



# UMC Executive Committee



## Minutes

Monday, July 24, 2006

8:30 – 10:30 am

Selvig 308

**Present:** Les Johnson, Bill Peterson, Krista Lemos, Deb Zak, Corby Kemmer, Tricia Sanders and Chancellor Charles Casey

**Guests:** Bob Nelson and Elizabeth Tollefson

In these minutes, 1) Announcements & Updates, 2) Old Business, 3) U of M Graphic Standards, Brand and Marketing – Krista Lemos, 4) Peer Institutions – Bob Nelson, 5) New Business and 6) Reports

### **1) Announcements & Updates**

Chancellor Casey commented on the survey results that were completed by the members of the Strategic Positioning Task Force committee. He also reported on issues from the Board of Regents meeting and President's meetings this month, as well as the upcoming Executive Committee Retreat - August 1-3 at Ruttger's Resort Bay Lake Lodge.

### **2) Old Business**

No old business was reported.

### **3) U of M Graphic Standards, Brand and Marketing – Krista Lemos**

Two Powerpoint presentations were presented by Lemos – one specifically talking about the new U of M graphic standards and the other about the new U of M brand and marketing strategies. These new standards will help strengthen and clarify the U of M brand with the new tagline "Driven to Discover". A new set of graphics will be distributed by members of University Relations, so those wishing to use the logos will need to contact them for the latest versions. Lemos wanted to assure everyone that the Crookston 'block M' was suitable for now, but in the future could be changed to reflect the new U of M 'block M' standards.

### **4) Peer Institutions – Bob Nelson**

Nelson gave an updated presentation on a list of 56 peer institutions that have been identified by three focus groups. Nelson is seeking more input on what criteria should be used to select these institutions. It was suggested that Nelson meet with the Department Heads to get more insight on criteria should be used to bring the number of institutions to 12 or less.

### **5) New Business**

No new business was reported at this time.

### **6) Reports**

*Les Johnson – Human Resources*

Currently is working on union negotiations.

*Bill Peterson – Arts, Humanities and Social Sciences Department*

Working with Michelle Christopherson to move more academic programs online – including the new on line Psychology degree program that was announced to begin in Fall 2006.

*Krista Lemos – University Relations/Communications*

Reported that the new vendor for the UMC laptops will be unveiled today. IBM/Lenovo came out ahead in hardware, price, warranty/maintenance and project management. Lemos also asked for volunteers for the upcoming Ox Cart Days annual community event. Lastly, she commented on the positive exposure UMC is getting throughout the region through the Associated Press.

Deb Zak – U of M Extension

The Community Vitality Search Committee is for a Regional Extension Educator that will be 60% Extension and 40% UMC. The Regional Extension Educator will be located at UMC.

The Northwest Area Foundation Horizons Program is a partnership with the Foundation and the University of Minnesota Extension Service. Horizons is a program that addresses poverty issues in communities with populations under 5,000. A special Horizons initiative is designed for Reservations in MN. The focus will be for Reservations in northern MN.

Corby Kemmer – Development and Alumni Relations

Working with Shannon Stassen on getting one of the football fields or locker rooms named after Jim O'Claire. The Torch & Shield and Homecoming events are coming up quickly. He also reported that the Teambackers Golf Tournament was a success. Chad Sperling is also helping with the University Relations-Alumni section of the website and is doing a great job.

Tricia Sanders – Finance

Working on year-end reports. Eric Johnston-Ortiz will begin his new position as Director of Finance in the middle of August.

Chancellor Casey

Mark Koepke, Director of Facilities Management, will begin his new position on Monday, July 31st. Michelle Ramstad contacted him regarding a "welcome" party. Vice President O'Brien will be on campus August 25th and they will discuss the new Centennial Hall and the possibilities with the Crookston Vitality Project's proposed Community/Wellness Center. He will also be meeting with Deb Boardman, CEO of RiverView Health, regarding an Area Health Education Center application. Lastly, the carpeting for Owen and Dowell has been ordered from a local vendor. The carpet is expected to arrive soon and all the desks, technology and painting will be completed before the students return in August. The art room drawing is completed so work can begin and materials are ordered. The sprinkler system for Brinks Hall is also ordered.

*Minutes respectfully submitted by Amber Bailey*