11-5-2009

Deans' Forum Summary, November 5, 2009

UNO Office of Academic and Student Affairs

University of Nebraska at Omaha

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DEANS’ FORUM SUMMARY
November 5, 2009

Attending: Terry Hynes, Steve Bullock, Harmon Maher, Deb Smith-Howell, David Boocker, Audrey DeFrank, Tim Kaldahl, Tom Gouttierre, B.J. Reed, Gail Baker, Nancy Edick, Ilze Zigurs (for Ali), Lou Pol, David Cicotello, Lanyce Keel, John Fiene

1. Guest: Tim Kaldahl, Director, University Relations
   - General overview of how University Relations is structured.
   - Discussion about alternative forms of marketing outside of traditional ads
   - Discussion revolving around the audiences engaged by the office. Focus is often on students or potential students. Questions related to the larger community and various constituencies.
   - How do we prioritize the audiences? What are we saying? How do we engage in strategic communications?
   - Tim discussed his efforts to coordinate various individuals and groups on campus that have communication responsibilities and expertise. 20 people on an ad hoc communications committee. 3 issues:
     1. Branding
     2. Communication with students
     3. Strategic communication
   - UNO Magazine - February 15 first printing expected
   - Current marketing budget about $110,000. Is that enough?
   - Questions about having a global assessment of our market position.
   - Conditional survey will have questions related to UNO.
   - Some questions involving the decentralized nature of our current marketing strategy.
   - General consensus about coordinating efforts across colleges.
   - Request by Tim for ideas about what would help this group in moving forward
   - General round table about ideas about how to move forward.

2. Approval of summary for October 15, 2009 Deans’ Forum meetings (Attachment***) approved
3. New/Old Business

- **Honors Week 2010 – Steve Bullock**
  Announced dates and times -highlighted Student Honors Convocation will be held 3:00 – 4:00 p.m. on the same day as faculty honors (rather than Friday).

- **Budget**

  - **Contracts Position for Sponsored Research/Programs**
    Discussed proposed new position. Funding for position would be from university F&A prior to distribution to colleges. Position unanimously supported by Deans’ Forum members.

  - **Reminder: Reporting Faculty Workload**
    Discussion on background information and emphasized the importance of accurate faculty workloads for reporting purposes; reminder that workload hours are not necessarily equivalent to student credit hours

  - **Discussion: Revising 2009-2010 Budget Plans**
    Brief update on the available information and estimates at the time. Agreed to have a special Academic Deans meeting for additional discussion.

4. Just Good Stuff

- Insufficient time—no discussion