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Consultative Committee

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Minutes of the Consultative Committee
December 5, 2006

Present: Nancy Carpenter, Jacob Croonenberghs, Roland Guyotte (chair),
LeAnn Hedquist, Blair Jasper, Judy Korn, Margaret Kuchenreuther, Theresa
McMenomy, Bonnie Tipcke, Jennifer Zych Herrmann

Guest: Chancellor Jacquie Johnson

Chair Guyotte called the meeting to order at 1 p. m. and introduced
newly-elected member Jacob Croonenberghs.

Chancellor Johnson asked the Committee's views on her "next steps"
approach to implementing Strategic Positioning. One aspect involves
program review and budget preparation, and she will return to the
Committee to discuss proposed recommendations. The Chancellor would like
to engage working groups for Spring semester to address two issues,
"liberal arts for the 21st century" and "should UMM brand itself a
'public honors college'?" She proposed that these groups report,
respectively, to the Curriculum Committee and Student Services Committee,
and then to the Campus Assembly. She noted that she had conferred
previously with the chairs of this Committee, the Campus Resources and
Planning Committee (CRPC), and the Vice-Chair of the Assembly, and
subsequently with the CRPC as a whole.

Issues relating to the charge of the first working group might include
areas of concentration versus majors, interdisciplinary studies, career
preparation, and interaction with other institutions in the region. The
second group would likely be concerned with research and market testing
the "public honors" concept as well as clarifying what it means. She
observed that President Bruinincks is generally "okay" with the concept,
that some UMM Admissions materials already incorporate it, and that such
public liberal arts institutions as the University of Maryland, St. Mary's
and New College of Florida have successfully described themselves as
public honors institutions.

Members noted the overlap between the two issues but did not dispute the
appropriateness of two working groups. Some reaffirmed the centrality of
the liberal arts in UMM's history and mission. One member wondered
whether the observation that "the public doesn't know what the liberal
arts are," refers to those who are likely to be a good fit with UMM.
Should UMM be doing a better job recruiting those who DO know what the
liberal arts are? Others wondered whether the "public honors" label would
help or hinder. Would it drive away some students who might succeed at
UMM? A particular problem is whether "honors" refers to what a student
brings to the college or what happens when the student is here. Are we
talking about a different way of marketing what we do or are we implying a
substantial campus change? One member suggested that UMM's marketing
classes conduct a survey about the viability of the "public honors"
concept. Chancellor Johnson reaffirmed her interest in measurable
"liberal learning outcomes," that UMM alumni become "high functioning
citizens."

Chancellor Johnson thanked the Committee for its response to her ideas.

The meeting adjourned at 2 p. m.

