

Faculty Senate University System Relations Committee
April 11, 2018

Present: Misty Anderson, Yvonne Kilpatrick, Beauvais Lyons, Bruce MacLennan, Sally McMillan, and Gary Skolits

Absent: Chis Boyer, Martin Griffin, Husheng Li, and Andrea Ludwig

Guest: Tiffany Carpenter, Associate Vice President Communication and Marketing

- 1) Reviewed notes from two most recent meetings – Lyons motion, MacLennan second.
Unanimous approval
- 2) Discussion with Tiffany Carpenter
 - a) She opened with a PowerPoint about the new branding campaign (attached). The link to the video she showed (without sound – sorry about that, figured it out how to fix it much too late) is: <https://youtu.be/lyfGGRjuotc>
 - b) Noted the need for coordinating the research enterprise so that the linkages between campuses area about real collaboration, not just communication about similar work at different parts of the system.
 - c) Discussed the need to make use of existing systems (e.g., Elements) to support connections across campuses.
 - d) Discussed ways to pull messages that address multiple campuses (like from Barium to unicorns)
 - e) Discussed the need for a more clear sense of “value add” of the system
 - f) Outcomes of the campaign will be based on perception. Evaluation every two years.
- 3) Decide whether we need a meeting on May 9
 - a) We decided to keep the meeting and invite Stacey Patterson and Victor McCrary
 - b) Discussed the possibility of making the meeting earlier in the day if possible.
- 4) Other – Discussed possible work for this committee next year
 - a) Possibly consider doing more legislative affairs work
 - b) Might consider preparing resources for new BOT members providing things like articles about understanding the roles and motivators of faculty. These materials could also be used for system and legislative education.
 - c) Need to work on shifting from defense to offense