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

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

Introduction:
1. Call to Order
2. Recap

Discussion included:

- Updated edits from Schwarze in Box
- Progress with graphic
- Our efforts need to be focused on the narrative at present
- Sharing/reviewing feedback we received on Mission
- Today’s work:
  - Wordsmithing the narrative
  - Statements
  - Foundation/Pillars/Core
  - Visualization/Graphic

Discussion:

1. Wordsmithing the Narrative

- We worked paragraph by paragraph.
- The order of the listing of programs should be adjusted (undergraduate, graduate, and professional).
- We discussed:
  - Who is saying this? Who are we speaking to?
  - This narrative is from the UPC, and its purpose is to help inform President Bodnar as he communicates the Mission, Communities of Excellence, and visual/graphic.
  - Some wording needs to be changed to better speak to the audience.
  - Do we need to address our 125 year history in this narrative?
Some wordsmithing is yet to be done by President Bodnar and Kelly Webster.

2. Wordsmithing the Mission Statement
   • Public Comment
     o Why are we changing the Mission Statement?
     o This Mission Statement is missing direction and specificity and therefore can’t be used as a decision-making tool.
     o Mission is unrelated to areas of excellence.
     o What work can this mission statement do?
     o Easy to read and engaging.
   • Response and Discussion
     o This Mission Statement is outward facing as opposed to inward-facing.
     o Following input from the SPCC, there was a call for a new Mission. When crafting this Mission, we used these inputs.
     o How are we capturing social mobility?

3. Next Steps
   • Provide this to President Bodnar as our our best effort to date.
   • Send it to President Bodnar tomorrow, 4/3.

Data Analysis UM Program Alignment Rubric
   • We examined a rubric developed by the Data Analysis Subgroup. Questions and discussion included:
     o Who will be looking at/using this rubric?
     o Scoring/Scale
     o Communities of Excellence and Core
   • Public Comment
     o This is a useful supplement to the scatterplots.
     o This may be a useful tool for Deans.
     o Somewhat impressionistic?

Next Steps:

1. We will share an updated draft of the narrative with President Bodnar and Co-Conveners on Tuesday, 4/3
2. We hope to present this draft (or one similar to it) at the full UPC meeting on Friday, 4/6.