

University of Minnesota Morris Digital Well

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Consultative Committee

Campus Governance

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5-5-2020

### Consultative minutes 05/05/2020

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**Consultative Committee**  
**5/5/2020, 11:30 AM**  
**Zoom**

Members present: Ann DuHamel, Terri Hawkinson, Margaret Kuchenreuther, Clement Loo, Jimmy Schryver, Julia Scovil, Kristi Smith, Angela Stangl, Josh Westfield, Sheila Windingstad

Members absent: Brandon King

Guests: Allison Friedly

***In these minutes:***

*Called to order at 11:32am*

*Introductions of committee members.*

*Presentation of DRAFT Strategic Communication and Marketing Plan by Allison Friedly*

- *Review of market review*
- *Key of objectives of the plan*
  - *Redesigning of viewbook*
  - *Strengthen website (make more external than internal/functional)*
  - *Campus awareness/advocacy*
  - *Strategic public speaking campaign*
  - *Expanded news coverage*
  - *Increased targeted advertising*
- *Heart of the Campaign*
  - *The Morris Story...video series with why students chose Morris*
- *2020-2024 Timeline*
  - *Share your stories!*
  - [urel@morris.umn.edu](mailto:urel@morris.umn.edu)

*Discussion:*

*Q: Is there alignment/integration with Strategic Enrollment Management?*

*A: Yes, working with them. They are using the specific student affinities to help with the plan and materials for the campaign.*

*Q: If aiming for student perspective, are there exit interviews at scholarship competitions?*

*A: Communications does not do this but we can check with admissions. There would be a possibility for focus groups while they are here. In the future, we are hoping to take advantage of those opportunities.*

*Comment: Having you as an alumna is good! You know why you were here and what you got from being here. The marketing information results were challenging to see (especially the part about low ACT scores). It is now clear that our marketing wasn't reaching the right audiences. A: We have students to follow and share success stories. The new website should really help highlight success stories and diversity of backgrounds for specific majors. Showing value of liberal arts.*

*Suggestion: Reach out to disciplines in the fall for a list.*

*Question: Should we have video from disciplines to show hands-on teaching? Example, going outside when teaching things like ecology.*

*A: Need to capture enthusiasm of faculty for these things! What was planned for spring is rescheduled.*

*Question: How to go about objects like public speaking and expand news coverage...is there a plan for this? Is this something that could be shared with staff in addition to faculty.*

*Question: Who are we focused on bringing in as incoming students? Especially if it doesn't match the audience outlined by the report?*

*Question: How will you collect frustrations with things that have been posted?*

*Question: It would be good to figure out how to pull out more that is going on--like going to events. Is there a way to get more students following leads and getting details?*

*Followup: Many people will not reach out and say "I am doing this cool thing" and they are unlikely to self-promote. However, if asked questions about it they will answer them. It's not just faculty...but also students! They don't always share (example, student composting thing in Troy's recent email; Clement and Margaret are following up).*

*Question: People are willing to do stuff but they need to see it go somewhere. Follow up if stories are used?*

*Question: Allison, could you visit division meetings? To talk about setting up more efficient information collection?*

*Comment: Easy to find collection tool...a link to get at...like a form or something that doesn't require you to write your own news release. Like a "tips" line.*

*Question: What sort of stories would be helpful? Are there examples to help encourage people to submit ideas/concepts?*

*Comment: A bullet list when submitting pitch to have suggestions of what to include.*

**Affirmed Jimmy as convener for fall.**

Date of next meeting: Sept 3rd, 2020

Adjournment time:

Submitted by: Angela Vetsch

Date submitted to Digital Well: 11-5-2020