

MINUTES

**Culture and Outreach Task Force for the Committee for 125
Ross Hall – Gump Conference Room
Wednesday, October 3, 2012
10 a.m.**

Members Attending: Nancy Dishner (chair), Joe Smith (staff representative), Dr. Roberta Herrin, Mary Ellen Miller, Don Raines, Dr. Angela Lewis, Dr. Martin Eason, Dr. Frank Grzych, Dr. Blaine Schubert, Cara Harker, Rob Russell, Kathy Hall, Napoleon Rivera, D.J. Jessee

Guests: Jeremy Ross, Holly Johnson (Napa Group), Mike Wold (Napa Group)

Dr. Dishner opened the meeting by thanking the 15 individuals who agreed to serve on the Culture and Outreach Task Force. She explained how the Committee for 125 is leading a visioning effort for ETSU to determine how the institution should move forward in the next five-25 years. The Culture and Outreach Task Force is one of six task forces created by the Committee for 125.

Following introductions by the task force members, Dr. Dishner turned the meeting over to Mike Wold and Holly Johnson of The Napa Group, who have been hired as consultants to facilitate the visioning process. Mr. Wold explained how the six task forces will work through the upcoming weeks and prepare a report to be presented to the Committee for 125 on December 5. Work done by each task force must be complete by November 28.

During this phase of the visioning process, members will present, discuss, and determine the feasibility of various “what if” ideas and possibilities for ETSU. These ideas will be generated through brainstorming sessions, and Mr. Wold noted that there will not be

many constraints on how big or complex these “what if” ideas might be. He reviewed several documents in the packets provided to members, including a Visioning Task Forces Reporting Work Sheet. This will be the working document that the task force will use to prepare its recommendations. The document provides a section for assessing the impact of these recommendations for ETSU related to core mission, market differentiator, efficiency and effectiveness, and new revenue, while another section will include priorities for the next five and 10 years, along with information related to resources needed, accountable parties, and a possible timeline.

Jeremy Ross reported to the task force that the website for the Committee for 125, located at www.etsu.edu/125, has been completed. Information related to task force activities and the Committee for 125 will be placed on the site.

In regard to communication, Joe Smith reported that a news release listing the task force members will be distributed soon, and that any questions from the media regarding the work of the Culture and Outreach Task Force should be directed to him or Dr. Dishner.

Mr. Smith also reported that ETSU is currently searching for a Director of Marketing and Special Events and that search committee will soon begin interviewing candidates. He also noted that BMWW, a consulting firm, has been hired to do a branding research and marketing research study for ETSU. The work of the consultants will be done parallel to the Culture and Outreach Task Force.

As for the first “homework” assignment, Dr. Dishner asked each committee member to make a list of three-10 “problems” that the task force might address during its meetings. These could be presented as a question, solution, activity, or something the campus might do. These lists were given to Dr. Dishner, and she invited

them to email her within the next week if they have any additional suggestions.

In discussing future meeting dates, there was consensus among the committee that Friday is the best day. Meetings will be held in the President's Conference Room in Dossett Hall on Oct. 19 and 26 and Nov. 2 and 9 from 7:30-9:30 a.m. The room has conference call capabilities for those who will need to call in, and Mr. Smith agreed to secure parking passes for the community members on the task force.