

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

**Sub-committee:** External Relations

**Date/Time of Meeting:** March 1, 2007; 4-5:30 pm

**Location:** CC-1-1110

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

**Notetaker:** Joan Becker

**Attendees:** Peter Langer, Gail Hobin, Jason LeBlanc, Jim Smith, Ed Hayward, Apurva Mehta

**Excused:** Ellen Hume, Darrell Byers, Steve Crosby, Sharon Kennedy, Kathy Teehan, Jain Ravidich-Higgins, John Ciccarelli, Asgedet Stefanos,

AGENDA ITEM	DISCUSSION/FINDINGS	DECISIONS	ACTION ITEMS
Update on Strategic Planning Task Force Meeting	Drew reported on the recent task force meeting.		
Goals and structure for external partnership work.	<p>Drew distributed information regarding the structure of community/governmental affairs at BU, BC, MIT, Harvard, and Northeastern. These institutions have a range of structures—at Northeastern, for example, community engagement is a separate office from governmental relations which is separate from public relations.</p> <p>Part of the problem at UMB is that we are all over the map, there is a lack of focus to the work and no branding. We have focused more on getting everyone on the map than on having several highly visibly, focused initiatives. We haven't been willing to make hard decisions about things like quality—is initiative X a high quality initiative? Or to say this project is better than this one for these reasons.</p> <p>Need to develop a set of criteria for the identification of “signature” projects. Possible criteria:</p> <ul style="list-style-type: none"> <li>▪ Sustainability</li> <li>▪ Accountability</li> <li>▪ Impact</li> <li>▪ UMB student/faculty involvement</li> <li>▪ Story easily told/can be held up as an example of work in a field.</li> </ul> <p>Jim argued that we don't focus enough on taking credit for our good work and making sure it is highly visible. We need to view signature projects as we would a political campaign. Whatever the structure, the person at the top needs say to the staff everyday—what did you do today to give more credit to UMB for these projects/initiatives.</p>	Look for ways to more effectively promote the good work being done n external partnerships.	As an interim step, take the initiatives highlighted in the Carnegie Civic Engagement application and create a “community benefits” section of the UMB website (similar to BC) and provide information about these projects. Other efforts can also be listed.

AGENDA ITEM	DISCUSSION/FINDINGS	DECISIONS	ACTION ITEMS
<p>Agenda/To do's for Next Meeting</p>	<p>Continue the discussion about the right structure for external relations?</p> <p>The UMB website needs overhauling.</p> <p>Should there be one structure for all of external relations or a structure for government/public relations and another for external partnerships?</p> <p>Ed: we currently have “an all hands on deck” model and it doesn’t always work as well as it could.</p> <p>Peter—structure is one aspect, but you may also want to focus on where we should be strategically.</p> <p>Jim: what do we need to do to have the muscle/clout that we should have with key elected officials, policy makers, and other leaders.</p>	<p>Come to consensus on goals, and possibly structure, for external partnership work.</p>	<p>Jain developed a preliminary matrix which summarizes the characteristics of the different outreach models we’ve looked at to date. (See attached)</p> <p>Joan will begin to develop criteria for “signature projects” and will use the Carnegie Civic Engagement application as a starting point.</p>
		<p>Develop a broad plan for external and internal communication.</p>	<p>Drew will present a preliminary plan for governmental relations at the next meeting.</p> <p>Sharon will begin to work on the specifications for the website work that needs to be done.</p>