Minutes of the ad Hoc Committee on Institutional Identity and Vision

Monday October 22\textsuperscript{nd}, 2018

Present:

William Bares, Computer Science, Committee Chair
Jeri Cabot, Dean of Students
Todd McNerney, Theatre
Jonathan Neufeld, Philosophy
Robert (Bob) Podolsky, Biology
Pamela Riggs-Gelasco, Chemistry

Todd

National surveys of high school students show that 80\% go to their first listed school to which their standardized testing scores are sent.

Students also tend to say close to home between 50 -100 miles.

Every university wants to have a national footprint, but the majority of students will come from nearby.

This generation of student is less concerned about programs. They want to feel wanted and have a sense of place or fit with the school they choose.

Jeri

There are also some issues with retention at all stages from freshman to seniors.

Todd

Students expect credits to transfer to other colleges

Pam

We need to commit resources and recognition to support the distinctive features that we market.

Jonathan

William & Mary does a great job to integrate how faculty include students in their work into their marketing.
Pam

Faculty and staff need to interact more, especially in vetting the content of marketing materials. Let’s try to create avenues for this to take place.

Jeri

Our Charleston Magazine does this by focusing on a few faculty members and their research/personal connection, highlights students doing work with faculty. However, we cannot expect prospective students to read this magazine.

Todd

If we were to compare the results of our recent identity and vision survey to those of the best colleges, we would find that they have a sense of rowing in the same direction to match their respective vision plans.

Todd

We should aim to by November to send this one-page document as a preview of our main points in conversation with the 3 Presidential finalists.

William

By Friday, let’s aim to mail our one-page document to Renee Baumgartner (chairperson of the Presidential Search Committee).

Todd

We expect to have all three finalists visiting in same week.

Adjourned.