

UMass Boston Renewal: Fidelity to Urban Mission Meeting Notes

Sub-committee: External Relations

Date/Time of Meeting: March 15, 2007; 4-5:30 pm

Location: CC-1-1110

Co-chairs: Drew O'Brien; Joan Becker

Notetaker: Joan Becker

Attendees: Jain Ruvidich-Higgins, John Ciccarelli, Sharon Kennedy, Peter Langer, Jim Smith, Ed Hayward, Apurva Mehta

Excused: Ellen Hume, Darrell Byers, Steve Crosby, Kathy Teehan, Asgedet Stefanos, Gail Hobin, Jason LeBlanc,

AGENDA ITEM	DISCUSSION/FINDINGS	DECISIONS	ACTION ITEMS
<p>Goals and structure for external partnership work.</p>	<p>Discussion of the External Relations Matrix developed by Jain.</p> <p>Institutions that are stand-alone campuses tend to have a clearer organizational structure for external relations than campuses that are part of a system. The role tends to be more prominent and the head of the unit tends to be a higher level position.</p> <p>Communications is often separate.</p> <p>Institutions that have a Center for Community Relations or Center for Community Partnerships tend to have a direct link on the home page to the Center's web page, sometimes through Governmental Relations and sometimes directly.</p> <p>Some institutions have a link called Public that is part of the home page navigation bar—sometimes this is its own header and sometimes it is one of the choices under About. Community needs to be one of our audiences.</p> <p>UPenn was highlighted as a site that is particularly good in terms of the way it markets and organizes community relations and external partnerships—everything is connected to everything else, there are no dead ends. The information is clear and easily accessible.—everything is connected to everything else, there are no dead ends. The information is clear and easily accessible.</p> <p>Should the university produce an annual report to the community?</p> <p>Need to look at how we sell/market internally regarding the work being done in external partnerships—have to start with internal communication.</p>		<p>Look at the UPenn website and structure for external partnerships (www.upenn.edu), the University of Wisconsin Milwaukee (www.uwm.edu) and other institutions with structures you think work.</p> <p>Finalize our recommendations regarding goals and structure for external partnership work.</p>

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May Senior Leadership Forum	<p>Jain reported that Ira Harkavy will be speaking in May 9th to the Urban Mission Coordinating Committee (UMCC). There will be a luncheon prior to the talk.</p> <p>John Saltmarsh will present to the UMCC on April 11th.</p>		
Criteria for Signature Projects	<p>Joan distributed draft criteria.</p> <p>Jim suggested that easily marketable be moved to the top of the list</p> <p>Jain suggested looking at the Carter Partnership award criteria, there may be some things from this that would be good to add to our list.</p> <p>Need to market for multiple purposes—to increase enrollment; to raise the university’s profile, and the like.</p> <p>What do we want to be known for? What are our strengths?</p> <p>Carnegie Consultants are working with the president’s office to develop positioning statements and value propositions for each of the campuses. Preliminary market research data suggests that we don’t and our alumni don’t necessarily see UMB as a high quality institution.</p>		Finalize and agree on criteria for signature projects. (Revised criteria attached)
Structure for governmental relations.	<p>Drew disseminated a draft organizational chart.</p>		Finalize our recommendations regarding goals and structure for governmental relations.
Website Re-Design	<p>Sharon and Apurva reported on the process we need to go through to identify what we want done and the right consultants to completely overhaul the website. They distributed a draft plan.</p> <p>It will take 12-18 months to complete the project. We should view it as an opportunity to re-brand/strengthen the image of the university.</p> <p>Not clear who/how the project will be paid for.</p> <p>Need to capture the momentum that the strategic planning process is generating while the website is being re-done.</p> <p>Will be appointing a design/marketing committee to work on the RFP. Who should be on it?</p> <p>Will also need a committee to advise the consultants and to identify priorities, etc.</p>	<p>Agreed the plan was reasonable. Also agreed that while this project is being launched and then implemented, there needs to be a process to support web-page updating so that the work aligns with and can be folded into the larger project as it comes on-line.</p>	<p>Joan and Sharon will meet and discuss what portions of the work could be supported with Title III funds.</p>

Promoting Outreach	While the above work is being done, we still need to better promote outreach efforts.	Agreed that we should create and outreach page. Outreach (or something like this term) would be a choice on the home page navigation bar. The individual programs and initiatives would be either have pages created or if pages exist, there would be links from the outreach page.	Develop a list of what should be listed under outreach. Develop broad categories that would be on a drop-down navigation bar. Develop broad categories that would be on an outreach drop-down navigation bar.
Communication Audit	Sharon reported that the university will be part of a communication audit that will compile all of the things people use to communicate with internal and external audiences. Will inventory things like: look, cost, purpose, and the like. Once all of this information is compiled, it will help us to come up with a more consistent set of vehicles in terms of look, marketing, and branding.		