked if FSCOUP had suggestions about how we might use athletic events as a marketing tool.
 - Vontz suggested that when we feature a faculty member, maybe we could ask them an interesting question and videotape their response for viewing at the athletic event. He also suggested that we might consider featuring a program, college, or center at athletic events.
 - Mr. Morris discussed the urgency of safety communication. His office is currently working on creating protocols to ensure quick and efficient communication. He also explained that we learn more about ourselves every time an incident occurs, such as the McCain bomb threat incident.
 - Mr. Morris then reviewed the DRAFT advertising policy.
 - Vontz asked if the policy was meant to convey that the President of the University had to sign off on all advertising. Mr. Morris said that was not the intent; rather, the intent was to show that people could use funds for advertising.
 - Mr. Morris then asked the committee to turn its attention to the web DRAFT web redesign initiative and objectives. The committee told Mr. Morris that they liked and appreciated the web redesign initiative.
5. Vontz asked the committee how they wanted to handle President Schulz's budget ideas that were identified as needing further study. Vontz suggested the committee send him a list of the ideas that were identified as needing further study that they consider priorities. The committee agreed.
6. Next Meeting: Thursday, September 2 at 3:30 in Union 205.
Topic: Budget