

Strategic Planning Committee
Community Relations Working Group

October 24, 2014 Meeting Minutes
Conference Room @ 2:00pm

Committee Attendees: Elizabeth Walsh (Chair), Jessica Augat, Nicholas Capasso, Christopher Hendry, Renée Scapparone, Joshua Spero. Absentees:, Robert Carr, Daniel LaFond, Karen Leary, Jannette McMenamy, Megan Pierce

Guests: Marc Dohan (Twin Cities CDC), Nancy Yasko (Alumni)

Meeting called to order at 2:05pm

No attendance sheets for the October 24th meeting were distributed to be signed by all committee members in attendance for the meeting.

Minutes of the October 15th meeting were reviewed; motion to accept by Renée Scapparone and seconded by Joshua Spero; unanimously approved.

Discussions:

The majority of the meeting was focused on its primary purpose to amend the committee's white paper. The final review will be at the next committee meeting (October 31st). During the meeting, amendments that were discussed were made to the v1.0 draft of the white paper.

- Recommendations to amend were as follows:
 - In response to N. Yasko comment that after researching other universities' strategic plans, she drafted suggested "steps" to the plan (in place of time-noted goals):
 - Step 1: Create a "Voice of Community"
 - Step 2: Establish a FSU development (leadership) team
 - Step 3: Create and execute the plan

The committee recognized these good ideas and will keep in mind during the tactical phase of the strategic plan.

- Include in section III part b. # 4: to also engage in dialogue with the identified [collaborative] partners.
- M. Dohan recommended that include faculty and staff housing in section III part b. #3. Also suggesting that there is an anti-displacement piece for current residents (not just homeowners). N. Capasso suggest the verbiage: to create a safe, livable, and vibrant community. Also suggested was to put this as #3 on list of this section.

- Regarding #6 of the Key Issues/Questions, M. Dohan suggested that we need to address that FSU can help the City to raise intellectual and investment capital and branding, e.g. embrace agencies to help fix social living problems.
- First part under section III section b, should rephrase “F” in Fitchburg is the same “F” as in FSU which means partnership.
- Discussions evolved after N. Capasso commented that he thought our guiding principle was that our intentions were focused on being “college town” and perhaps this should be mentioned in the white paper introduction. Amendments were then made to the Key Issues/Questions and #7 was added: *How do we integrate the university within the community (is there a potential or preference to become a “college town”)*.
- The lead in for the economic development section (III) was discussed; verbiage was recommended as follows: *The viability of the university is inextricably linked to the economic health and well-being of the City of Fitchburg.* M. Dohan suggested to add to Key Issues/Questions a note as to how to create a reason for the community to come to campus – how can the community be welcomed by the university?

The committee reviewed the recommended amendments to the v1.0 draft of the white paper.

ACTION ITEMS:

- Elizabeth Walsh and Christopher Hendry will provide the group with a v2.0 of our white paper by Thursday, October 30th to be reviewed prior to our next meeting (see below). Please note that if you are unable to attend this meeting, you are encouraged to submit (via email) your comments and affirmation. The final review will take place at the next meeting prior to the November 1st submission.

NEXT MEETING: Friday, **October 31**, 2014 @ 3:30pm -4:00pm in the **Hammond 314**.

Meeting adjournment at 3:00pm

Respectfully submitted by,
Renée Scapparone