

**Chancellor's Strategic Planning Task Force
External Relations Subcommittee Meeting
October 26, 2006, 4:00 pm – 5:30 pm
Agenda**

1. Recap of last meeting
2. Membership update
3. Other updates – committee charge, adding to “to do” list, etc.
4. Discussion item (per email of 10/24)

In anticipation of our sub-committee meeting on Thursday, we wanted to ask our members to consider some thought points that will contribute to our future conversation. While we have had some discussion about the qualitative and quantitative findings and conclusions of those who have studied the University in the past – for marketing, enrollment and other purposes – and we will continue to do so, we think that a critical next step is for all of you to think about your own opinions of the University and our relationships with external constituents. That is, in your opinions, what is good about the place, what is bad about the place, what is your understanding of the positive and negative perceptions held by people external to the University, what kinds of relationships do we have with constituents, what about these relationships is positive, what is negative. As you think about these questions, please think of them in the context of the ways in which we market ourselves and the ways in which we develop and promote relationships with external partners.

This discussion will allow us to take solid stock of the question “where we are today,” and facilitate the next steps which will allow us to critically think through that looming question of “where we want to be tomorrow.”

Please come prepared to have a thorough and, hopefully, lively discussion in this regard.

5. Next meeting 11/9, 4:00 to 5:30, Room 1110 – possible agenda item to confirm: Kathy Teehan and a synopsis of the current and past marketing materials.