

MINUTES
FACULTY SENATE COMMITTEE ON UNIVERSITY PLANNING

Thursday, March 1, 2012 UNION 205 at 3:30 pm

Present: Lynn Carlin, Michael Cates, Bob Condia (chair), Sharolyn Flaming-Jackson, Steven Graham, Bonnie Lynn-Sherow, Drew Smith, David Soldan, Nate Spriggs, Jaebeom Suh

Absent: Karen Blakeslee, Brad Burenheide, Betsy Cauble, Katie Kingery-Page (senator\guest), Peggy Honey, Heather Reed, and Tim Watts

Guests/Visitors: Ben Champion and Jeff Morris

1. Bob Condia, chair, called the meeting to order at 3:34 pm
2. The February 2, 2012 minutes were approved as submitted.
3. Jeff Morris, V.P. Communications and Marketing: Feedback on an advertising campaign concept
Morris spoke about advertising the institution, and the people, as a whole to go across markets. Research shows *what* we do isn't entirely different, but what separates us is the *way* we do it. "Where there's a Wildcat there's a Way" is a theme they are working on to advertise KSU. How can we turn the *way* we do things into an advantage? Morris passed around several concept boards to get feedback. The "Wildcat Way" is shown throughout. The concept boards provided specific examples of what the Wildcat Way means. Committee members provided feedback. Morris also invited emails to be sent to him. This campaign would be for specific audiences, but could be generalized as well. Morris conveyed his thoughts about the "K-State Way" and that it means doing things with determination; believing in hard work; being good stewards of our resources; and continuing to improve ourselves. Others verbalized their thoughts as well: we have a spirit of engagement; we are where practical and real-world solutions come from, etc. Suh commented it is important to convey to students the strong pride they should have for KSU. He related how in class he asked his students to say the first thing that came to their mind when thinking of K-State and some answers were: purple, wildcat, Aggieville. In view of this he encouraged other faculty members to help students see the real-world value of their education here and not just relate a symbol to K-State.
4. Bonnie Lynn-Sherow + Ben Champion on a KSU Sustainability policy
Lynn-Sherow said FSCOUP was going to be a focus group today. She and Ben Champion passed around a list of several universities sustainability statements and asked for committee members' likes and dislikes. Members commented on what stood out to them or struck them with inspiration. They appreciated comments about being good stewards, being examples, being flexible and showing understanding of the unique role a university can play. We have the responsibility to lead and sometimes take risk, but to show belief in having meaningful values. Condia contributed the thought "what if everybody did it" to be included in the thought process. Champion discussed the difference between a sustainability *policy* and a *vision statement*. A policy can be used to guide decision making and expects university administration and others to take stock of what we are doing and where we want to be. Lynn-Sherow commented that a vision statement can really guide you toward where you

want to be and can aim you as high as you're comfortable going. Carlin related some recent action taking place in administration and encouraged committee members to move forward with working on a vision statement to take to senators so that perhaps a common element theme committee, such as the internationalization one just beginning its work, could be convened in the near future. Champion mentioned the taskforce report is available, but it could be built on, and perhaps newer language could be envisioned. Lynn-Sherow and Champion will work on a possible vision statement and bring it forward to the next meeting.

5. Contemplation of FSCOUP's work in the Master Plan Implementation (See: <http://www.k-state.edu/masterplan/> and survey at <http://www.k-state-masterplan2012.com/>)
Condia reported on Ayers Saint Gross progress. We want to have a Master Plan that has some teeth. Sustainability and historical preservation were discussed at recent meetings with the company. Condia will keep members informed about the next steps.
6. Programming wish list discussion on the Intellectual commons (formerly known as the Faculty Club) (A 2025 invention) 1. What would it be? Condia reporting a preliminary peer group study. Condia passed out a list of those universities that have a University Commons or something close to that. Committee members discussed what kinds of activities would go on there. This would be a great opportunity for those who want to be involved. Questions of how and where need to be discussed. This will remain an item on the agenda.
7. Any Other Business – New or Old? (as required)
 - A. FSCOUP needs representative (volunteer) to the K-State Olathe Committee (Lynn Carlin) Smith volunteered. He and Carlin will discuss further.
8. For the Good of the University
 - A. Lynn-Sherow mentioned that the city-wide transportation plan is back on the city agenda for March 27.
9. The meeting adjourned at 4:59 p.m.

Next meeting: Thursday, April 5, 2012, union room 205 at 3:30 pm