

Strategic Planning Sub Committee on Community Relations

Friday October 3, 2013

(Minutes and brief write-up)

In attendance: Dr. Robert Fleischman, (Chair), Mr. Daniel Hagan (Co-Chair Student), Mr. Kwaku Adjei-Bohyen (student), Dr. Brad Seid, Dr. Steve Godin, Dr. Caroline Kuchinski, Prof. Stephanie French, Mr. Uriel Trujillo, Mr. Jeff Wilson, Mr. Chris Landino, Ms. Jennifer Serowick, Dr. Sheila Handy, and Ms. Brooke Donovan, Ms. Ginny Kirkwood (community member Shawnee Inn and Golf Resort), Ms. Ann Duffield (Ann Duffield & Colleagues Consulting Group).

Not Present: Dr. Matt Connell

Scribe: Ms. Donna DePompeis

Summary:

The meeting was called to order: 2:10 pm- Minutes accepted and approved.

The goal of this meeting focused on continuing the discussion surrounding the importance of bringing ESU and the Community together.

Dr. Fleischman began the meeting by reviewing the rules of engagement and roles of chair and co-chair, while noting they serve as facilitators and provide the framework with the emphasis on participation by all committee members.

Round table discussion regarded the creation of a strategic road map and distinguishing between student-centered and community-centered foci, with outcomes that benefit both. The discussion continued with each member sharing ideas about addressing the concerns of the perception of ESU.

Discussion ensued with regard to the goals and aspirations of the sub-committee in terms of changing the current perception and reputation of ESU within the community. Questions focused on how we can stay connected with past and present students, while looking ahead to the needs of the future student? The group vibe reflected an importance of staying current while adjusting to change in order to address students' wants and needs. Further discussion ensued about engaging students and the faculty to involve the community in and out of the classroom. There is a need to create a culture and environment where students, faculty and the community can interact and learn from one another and everyone feels safe and welcomed. Some key points mentioned involve the need for positive public relations, customer service, and going above and beyond for anyone who visits campus while creating an inviting campus. Advertise successes, provide ample parking, and find common goals among faculty, students and community. "The One Campus One book" initiative provides such an example of breaking down the walls. Suggestions to review (past) and/ or create new student and community surveys aimed at identifying obstacles and their causes of the current perception of ESU would be helpful when addressing the tactical needs.

Dr. Fleischman requested that each committee member complete the 3 question worksheet prior to the next meeting and then forward the same via e-mail before next meeting.

The next meeting to be determined: before November 6-8th: Doodle will follow.

The meeting adjourned: 3:40 pm