

**MINUTES
FACULTY SENATE
COMMITTEE ON UNIVERSITY PLANNING
September 2, 2010 UNION 205 3:30 pm**

Present: Bloodgood, Cates, Condia, Flaming Jackson, Honey, Lynn-Sherow, Smith, Soldan, Unruh, Watts, and Young

Absent: Graham, LeHew, Martini, Valdovinos

Guests: Cindy Bontrager, Jeff Morris

1. The meeting was called to order at 3:30 p.m. Introductions were made.
2. The May 6, 2010 minutes were approved as submitted.
3. Budget update

Guest: Cindy Bontrager, Assistant Vice President for Budget Planning

Bontrager announced there was some good news to report.... State revenues were up in August. Up \$38 million from what was projected. For the year, we're \$35 million ahead of what was estimated.

Bontrager distributed a handout that will be given out campus-wide in about two weeks. University's FY 2010 ended slightly better than expected. DCE saw growth as well. There was a brief discussion about DCE funding. So this will be good for the university to add to their base for future years if the monies earned are *less* than expected later down the road.

Vontz mentioned that stimulus money is going away this year and our being tied to K-12, which was somewhat of a protection. Now we are possibly at greater risk for reduction so the hope is to maintain revenue. It was noted there are so many unknowns right now as well.

The university will be maintaining the view that more efficiency is needed with regard the use of resources.

Action item: In view of this, Lynn-Sherow suggested inviting Casey Lauer, Director of Energy and Environment, to a future FSCOUP meeting.

4. Marketing and communication issues

Jeffery Morris, Vice President for Marketing and Communication

- Media relations
- Graphic design
- Printing
- Web design
- Promoting research and graduate studies
- Academic promotions at athletic events.

Vontz gave an overview of how Marketing and Communications became part of FSCOUP. He then turned it over to Morris.

Morris handed out a working document and went through each goal and how they are planning to accomplish it and what items Faculty Senate can assist with. One mentioned was faculty awards, how do we make a bigger deal out of them. He asked for FSCOUP members' ideas on this. He is referring to internal awards, external awards, etc. Example, one university created a publication with all awards that were won during the year. Committee members were in support of this and offered some

suggestions. It would appear this could be worked into an existing position in each college. Otherwise, if done on a case-by-case basis information is not passed on in a timely manner or forgotten.

Morris mentioned the goals are to provide better service at a better cost and also to raise Kansas State University's profile in the next year, along with other things as well. As it stands there is no official Wordmark as the primary logo for our university. K-State versus Kansas State University was discussed and how we are perceived *outside* of just ourselves and even within the university how do we view ourselves. We want to add sophistication and yet keep our message about the great environment; our personal, friendly touch that is here. It is believed BOTH can be done simultaneously. This also affects recruitment and the type of hires we can make. It seems time to grow... our central identity has changed focus. We are a full service research institution, not only just involved with Ag and Engineering. How do we make sure those outside are aware of what we, as a modern university, have to offer? There is still a need for a "story", but the change is it needs to be distributed "now". Things are much more instantaneous than they used to be. The medium of sending information has changed. For example K-Statement changed to electronic medium however it may be better to have that in hard copy. The shelf-life on sending that via email does not last as long. Also discussed was hand-written letters versus e-mail message. Also, the "oh wow!" factors here at the university need to be told.

Morris gave a few examples of areas where Kansas State University has helped Kansans. One example was in Wichita, where Kansas State University helped reduce atrazine in the water by 50%.

Another topic: Who are the kids that have chosen to come to Kansas State University and why? We'd like to learn more about those students. Morris mentioned they will be doing research in the next few months with regard to current students as well as people who are not familiar with Kansas State University.

Next steps: Morris will be bringing back information to the committee about what their research produces. Later on he will also bring a new navigational scheme for the website for FSCOUP to review before it rolls out.

5. Announcements:

Vontz announced that FSCOUP members will have influence on the direction of the 2025 initiative and this will be discussed in a future meeting.

Members were reminded of the State of the University Address in Manhattan on September 24th and then one in Salina on October 11th.

The Faculty Senate photo will be taken right before the meeting on September 14th in Forum Hall.

FSCOUP will move its October 7th meeting to October 21st. Vontz will check to see if 016 Bluemont Hall is available for this meeting and let the group know.

6. Meeting was adjourned at 4:50 p.m.