

3-26-2019

Consultative minutes 03/26/2019

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Recommended Citation

Consultative Committee, "Consultative minutes 03/26/2019" (2019). *Consultative Committee*. 174.
<https://digitalcommons.morris.umn.edu/consult/174>

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Consultative Committee
Meeting Agenda
Tuesday, March 26, 2019 (11:40 am, 122 Welcome Center)

Members: Sierra Brown, Sarah Buchanan, Michael Cihak, Adrienne Conley, Ann DuHamel, Nancy Helsper, Brandon King, Margaret Kuchenreuther, Janel Mendoza, Julia Scovil, Kristi Smith, Angela Stangl

Guest: Melissa D'Aloia

Notetaker: Julia Scovil

I. Conversation with Melissa D'Aloia

Individual introductions and brief overview of Consultative Committees duties were presented for Melissa D'Aloia

Melissa provided her professional background for Committee and her excitement about working with the University

“The core questions we are asking ourselves are: How to connect to the [University of Minnesota] system, but also stand out and be unique within the system? What are we doing across campus that are distinctive? That we stand for.

“We need to make sure we are hitting ALL of our target audiences: prospective students, alumni, the government etc.

“Every person has a top 5 things that make Morris stand out, but there isn't a lot of overlap of those 5.”

“How can we [Consultative Committee] help? And what the timeline is for Morris' marketing campaign?”

“Our timeline is moving because strategic planning is reshaping the view of our campus. We're looking at spring or fall. Right now we are getting partner proposals put together to find a marketing firm. Then we'll start with interviews of groups across campus, focus groups, on what makes Morris unique and distinctive. Next, we'll do a survey for the area around Morris to see what those audiences are looking for in UMM. Then we'll find the overlap between campus and survey from broad area so that we can market to everyone.

There are two issues right now: 1) We need people to participate. Make sure it's the right people, providing a broad spectrum. 2) We need a harder timeline laid down so we know what information to get when. One thing I would ask the committee is how can we make sure all voices across campus are heard?”

“Wait until fall, at this point spring is too crazy.”

“For representation, consultative committee members can be pulled into subcommittees.”

“Different staff groups need to be represented.”

“Maybe tenure track and those recently tenured?”

“Archives and institutional history is often left out, people who know Morris history need to be involved.”

“People from different groups of LGBTQ+ community.”

“Students in and out of MCSA.”

“Transfer and non-transfer students.”

“Consider mechanisms of feedback. Lack of time to participate in things as people would like to. Use governance structure, like campus assembly to our advantage.”

“Anything we do needs to be scheduled far in advance.”

“If you ask Steering Committee maybe they could reserve an open Thursday and not allow anything else to be scheduled during those times.. But it would need to be far in advance because otherwise other events or meetings will be scheduled during that time.

“Another suggestion is to look at past marketing firm strategies to see what worked and didn’t and making sure that any plan we make WILL work and IS usable.

Frustration expressed towards the work on ‘Renewable, Sustainable Education’ then not being able to use it.

“‘Renewable, Sustainable Education’ was looking all good, until Regents said all 5 campuses need to make clear that we are one system. Now we need to operate within Regents framework and tie ourselves closer to the system but stay distinct so we don’t get ‘swallowed up’ by the Twin Cities campus.

“It’s important to see that the system is starting to talk more about the 5 campuses, starting to include us more in the websites, PR etc. The more we give them about our unique opportunities, the more they’ll reach out to us and ask us about us and our programs, which brings us more advertising. How do we talk about core elements within this new framework?”

“Could the System use ‘Driven to Discover’ then a colon and each campus have something unique? We don’t want this to change every 5 years. For example, Morris’ could be ‘Driven to Discover: Sustainable, Renewable Education.’”

“That encapsulates 5 strong campuses and 1 strong system”

Many members show agreement

“Does the Twin Cities have a timeline for ‘Driven to Discover’?”

“There’s no end date for that phrase, Twin Cities plans on using that forever. But students usually aren’t too worried about 5 campuses, but we need to make it clear to the government and local communities because both of those groups tie into funding.

“I wouldn’t hang our hat on getting a unique tagline, we can stand for things and messages that don’t have to be a tagline. The 5 things to think of when you think of Morris can become as strong as a tagline.

“If you’re in one of the 4 other branches you’re constantly aware you’re Duluth, Crookston etc. but at the Twin Cities you’re just the ‘U.’”

“Wikipedia article on the University of Minnesota is just about the ‘oldest and largest’ campus, Twin Cities campus. Labels are broad and general about how Twin Cities is The U. There’s blindness to the fact that the cities is not just the U of M. The Twin Cities campus is our largest rival for student enrollment.

“To say we’re (all U of M campuses) all the same is disingenuous. We can’t pretend every campus is the same, and that’s where the one tagline example is concerning.

“We have strengths, ‘Driven to Discover’ puts research over all other functions, which is the main goal of Twin Cities campus; to do research and bring in research money. Our main priority is our undergraduates. Prospective students often say another school they’re looking at is the Twin Cities campus.”

Majority of committee agrees with aggravation about the Twin Cities campus being ‘The U’

“Some of this is a culture shift and needs time (ie not using “Satellite campus” lingo). The Twin Cities campus knows they can’t call themselves The University of Minnesota unless their office is truly completely system-wide. ie admissions office is now ‘University of Minnesota: Twin Cities Admissions.’ Changes like website etc need to change but need time and need to not cause

confusion to people who associate Twin Cities with all of U of M. We need to elevate our own uniqueness in system and our own marketing.”

“Let’s move to on-campus issues due to time. Part C on the agenda.”

“On-campus people are concerned about communications. Faculty and staff unclear about how to communicate with all students, student listserv cancelled and umm official site unsure about use.”

“When we lost the listserv, MCSA created facebook for all students, staff and faculty - anyone affiliated with UMM.”

“Is it possible to get a non-opt out list with all students that only faculty and staff can post to?”

“What are things students need to know? Or what are things we want them to know or participate in? I signed up for the umm official list to see what students are getting and was surprised by how many messages were sent out.”

“Yeah there’s a lot, but how do we get out the information?”

“Email overload is prevalent everywhere. That doesn’t mean we shouldn’t look at listserv, but from my understanding you can’t opt out of umm official. The intention was to get info to students, but mitigate the things that were happening before. But the more emails we send to students, the more they can get lost”

“Posters! It’s all noise. Emails are oddly loaded, low level next to high-profile events on the calendar feed.”

“I’ve been here for 3 years and never knew this calendar opt-in email existed.”

“I only use Astra because I have to. There’s a lack of understanding internally about the best way to communicate.”

“There are 2 issues: First, staff and ACE office don’t know how to communicate with students. Second, there are listservs that people don’t know about or don’t know how to use. Once there is a method to communicate with students, we need to make sure people know about it.”

“How do offices have concise emails? The amount of emails are unmanageable. Some offices don’t have capacity to worry about overloading people with emails.”

“Only few offices can submit to umm official. They were supposed to make edits in 2018.”

“Now anyone can.”

“If the umm official list is the one to be used, how do we get people to know and use it efficiently?”

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“Posting as a discipline is foreign concept here. It would be more efficient if disciplines or groups worked together.”

“Divisions don’t have staff to coordinate emails.”