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Strategic Planning Steering Committee Summary, October 27, 2004

UNO Strategic Planning Steering Committee
University of Nebraska at Omaha

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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