

**MINUTES**  
**FACULTY SENATE COMMITTEE ON UNIVERSITY PLANNING**

Thursday afternoon, November 7, 2013, Student Union room 205 at 3:30 pm

Present: Barbara Anderson (chair), Jason Brody, Lynn Carlin, Joel DeRouchey, John Devore, Diana Farmer, Steven Graham, Heather Reed, Eli Schooley, Drew Smith, and Mark Weiss

Absent: Jim Bloodgood, Brad Burenheide, Chairat Chuwanganant, and Jim Sherow

Visitor: Jeff Morris

1. Barbara Anderson, Chair, called the meeting to order at 3:30 pm
2. The October 3 minutes were approved as submitted.
3. New Business: Jeff Morris to discuss Kansas State University's new communications strategy for the Legislature. See attachments.

Morris began by informing members that the strategy is still being formulated, but there has been a lot of progress. Morris asked members if they could tell legislators one thing, what would it be? Following are the responses:

- They need to do more to support BOR.
- We need to tell them the positives we're doing. As a land grant institution we have an obligation to provide an affordable education to Kansans. Members discussed the term affordable and how that can be interpreted.
- Education is not a business, so to speak. Your outcomes are people, not products that you sell.
- If you want return on investment, you need to assure your client you trust and support them.
- Enrolled students in July had to back out by August because they couldn't afford to pay tuition.
- The university is contributing to the state's tax base. As people become more educated that pays back to the state.
- It takes money to bring in the research dollars... we make jobs for Kansans. If we stuck with just the money they gave us, there will continue to be a lack of jobs.
- We continue to lose faculty but gain students... we ARE doing more with less, but it is a strain on hard working faculty. Perhaps illustrating it in that they, as legislators, would be serving a much larger population, but have no additional help to do so.
- There is so much more reporting being requested than in the past. The focus is on being accountable for productivity. Every time a new report is requested or a new tracking system is added, it adds to administrative personnel and takes faculty time away from the core mission of the university. It seems there is more reporting and less teaching going on.
- Starving education is a losing strategy in a global economy.
- Faculty members have options to move elsewhere and take their award winning talent with them, which ultimately hurts the state.

Morris reported they recently were able to spend time with Board of Regents and legislators. Those groups visited Kansas State University this month. Morris pointed out some of his observations. In academics we spend a lot of time talking to people and we speak in terms that are familiar to us but not to those outside of higher education. We need to listen better. He conveyed that these individuals care about being heard and understood and they also care about what matters to their constituents from their home territories. We have to break the language barrier of higher education. The everyday terms and language we use regarding academics often times does not translate and convey an understandable message to those outside higher education. Morris shared a flyer with the committee that shows in detail the value of each student attending K-State in real numbers. What is the return on investment? Why is the expense of an education worth it? We have to redefine our value. We have to focus on the value of a degree. It was mentioned there is a huge network of alumni and their connections to whom students are introduced by coming to K-State. Morris also highlighted you won't find an economic "hot spot", in the country, without the intersection of three things—innovation, education, and a specialized industry.

Legislature is asking people to look at their operations and how they can do things smarter. What is our current state? What are we doing and why? He shared a couple examples of how this is being done.

The best case scenario would be that the budget will remain stable. When the budget is unstable and fluctuates, it is very difficult to make progress.

Lengthy discussion continued among committee members about grand plans for a future amidst the impact of decreases in state funding. There is a desire to continue to grow and be a top 50 research institution; however, it seems difficult to visualize. Conversation took a turn towards enrollment growth and ways to manage when you lack faculty.

Morris ended with the note that they will do their best to visit with legislators in order to give them pertinent information.

Committee members thanked Morris for his visit, input, and hard work.

4. Respond to President Schulz's request for proposals to be considered for funding under the City/University Projects Fund in the 2015 City of Manhattan budget. See attached letter.

Committee members discussed ideas in detail. Anderson began by giving some input as to her thoughts. Funding for tree maintenance would benefit the entire region. Also, rain water management is another area that needs to be given thought. The cost would most likely be tremendous, but if it is done well, it would help both the university and city manage storm water. Transportation systems and Marlatt barn was also mentioned. Schooley mentioned students also had tree maintenance on their list. The city has a few ideas as well, such as paving the city park parking lot where many students and faculty park. They would also like to make improvements to Triangle park. Committee members discussed Denison Ave. and the cross walk issues, including not only efficiency of driving down that street during certain times of the day, but also the safety issues involved. It was agreed improvements for the

cross walks on that street really shouldn't be done in pieces, but rather be one larger project. Walkovers were also suggested for some of these cross walks.

Prioritized list from FSCOUP:

- Cross walks (Denison – comprehensive approach) 1<sup>st</sup>
- Rain Water management 2<sup>nd</sup>. Will be a large expense, but could begin the discussion and planning.
- Permeable paved parking lot in city park 3<sup>rd</sup>
- Tree maintenance – 4<sup>th</sup>
- Marlatt Barn – 5<sup>th</sup>

A question came up about the area north of where KSU gardens are located and why that expansion piece hasn't been completed. It was determined this has been due to a lack of funding. That expansion would cost several million dollars.

5. The meeting was adjourned at 5:06 p.m. Sue Peterson will be our guest at the next meeting.

Next meeting: Thursday, December 5, 2013, Student Union room 205 at 3:30 pm