Meeting started at 11:00 AM in the University Center.

1) Introduction; seating of substitutes

Members present: Daniel Marchand (Chair), Claire McCarty, Marina Onken, Beth Schommer, Lissa Schnieder-Rebozo, Surujhdeo Seunarine, Danielle Campeau, Dan McGinty

2) Approval of minutes from previous meeting

Motion for approval (First, Schnieder-Rebozo; second, Campeau). Motion approved.

3) Announcements

Members of the ERC were asked to introduce themselves, noting that several members are new to the ERC. Beth Schommer, in her capacity as Executive (Special) Assistant to the Chancellor, has replaced Blake Fry on the committee. Beth also represents University Communications and Marketing (UCM).

4) Old business

Ball Horticultural was nominated for the Outstanding Service at the last meeting (Spring 2015) of the ERC. The chancellor has responded positively to this nomination.

5) New business

Beth discussed the roles of Executive Assistant and of the UCM in terms of external relations. The UCM office has six FTE staff members. The office is responsible for a number of internal and external communication functions, including marketing efforts, and is committed to finding how it can best serve UWRF. Beth furthermore is working with the Chancellor to more intentionally coordinate external relations with a variety of audiences and has generated a Venn diagram to help track on the various constituencies the university interacts with. She plans to share this document with the ERC.

Discussed was the “I3” Integrated Marketing Communications report, which was previously distributed to the ERC (in Fall 2014) although it was never formally reviewed by the ERC. Beth shared that this report became the basis for the marketing plan used by UCM for the 2014-15 year. She will forward the document to ERC members for their information.

A suggestion was made that the ERC could provide a valuable role in assessing the various forms in which external relations and outreach occurs at different levels within UWRF. As an example, say a faculty or staff member serves on a board at local hospital. Such a position clearly influences the perception of UWRF as formed by outside individuals and organizations. Would it help to
capture or document this? A mention was made that the Activity Insight application might already have this information for faculty, although academic staff have so far not been involved in using Activity Insight.

Dan McGinty discussed the nomination process for the Distinguished Alumnus Award. The pool of possible nominees has expanded this year to include ten new files, though, as Dan pointed out, some of the nominees may better fit the criteria for the Lifetime Achievement Award. The committee decided that all ERC members can participate in the nomination by first reviewing the files of possible nominations, forwarding to Dan a ranking of the nominees, and then meeting to approve the nominee to be forwarded to the Chancellor. Dan will email the files to the ERC members with the goal of having members send their tally to Dan no later than Monday, December 14th.

6) Motion to adjourn (First, Onken; second, Schnieder-Rebozo). Motion approved. Adjournment, at 12:00 PM.