Connection Working Group of the University of Evansville Strategic Planning Process

Meeting Notes
November 30, 2010

Members present:

Dennis Malfatti, co-chair
Sylvia DeVault, co-chair
Jack Barner
LaShone Gibson
Lynn Renne
Joyce Stamm
Gene Wells

The meeting begin with a review of activity since the previous meeting. Sylvia and Dennis attended a Strategic Plan Steering Committee meeting on November 23 and received the following instructions from Dr. Kazee. Final recommendations are due from the working groups on January 12, 2011. Dr. Kazee noted that the recommendations should be in the form of strategic commitments, but the details about implementation of those commitments would not need to be determined by the working groups. The groups should seek a balance between broad goals and specific actions for their final recommendations.

The next Steering Committee meeting will be Tuesday, December 7, and the next Connections planning group meeting is Wednesday, December 8. By the December 8 meeting, Dennis and Sylvia should have a draft of recommendations.

The majority of the meeting was spent in open discussion narrowing down our focus areas. Some of the main topics discussed and some ideas for each include (in no particular order):

1. Strengthening connections in regional cities (250 mile radius of Evansville) in terms of alumni relationships, enrollment and corporate relations (employment and internships).

2. Developing a stronger worldwide alumni network that would include engaging alumni in UE programs including continuing education, student and recent graduate mentoring,

3. Increasing the affinity of current students - building pride, UE connection for life.

4. Strengthening connections through the web site and electronic communication - provide more support for departmental web site and other electronic communication through a centralized office, consolidate all University marketing efforts under one area, create cabinet level position with responsibility for marketing.
5. Community Education - explore needs / generate necessary programs related to children, adult, community education, untapped resource in terms of revenue, recruitment and community relations.