



Strategic Planning Steering Committee Summary

October 27, 2004

- I. Meeting opened at 3:06
- II. Recap of 2004 Strategic Planning Awards
 - A. Committee
 1. Current, past facilitators
 2. Community Representative: Kevin Naylor
 3. Student Representative: Jono
 - B. 15 Nominations
 1. Diverse
 2. Selectors recused from conflict situations
 3. Award recipient
 - C. Comments: 2 student nominations
 1. Have a student only category? 4th Category
 2. Jono = should have to compete along with other departments
 3. Becky didn't want to penalize student groups
 4. Why isn't it fair? Longevity issues
 5. Consider a time period, closer to time frame of current plan
 - D. Selectors "debrief" about future nomination criteria
 1. Allow for more time
 - a. keep awards in the fall
 - b. announce sooner in the fall
 2. Fits with convocation
 - a. Present at the convocation
 - b. Deadline for submission sooner?
 3. Those who did not win eligible for submission in the next year
 4. Community vignettes
- III. Communicating the Metropolitan Advantage through Recruitment Marketing: David Cicotello and Teresa Gleason
 - A. Showcase UNO
 1. Aired on WB, Fox
 2. For 16-18 year olds
 - B. "College Bound" in two-week period
 - C. Positioning UNO as a Metropolitan University of Distinction
 - D. Connect, Collaborate, Create
 1. keeping message on target

- E. 3 Different radio spots
 - 1. Aired in the spring
 - 2. Geared towards traditional students
 - 3. Focus on diversity
 - F. Show this at the lunch at the Advance!
 - G. Take the work of the SPSC Committee to heart
 - 1. Drilling down
 - 2. Voices speak about metropolitan
- IV. Task Force Reports
- A. Student Focus: Rita Henry
 - 1. Developing a direct document by next week
 - 2. They have a meeting this week
 - B. Academic Excellence: Sajda Quereshi
 - 1. See handout
 - C. Community Engagement: Bill Swanson
 - 1. 2 meetings
 - 2. Aren't a lot of indicators in portfolio connect with community engagement
 - 3. Opportunity
 - a. faculty portfolios
 - b. Student?
 - c. Staff?
 - 4. Dialogue with S.A.C.
 - 5. Peer institutions, benchmark best-practices
 - 6. Creating and helping to create portfolios to allow communication with community
 - D. Communications: Teresa Gleason
 - 1. Get more student involvement
 - a. Gateway, marketing groups
 - 2. Theme to carry throughout the year
 - 3. Low level = event driven
 - 4. Hi level = institutionalized message
 - 5. Refining the theme
 - a. Join the Advance
 - b. Suggests movement
 - c. Using Chancellor's 3's worlds (iterate "join")
 - 6. Restructuring the web page
 - 7. Reorganize awards
 - 8. Advance invitation ideas
 - E. Advance Planning Task Force: Mary Sweaney
 - 1. Information, names
 - a. new lists
 - 2. All going well
 - 3. 65 members so far
- V. Plans for November Advance