University Planning Committee Meeting Minutes
Mission/Identity Subgroup
March 19, 2018 | 12:00-2:00 pm | UC 326

Attendance:
Present: Atteberry, Barnes, Comer, Fitzgerald, Humphrey, Lindsay, Ratto-Parks, Schwarze, Semanoff, White
Absent: Whittenburg

Introduction:
1. Call to Order
2. Recap

We reviewed and invited discussion on the areas of excellence and mission statement. Discussion included:

- Feedback from UPC during previous Friday’s meeting
- Campus feedback
- Shared governance feedback
- Today’s work:
  o Areas of Excellence – Rework Titles
  o Statements
  o Foundation/Pillars/Core
  o Visualization/Graphic

Discussion:
Areas of Excellence Titles

- How do we take feedback from online comments, shared governance, and UPC to better hone our areas of excellence?
  o We sharpened the wording of these areas of excellence after considering myriad feedback.
  o Expression and Arts – How can this be worded to capture creativity and honor the arts which are integral on this campus and in the community?
  o We engaged in discussion on Governance, Law, Public Policy wording. Where does leadership fit? Is it part of the core?
Core values are different than the areas of excellence. Does the current temple imagery best represent this?

- Discussion on knowledge base versus behavior.
- Commerce/Enterprise/Business/Economy, etc. – Entrepreneurship is happening everywhere on campus and is not only associated with Business. For-profit and non-profit-seeking entities in our community should be considered. Where does engagement fit?
- Connection to place.

- The group came to consensus that the rewording and reshaping of these areas of excellence titles is moving in the right direction. Wordsmithing will obviously continue, but we are getting closer.
- We will plan to share our current work with the UPC on Friday. Things to consider in the interim:
  - Declarative statements
  - Rationale accompanying each statement
  - These will serve to remind ourselves about why we decided what we did about the areas of excellence and statements.

Statements

- There is work to be done on the statements, but this will need to happen over email between Monday and Friday.
  - Wordsmith new/adapted areas of excellence
  - Address two-year, profit and non-profit

Foundation/Core Values/Competencies

- Discussion included:
  - What is left out of area of excellence that needs to be addressed? Is it addressed at foundational level?
  - “Education of the Whole Person”
  - What are the underlying academic and scholarly values that we are communicating?
    - Humanities Core, Ethical and Humanistic Core
- We must be sure to communicate our thinking effectively to our audience, especially in regard to terms that may feel foundational.

Visualization

- What does this content area looks like and how to we represent it?
- The group plans to put models in Box between Monday and Friday.
- Descriptors may be/should be included for what is happening at/in the core.

Next Steps:

1. We will share an updated draft of the areas of excellence and declarative statements with UPC on Friday.
2. We will work in Box and over email to continue wordsmithing our drafts, explore visual models, and consider the “core.”