

Strategic Planning Committee
Community Relations Working Group

September 17, 2014 Meeting Minutes
Hammond 314 @ 9:30am

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

Guests: Emily Austin-Bruns, Jay Bry, Michael Kushmerek

Meeting called to order at 9:40am

Minutes of the September 5th meeting were reviewed; motion to accept by Renée Scapparone and seconded by Christopher Hendry; unanimously approved.

Elizabeth Walsh (Chair) distributed attendance sheets for the September 17th meeting to be signed by all committee members in attendance for the meeting.

Discussions:

- Elizabeth Walsh (Chair) brought to the attention of the committee that since the Working Group's last meeting (September 5th) the Strategic Planning Committee (SPC) has met as a whole and decided that if a survey was conducted, the results collected would be too late to incorporate into the Working Groups' white papers. That being said, the survey will not be conducted. However, the Community Working Group might still consider to include conducting a survey as part of the implementation of strategic goals for the group.

It was noted that this committee had previously discussed supporting the survey as another way to reach out and engage the community and a great way to partner and collaborate with other organizations. Also noted, is that the results of such survey should be considered to develop community relations.

- The majority of the meeting discussions evolved around the preparation of the committee's list of top objectives for its white paper to be presented to the SPC in November:
 - Noted was the need to clarify what is meant by "community" participants (i.e. residents, businesses, non-profit organizations, and municipal agencies). This is especially important when conducting surveys to target the appropriate constituents.
 - It was noted that there may be a need for different surveys for the different members of the "community". Also suggested is the need for more feedback from others on campus and in the community to get validation on the direction of this committee is heading with regards to our top objectives. Recommendation to invite these groups to one of the next schedule meetings and to hold this meeting in a neutral place. Jay Bry

noted that he is aware of several people in the community who have expressed interest in getting involved with the development of our top objectives.

- There is also a need for the committee to identify the area that is to be considered; by defining the “immediate neighborhood”. Also noted was that the committee showed look at all surrounding neighborhoods (i.e. North, Pearl, Rindge, but not limited to) not just the downtown. Christopher Hendry brought to the committee’s attention that nearly 11 years ago, the university identified the surrounding areas that had properties that could [potentially] be purchased by the university. Christopher Hendry has promised to obtain a copy of this map for the committee’s reference.
- Discussions began around the general consensus of the committee’s top three objectives: (1) strategic partners, (2) campus-wide coordinated internship program, and (3) community engagement. The question was raised as to whether or not the details for these three objectives (as identified in the minutes from the September 5th meeting minutes) be included in the white paper. A suggestion was made that the community, possible strategic partners and others from the campus community.
- Also noted, was that the committee should keep in mind that our objectives could overlap with the objectives from the other working groups.
- There needs to be a way to help identify strategic partners; identify the key/top partners (to start with) and to help guarantee positions and constant placements. The recommendation was made that the committee should not be specific in identifying the strategic partners as part of the strategic goals but rather define, in a general sense, for example, the type of organization (i.e. non-profits).
- The suggestion was made that committee members should be identified in the white paper and that it should be noted how the value of “outsiders” (i.e. EDs of the Twin Cities CDC and the Art Museum) contributed to the formulation and continued development of this committee’s strategic objectives.
- As the discussions began regarding the second objective of having a campus-wide coordinated internship program, suggestions had been made to have position created to oversee this campus-wide effort. Elizabeth Walsh (chair) brought to attention that this is currently going forward and being considered, and that Paul Weizer recommended that the committee should not let this prevent us from including the possibility of the creation of this position in the white paper.
- Comments were made that campus representatives often hear from businesses and organizations that there is inconsistencies in sustaining an intern.
- Joshua Spero brought to the attention of the committee that REDI currently has an intern conducting an analysis for the need of potential interns for all employers in the Working Cities Grant area. The research should help to identify if the organization will need interns in the future, the potential number of interns, types of work for the intern, and contact information.

- The discussions then shifted to the committee's third (and final) objective relating to community engagement, economic development and entrepreneurial opportunities, and diversity discussions.
- The recommendation was made to conduct a feasibility study to identify the entrepreneurship needs. The suggestion was made to utilize our resources and get students involved to help approach neighbors; this might help overcome potential barriers (i.e. speaking the language or knowing the neighbors). Also suggested was for the university to have more "openness" for the community to visit the campus and better communications as to what the university has to offer these local residents. Need to hear from community as to what their needs are and not for the university to assume what these might be. Need to create a comfortable environment where the community feels comfortable in approaching us. The question was asked if there were community leaders to help us identify where to meet and how to reach out to these residents. Suggested that contact is made with Vinny Rodriguez, Outreach Director, Twin Cities CDC.
- Discussions continued around the Clark model and possibilities for FSU to follow this model. If so, there needs be a long-term commitment from FSU and a need to identify what the community wants that tie into the vision and goals of FSU.
- General discussions included having a clearer definition of community continued throughout the discussion of these three top objectives.
- Suggested that at the committee's next meeting, the geographical area(s) need to be identified. Also there should be discussion regarding how to get in touch with outside community for future involvement and validation of groups' top objectives. Also suggested was to create a message to Paul Weizer and Jay Bry as to how the committee's plan to engage the outside community and get confirmation that the committee is heading in the right direction.

ACTION ITEMS:

- Christopher Hendry will provide the group with a map that was developed (circa 2003) to address the designated areas surrounding the campus as potential properties to be purchased for development and purposes of the university.

Next Meeting: Friday, **October 3**, 2014 @ 3:30pm in Hammond 314

Meeting adjournment at 10:40am

Respectfully submitted by,
Renée Scapparone