

Strategic Planning Committee
Community Relations Working Group

July 21, 2014 Meeting Minutes
Hammond 314 @ 10:30am

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

Guests: Marc Dohan (Twin Cities CDC), Jane Fiske, Michael Kushmerek, Lisa Moison

Meeting called to order at 10:35am

Minutes of the July 7th meeting were reviewed; motion to accept by Renée Scapparone and seconded by Jessica Augat; unanimously approved.

Discussions:

- Elizabeth Walsh (Chair) distributed attendance sheets for the July 21st meeting to be signed by all committee members in attendance for the meeting.
- The majority of the meeting discussions evolved around the preparation of the committee's list of objectives:
 - The committee was reminded that since there are seven (7) subcommittees, not all ideas may be financially feasible and that there may even be some overlap of ideas and that the committee should prioritize the top 2 to 4 objectives. Also noted was that even though the objectives need to be visionary, need to keep them realistic based on [unforeseen] economic factors; perhaps there may be no need for new funding, just a shift in capacity.
 - Elizabeth Walsh (chair) distributed a copy of the "FSU Values, Mission, Vision: Goals and Objectives 2009-2014" brochure (published in 2011). The goals established at this time were as follows:
 - A. Prepare students for global society (curricular and program development)
 - B. Achieve academic excellence (pursuit of knowledge, professional competency, and scholarship)
 - C. Employ innovative uses of technology (to maximize student learning)
 - D. Create a culture of diversity (to meet regional needs and enhance university community)
 - E. **Build collaborative partnerships within our community** (to provide opportunities and solutions)
 - 1. Conduct an internal service/resource audit to identify existing collaborations, relationships, opportunities

Collaborative Partnerships

1. Commit institutional support (resources and staff) for the Crocker Center for Civic Engagement and the Regional Economic Development Institute
2. Expand partnerships with K-12
3. Pursue collaborative grants
4. Engage alumni and community experts
5. Implement green initiatives
6. Explore a “University Park”-like collaboration
7. Enhance partnerships with the community for arts and cultural events
8. Continue efforts with neighborhood groups to be a good neighbor

Student Involvement

1. Expand and implement internships
2. Grow volunteer opportunities
3. Promote athletic events

Services to the Community

1. Facilitate community dialogues
2. Increase professional training and development for the community
3. Expand literacy projects (English as a Second Language opportunities)
4. Expand the breadth and reach of non-degree programs and non-credit courses
5. Explore the creation of Open University lectures

F. Build and maintain a high quality university

- The question was raised as to whether or not the committee wants to continue in this previously set direction or do we want to take a new approach.
- The recommendation was made that a review is conducted as to what is currently in place and to initially set strategic objectives with tactical (how-to) plans for implementation.
- The committee’s objectives should include some type of follow-up method as well as a means to see if these objectives have had any impact. The suggestion was made to start with a narrower focus (the university’s neighborhood and then expand implementation to the downtown area and then to the larger [local] community), perhaps initial collaboration could start with the local non-profits. There is also a need to identify clearly identify what is meant by “neighborhoods”

- The committee should consider the university's relationships with residential, business, and the public sector (i.e. political: Mayor, City Council, Police, Fire, and Healthcare).
- The comment was made that the university should change our approach from us "pulling in" the community but rather shift to have the community "push" us in the new direction. Also suggested was that the committee continue to keep in mind the goals set by the Working Cities committee (as identified in the Re-Imagine 'North of Main' key areas: health, education, public safety, economic development, community engagement, and housing), as well as the Clark University model.
- The questions were asked as to what the plans are of the "key players" of the Working Cities grant and as to whether or not the university could take the lead to work on one of the pieces. Also, how are the objectives of the Working Cities grant going to be implemented and by whom? And what was FSU's role.
- The suggestion for FSU [especially] students and the Fitchburg Art Museum (cultural district) to assist with the implementation (including research) of the strategic goals.
- A discussion pertaining to the development of internship included that this was a huge undertaking, but a necessary one and that there should be a University program coordinator with the committee making recommendations on implementation or at a minimum make the argument that experiential learning and community engagement is necessary. It was believed that FSU has the capacity and is [somewhat] currently in place but there is need for some restructuring, for example by starting at the departmental level and then brought to the institutional level for coordinating communication throughout the university and outside community. We are lacking an inventory as to what is currently being done and need for a central database.
- Marc Dohan, Executive Director of the Twin Cities Community Development Center (CDC) said that this all made good sense and that the University should make their support of civic collaboration publically known; this would help to build community relations and partnerships. FSU has the capital and intellectual resources to offer the community and to have an impact throughout the city. FSU should think in broad terms and that their efforts and impact on the community should be enough to change the perception.
- In closing, the committee agreed to use electronic flipcharts at their next meeting to brainstorm and shape their ideas and objectives. Keeping these objectives strategic (broad) in order to be implemented in a focused area (starting point neighborhood) and then expand to the community at large. Also to define the tactical ("how-to") implementation plan.

ACTION ITEMS:

- Elizabeth Walsh (chair) will try to post copy of “FSU Values, Mission, Vision: Goals and Objectives 2009-2014” brochure onto Blackboard.
- Elizabeth Walsh asked that all committee members log onto the doodle message to identify the best dates for the committee’s meetings in September.
- All committee members are asked to bring their [own] priority list of objectives that they would like to see as [possible] final committee objectives. Please bring this list to the next meeting; at which time the committee will develop the top (1 to 3) strategic goals.

Next Meeting: Monday, **August 18**, 2014 @ 10:30am in Hammond 314

Please note that the August 4th meeting has been cancelled

Meeting adjournment at 11:50am

Respectfully submitted by,
Renée Scapparone