

**UMass Boston Renewal: Fidelity to Urban Mission  
Meeting Notes**

**Sub-committee:** External Relations

**Date/Time of Meeting:** December 7, 2006 4-5:30 pm

**Location:** CC-1-1110

**Co-chairs:** Drew O'Brien; Joan Becker

**Notetaker:** Joan Becker

**Attendees:** John Ciccarelli, Jain Ruvich-Higgins, Gail Hobin, Jason LeBlanc, Steve Crosby, Asgedet Stefanos, Apurva Mehta.

**Excused:** Ellen Hume, Barbara Lewis; Sharon Kennedy, Jim Smith, Ed Hayward, Darrell Byers, Kathy Teehan

AGENDA ITEM	DISCUSSION/FINDINGS	DECISIONS	ACTION ITEMS
<p>Update on Co-Chairs' Lunch Meeting on 12/4</p>	<p>Joan reported on the 12/4 co-chairs' meeting which focused on areas of overlap amongst the various strategic planning subcommittees. She indicated that the primary overlaps were around the implications of enrollment increases for academics including the numbers and kinds of course offerings, the impact of an increased emphasis on research on faculty load, the impact of changes in faculty load on the capacity to meet enrollment growth, and the extent to which student services—academic and co-curricular will need to grow to keep pace with enrollment increases. Another issue is the time frame in which facility enhancements and new facilities needed to support enrollment increases could be brought on line.</p> <p>Questions for the external relations committee included plans for internal communication and governmental relations.</p> <p>Jain Ruvich Higgins added that our discussion of strengthening the university's ties to external communities, especially in terms of increase the opportunity for and visibility of community-based learning, intersects with the work of the Academic Subcommittee.</p>		
<p>Continue discussion of structure for external partnership work.</p>	<p>Do we have a long way to go in terms of external relations at UMass Boston? Several members feel all the pieces exist, they just need to be brought into a more coherent structure so that they can be better coordinated and better promoted. Others indicated that they don't know enough about what the it is—the connections with the external community seem to be very diffused and decentralized.</p> <p>Web services, for example, was surprised by the amount of external activity; however, it has been difficult to get people to send information in to be featured on the homepage.</p>		<p>Drew and Joan need to meet with Charlie Titus to discuss Urban Mission Committee recommendations regarding structure.</p>

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	<p>Is there a central office that serves as the clearinghouse/hub for all of the activity? Should the center of the hub be someone in the chancellor's office? Academic Affairs? Elsewhere?</p> <p>Should the central office serve more as a hub/clearinghouse for activity and the work being done in units/colleges are spokes that connect to the hub? Or should it be more hierarchically organized?</p> <p>What is the relationship of Drew's office to the external partnership structure we've been discussing? Should this be part of external relations or connected to it in some way? Drew's office is really more the marketing arm; there needs to be a programmatic arm.</p>		
Vision Statement discussion continued.	<p>Members made additions and suggestions including:</p> <p>Add: identifying strategic priorities that advance the overall goals of the university.</p> <p>Add: breadth and depth of stakeholders.</p> <p>Add: develop strategies to manage, increase, coordinate external relationships.</p> <p>The tension/challenge is to create an environment where ideas and initiatives bubble up from programs, departments, colleges, and units, but are managed in such a way that they are coordinated and advance institutional priorities.</p> <p>Words that need to be included: develop infrastructure, determine niche(s), areas of excellence, expertise, resources.</p>		Please send further suggestions/changes to the language to Joan and Drew.
Community Meeting	Drew indicated that there is a community meeting scheduled for January 17 <sup>th</sup> to discuss the strategic planning process with external stakeholders. 6-7:30 pm.		
Agenda for next meeting			<p>Internal Communication Plan</p> <p>Governmental Relations Plan</p> <p>Community Meeting</p> <p>Interim report</p>