

East Stroudsburg University
Strategic Planning Sub-Committee on Community Relations
October 22, 2013
9:00 am – 11:00 am
University Center Reception Room

Minutes

In attendance: Dean Robert Fleischman, Caroline Kuchinski, Ginny Kirkwood, Stephanie French, Jennifer Serowick, Christopher Landino, Jeff Wilson, Sheila Handy, Brad Seid, Brooke Donovan, Kwaku Adjei-Bohyen, Dan Hagen

Scribe: Donna DePompeis

- I. Call to Order : The meeting was called to order 9:05 am
- II. Approval of minutes: Caroline Kuchinski motion to approve
Sheila Handy second
- III. Reviewed work sheet assignment: Dean Fleischman thanked everyone for attending and for all the great responses to the worksheet. The same questions will be used at the Strategic Planning Poster day Thursday October 24. The community will have an opportunity to respond to three questions from each of the task force groups. Stephanie French suggested we put the questions out to the community in some way- or let them know their responses are needed and welcome.
Kwaku generated discussion to clarify where we are going with this initiative; group members responded by saying we are basically providing strategies with tactics to follow at the end of the process and prior to implementation. One of the common goals/strategies agreed upon by the group involves creating University without walls. This can be done focusing on 5 different areas:
Service Learning, Arts, Education, Community Relations, and Fund Raising. Discussion ensued with regard to inviting more community members to provide a set of fresh eyes, with a focus on creating change. We need to engage the community members that are willing to look, listen, and help spread word about the positive “things” taking place on campus. Discussion also included the creation of common goals, simplifying the ESU mission statement, and staying accountable to the expectations.

Chris suggested a marketing plan/acronym as follows: **D**iscover **E** (Engage) **S** (Service and Innovation) **U** (University). Dan suggested the following strategy/goal. Mission statement: *"Comprehensive community and university relations that explores the opportunities of past, present, and future to create a welcoming and engaging environment with an eye toward innovation and prosperity"*. The group approved these suggestions, and decided to continue the discussion at the November 8th 8:30 am meeting with Ann Duffield.

Dr. Fleischman steered the sign-up sheet for the October 24th community poster event and thanked those who have volunteered their time during this busy advising period.

Meeting adjourned: 10:25 am