

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

Present: Bloodgood, Cates, Condia, Flaming Jackson, Graham, Honey, LeHew, Martini, Smith, Soldan, Valdovinos, Vontz

Absent: Lynn-Sherow, Unruh, Watts

Visitors: Jeffery Morris

1. Tom Vontz, Chair, called the meeting to order at 3:30 p.m.
2. The November 4, 2010 minutes were approved as submitted.
3. Discussion of K-State 2025 processes
Vontz shared with committee members that the memo sent to President Schulz was well received and Schulz would like FSCOUP to provide recommendations regarding what each of the subgroups should be involved with. Vontz opened the floor up to committee members for their suggestions. He reminded committee members what the body of the memo conveyed. The suggestion to add a new theme on Culture, Environment and image was instituted. The question was raised... are we at strategic planning or still visioning? It appears right now we are at goals and objectives. It seems now it is more about what should be done, instead of how it should be done? After this phase, drafting the overall plan will begin using the goals and accountability measures set forth in this stage. Perhaps the subgroups could go beyond the original benchmarks set out. Also, possibly additional benchmarks could be added if there was data to support doing so. It was suggested that a facilitator is needed to go between the subgroups on perhaps a work day or two. That way groups can meet in close proximity and then meet as a whole from time to time over the day or two days. The facilitator; who has a vision and can propel the work, can assist in moving the suggestions forward. This would be an intense work day or two; effort and research would need to be accomplished ahead of time so that the most benefit could be derived by the work day(s). How do we make sure this is used after the fact, after it's all done and over with. Internal marketing is necessary. We need to define the organizational pattern of how to reach our goals; a way to check in each year, a checks and balances process, so to speak. Also, it needs to be public and available. This way, it becomes an institutional process and persons get used to the audit process. Each person can ask themselves what their unit is doing to reach the outlined goals.

Vontz thanked the committee for their thoughts and suggestions. He will work on a draft memo, with continued input from committee members, to send to President Schulz hopefully by Monday. Provost Mason offered to meet with the committee next Thursday if they would like.

4. Marketing and communication issues
Jeffery Morris, Vice President for Marketing and Communication
 - 1) Morris showed a short video clip of an English professor here at K-State doing a "what purple means to me". It was creative yet simplistic and a very fun way to get attention and market who we are and what we have to offer. Committee members were very impressed by it and brainstormed a little about other possibilities.

- 2) Navigation on Kansas State University web pages. He showed several different mockups of what the home screen may look like as well as other pages (people directories, maps, etc.) and got feedback from members of the committee. Members would like the pages to be functional and useful and get students and others to the places they want to be in the quickest amount of time. It was suggested to make sure the textual “clicks” are readable since they are very important but can sometimes get lost in the color at the top of the screens.
- 3) Morris also showed different mockups of the Kansas State University title and how it’s displayed. After a few other groups view the mockups he’ll bring back a few key choices to FSCOUP for further input. He thanked FSCOUP members for their continued assistance in giving feedback.
- 4) A committee member questioned whether Morris’ department will be doing anything with the display of the academic calendar on the web. It is very difficult to navigate. Morris indicated they would be in the near future.

Members were very excited about the proposed changes coming through from the Marketing and Communications department.

5. Announcements

- City/University special projects fund. Vontz needs to do a memo in a couple weeks regarding recommendations for uses of the funds. It was suggested possibly a sidewalk should be created on the north side of Kimball from Denison west to College Ave. This will alleviate a crosswalk on Kimball going to the Grain Sciences building, and then we could suggest a crosswalk at the Denison/Kimball stoplight. The future growth that will be taking place on the north side of Kimball makes it a worthwhile endeavor.
- Condia reported that NBAF security owns that site now.

6. The meeting was adjourned at 4:52 p.m.

7. Next meeting: Thursday, January 20, 2011, Union room 205