

March 20, 2018

Strategic Planning and Budget Council minutes

PRESENT: Ann Beste-Guldeborg, DeVera Bowles, Linda Cresap, Laurie Geller, Mike Linnell, Teresa Loftesnes, Cari Olson, Nicole Thom-Arens, Katie Tyler, Jay Wahlund.

ABSENT: Andy Carter, Warren Gamas (*class conflict*), Kevin Harmon, Annette Mennem, Jacek Mrozik, Aaron Richard, Haokun Yang, Brent Winiger.

Discussion continued on **GOAL SIX**

Goal 6 - Service - Promote and recognize commitment to public service. (*Subcommittee members: Andy Carter, Michael Linnell, Nicole Thom-Arens suggest "Community Engagement" replace "Public Service."*)

Objective 1: Build vibrant university and community relationships through meaningful service and volunteer projects.

Objective 2: Engage the community by offering and hosting activities and events in athletics, performing arts, culture, and academics.

Objective 3:

Acknowledge the service achievements of the campus community.

Please see detailed notes reflecting committee recommendations and revisions.

Respectfully Submitted,
DeVera Bowles

Goal 6—Promote and recognize commitment to ~~public service~~ community engagement.

**Quite a bit of cross over with goals 4 and 5*

Objective 1:

Build vibrant university and community relationships through meaningful engagement projects and internships. **[Maybe move internship information elsewhere.]**

Action Items:

1. Establish campus-wide ~~internship~~ engagement coordination
 - *How/What:* Hire a full-time outreach coordinator who will build external relationships with community businesses and partnerships for meaningful student engagement
 - *Resources Required:* New, free-standing position or repurpose a current position
 - We must centralize internships to avoid having the responsibility fall entirely on faculty who may not have the established community relationships necessary for the best student placements.

2. Increase alumni and off-campus organization sponsorship of student engagement projects.
 - *How/What:* The 21st Century Workforce Development Campaign is a step toward this, but the program needs a dedicated employee to focus on building these relationships
 - *Resources Needed:* see Action Item 1.1 for full-time outreach coordinator and student placements

3. Incorporate additional engagement opportunities into existing courses and campus activities.
 - *How/What:* Create a tiered engagement opportunity for each program of study and athletic group for students to work on throughout their college career and build leadership and mentoring opportunities within respective areas (e.g. the KMSU auction)
 - *Encourage [don't ignore] each department/degree to include an engagement project with freshman to seniors. Build in engagement projects.*
 - *Do a better job of communicating the opportunities across campus to include more students, staff, and faculty.*
 - Create a once a month opportunity
 - Use these engagement opportunities as resume builders to enhance the meaning of the experience
 - Encourage the use of Engagement Honor Roll to document activities
 - Use the mentorship within the engagement opportunity as moments for students to learn from each other and connect the dots between education and service and community
 - *Resources Needed:* Adjust faculty load as necessary to ensure program support and growth
 - Move away from mandatory service projects that use students as free labor
 - Bridge the gap between academics and athletics in areas of engagement by streamlining the engagement project so that students see the benefits of service instead of the demands of hours of volunteering in many disconnected areas
 - Create on-campus engagement projects during Welcome Week to create Minot State University as a destination
 - Move away from the word “volunteer” toward “engagement”
 - Allow more opportunities for students to decide where and how they donate their time and energy

Objective 2:

Engage the community by offering and hosting activities and events in athletics, performing arts, culture, and academics.

Like Goal 4

Action Items:

1. Promote proper community use of MSU facilities, especially during down time.

How/What:

- President Shirley to work with the state to allow Minot State to compete with private sector for meeting and event space
- Evaluate how and how often facilities across campus are being used [*in goal 4*]
 - There are events happening across campus regularly
 - Powwow, Futurepalooza, NOTSTOCK, music festivals, speech competitions, Marketplace for Kids, College for Kids, Science Olympiad, Summer Theatre, Class B tournaments, Special Olympics, Tech Day, Minot Symphony Orchestra, Western Plains Opera
- Create a facilities budget for outside events on campus detached from athletics or department/academic area

Resources Needed:

- Hire a facilities manager/event planner/events coordinator to schedule and coordinate events on campus—one person/office for all areas of campus
 - New, free-standing position
 - Create an event approval process to prevent conflicts and work to cross-promote events on the same day
 - U Host Program -
- Determine funding model for custodial and security during events on campus
- Work with Sodexo on the food contract so that Minot State can be competitive in its options of food service for events
- Extend coffee offerings (smoothies and fresh juices) and hours to make Minot State a destination prior to and following events on campus (e.g. people can grab a coffee/drink and sit and visit before attending the symphony, concert, or a play)
- Extend bookstore hours before sporting events to encourage sales of Minot State gear
 - Discuss branding with the bookstore to collaborate with Athletics
- Seek out concert events for the Dome and Ann Nicole Nelson Hall

2. Promote MSU at community events on campus.

- *How/What:* Cross-promote campus events at events on campus
 - Utilize video boards and half-time announcements to highlight campus events in the coming week
 - Utilize advertisement space in programs (e.g. the sports schedule appears in the symphony program)
 - Market academic programs at appropriate events. (e.g. sign, banner, program sheets)

3. Expand successful discipline- or program-specific events to wider audiences.

- Assess what we do well and need to improve so we know what we are doing and why we are doing it
 - What could be done to make those events better? (e.g. KMSU Auction recruit MiSU celebrities to answer phones, invite package donors to come on air and pitch the package they donated, bring in donors to talk about business on air, use teasers to get people to stay tuned)

- Assess where/whether there is room to grow events
- Continue to update equipment and facilities to sell Minot State to prospective students while they are visiting
- Enhance coordination between enrollment services, academic departments, and athletics to personalize the group visit to campus (e.g. connect prospective students with area while they are on campus for music festivals, NOTSTOCK, Futurepalooza)

Objective 3:

Acknowledge the service achievements of campus community.

Action Items:

1. Enhance sharing of information about service achievements of the campus community through Public Information.
 - Develop a method of tracking engagement hours for students, staff, and faculty
 - Public Information Officer sits in President's Staff meetings to gather and share information
 - Develop a strategy for targeting outside media to cover engagement experiences to maximize exposure but not overwhelm media (out-reach coordinator to work with PIO)
 - Create a speaker's bureau to distribute information to community agencies
2. Develop innovative ways to recognize service achievements of students, staff, and faculty through external agencies.
 - High-five award is being used now through Staff Senate as a creative way to recognize staff
 - Faculty Senate should adopt a similar program for faculty [move to Goal 2]
 - Highlight a volunteer of the month: student, faculty staff, organization