President’s Report

Faculty Senate

February 20, 2012

* Stamats and Branding of University—brand portfolio and creative concepts. This is the result of considerable research with internal and external groups to develop an authentic strategy for messaging. Our earlier research has indicated that our communication challenge regionally has been limited knowledge about our university, and not any existing negative perceptions. Essential features of a strategy for communication must be messaging that is believable, relevant and important. Materials have been shared with Dr. Miller. Next steps will include further development of the messaging materials, leading to internal roll out, and then a fall adoption of a communication strategy based on this work.
* Technology Planning—all faculty members, staff members, students, and continuing education students have to date received requests to respond to surveys assessing perceptions of the current state of technology on campus. This is a vital first step for a SWOT analysis for the campus on technology. Please respond yourselves, as well as urging your colleagues to do so.
* Strategic Planning inventory—inventory work here is necessary to identify the extent of current campus practices in such areas as internships, undergraduate research, other active learning experiences, among other strategies for student learning. This provides a framework for analyzing next steps, and institutional strategies for moving forward the five year strategic plan.
* Costs as challenge to higher education—at sometime in the near future, I will begin a campus conversation about costs in higher education, pressures created by reductions in state funding support and clear constraints on being able to continue making up for some of these losses through increases in tuition and fees. The Complete College Georgia initiative will have us increase the number of degree recipients between now and the 2020—and to do so without reducing the assurances we must provide that students have learned from us what we believe they should be learning. I am grateful that my colleagues have demonstrated a willingness to work on these kinds of projects, and for this I am most grateful
* Questions?