

University of Minnesota Morris Digital Well

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Planning Committee

Campus Governance

12-8-2014

Planning minutes 12/08/2014

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MINUTES OF THE PLANNING COMMITTEE

Monday 8 December 2014

Present: Jon Anderson, Gwen Rudney, Lowell Rasmussen, Brook Miller, Taylor Barker, Michael Eble, Jim Hall, Jordan Wente, Sarah Mattson, Seung-Ho Joo, Jana Koehler, Sandy Kill; and guests Jacquie Johnson, Susan Schmidgall, and Jeff Lamberty

Absent: Taylor Barker

Chair Jon Anderson called the meeting to order at 3:35 pm. Ambient conditions: collegial

The minutes of the 1 December 2014 meeting were presented. A motion was made, seconded, and passed to approve the 1 December 2014 minutes as presented.

Jon Anderson: Lists the proposals the committee has picked, with some exposition.

Susan Schmidgall: UMM Campaign planning handout:

- Opportunity to market and promote our campus, mission, and goals, and to galvanize the support we need
- Campaign will last 8 years
- We're in the "Quiet Phase"
- Public Launch in FY 2018
- UofM overall goal is \$3.5 – 4.0 billion
- Decide what UMM's share would be (by the end of this fiscal year)
- Conduct a feasibility study (30 – 40 interviews, including some of our highest capacity donors, complete by end of this FY)
- Asking other campus groups
- Consultant will help us refine our campaign case statement and set our target goal
- New Literature will be produced that will help donors see their potential roles
- First, Campaign volunteer leadership committee
- Want 40% of goal in hand before the campaign goes forward to the public
- Development Office will draft a white paper (case statement) – vision, need

Jacquie Johnson: Fit between UMM and the U System

- Our case: not limited to conform to TC strategic plan, but informed by it
- Opportunity for partnerships with other campuses
- UMM is young as an institution – fewer alumni

The floor is opened for discussion.

Jon Anderson: UMM's dynamic spirit and special students are its biggest assets

- Our ability to attract these vital, visionary students through scholarships, etc. – This should be front and center
- Research Report: Specialized Faculty – Keep Faculty vital in both research and teaching
- Students and Faculty synergy

- Labs and other work spaces
- Structural/physical – Mall buildings, classrooms
- Thinking at the level of Grand Challenges
- Structural: Rethink GenEd program – any opportunities for attracting giving to produce and support innovative approaches?

SS: What we've heard from others:

- Vice Chancellors and Division Chairs – many of these issues have come up, e.g., Gwen's 'big idea', endowed chairs, physical plant issues

Gwen Rudney: The Big idea is one of several under a big umbrella – are there related themes?

SS: Three main themes (or 4 or 5)

JJ: Shift to bigger, more conceptual ideas

Michael Eble:

- Highlight of semester was a trip with students to Minneapolis Institute of the Arts (MIA). Several UMM alums work there – students got to interact with the alums
- Study abroad
- Theatre – New York trip annually
- Internships – Key to Jobs!
- Could there be an Alumni Event at MIA?
- Speaker/Visiting Alumni series for the Arts
- Buildings: Humanities not getting equitable Repair & Renovation funds?
- Programmatic revisions the last 10 YEARS: Sometimes technology is a game changer

JJ: Michael's comments bring up the idea of translating the Liberal Arts – they are relevant! This is a part of our message.

SS: Endowed Scholarships?

ME: Helping Arts students to find and get internships

JA: Opportunity for donors to help – perhaps with funding for an internship

Jordan Wentz: Midcareer Alumni could help students get Internships going.

JA: Going into internships with money opens doors

JJ: Capitalize on Location – We're Unique!

- Emphasize our connection to the rural communities, our work in sustainability, food production and distribution, social justice

ME: Formal program for entrepreneurship? Partnership with Stevens County?

Jordan Wentz: Very enthusiastic about such a program.

- Rural Minnesota is changing rapidly and profoundly
- Ars gratia artis
- Few opportunities for young, talented students to find careers in Rural Minnesota
- Opportunity for donor funding in Entrepreneurship

JJ: Facilities – What’s the vision? Can we create graphics to show what’s possible and/or what we want?

Lowell Rasmussen: Progressive partnerships with donors to reinvigorate these old buildings on campus

SS: We need to present clear priorities – broadly stated. Fit projects to donors

JJ: Envision possibilities for Mall buildings:

- Projects that potential donors can visualize
- Ramifications of the project’s completion

ME: Website with maps of campus – pop-ups to show needs and dreams for each site

SS: Old “Model Community” materials could be revamped and reused

BM: Concentrate on what we do – less so on new stuff

- Buildings are important, too
- Continue to consider Diversity, including our first-generation and low-income students and our mission

Jim Hall: A donor can directly affect the outcome of a student!

JJ: Matchmaking – ideas with donors

SS: These ideas are important. We need something for everyone.

JJ: UMM is unique as a PLAC that is an “elite” place that provides access for the rural Midwest.

SS: Will report back to the PC in this Fiscal Year

- Meanwhile call or email Susan with ideas

JJ: We begin with a Quiet Phase – but it will be the least well-kept secret in the University

SS: Goal is to have priorities in place by the end of the Fiscal Year. Thank you.

Adjourn at 4:30 pm