

Present: Medora Barnes, Rebecca Drenovsky, Jeffrey Dyck, Tina Facca-Meiss, Peggy Finucane, Penny Harris, Matthew Johnson, Daniel Kilbride, Anne Kugler, Graciela Lacueva, Kathy Lee, Pam Mason, Sheila McGinn, Keiko Nakano, Tamba Nlandu, Mindy Peden, Martha Pereszlenyi-Pinter, Cathy Rosemary, Debby Rosenthal, Michael Setter, Paul Shick, Brenda Wirkus, Sheri Young

**M. Farrar** – Approval of minutes. Welcome and introduction of CFO Dennis Hareza.

1. Dennis Hareza – I wanted an opportunity to meet and talk with the faculty. I am a 1981 graduate of John Carroll University and spent 6 years at Northwestern University/Kellogg School of Management and 25 yrs. at PepsiCo. I learn quickly in different environments. I believe that students do not come to JCU because of the administration but for excellent teaching. My role is supporting the organization in consensus building. I am interested in developing relationships with faculty. Regarding corporate vs. academia, behind everything it is a business. It is a different business model but we need to bring in revenue. The University is working toward an integrated plan, moving toward a changing culture but toward the same goals. I am a big believer in transparency, which will go a long way toward budgeting. I would like to work toward that end. These are tough times with enrollment but we have a strong foundation and would like to work to support chairs and faculty in these endeavors.

M. Setter – What information would you like from us?

D. Hareza – Data is a nightmare here. I spent 2 years setting up and institutional research program. We need to measure progress. We should be defining students, annual reports etc. through clear and consistent data so that we can make better decisions.

C. Rosemary – Do you see the likelihood of hiring a grant writer?

D. Hareza – If we can make the case of getting 30% of the grants available, which will pay for a grant writer, then this is a starting point. The quality of the grants are also important. These are the discussions that we need to have in order to make decisions like a business. 90% of revenue is student driven, growing at 1% per year. We will eventually get to a point where the infrastructure is too large to support. There is a need to grow incremental revenue sources, e.g. grants, continuing ed., graduate programs.

M. Johnson – What are your impressions of our biggest financial weaknesses?

D. Hareza – Being dependent on undergrad tuition. My opinion is that we have a tremendous story to tell. Branding, marketing and communication is needed to reach students. At Kellogg we made a large investment toward growing the brand. When we looked at the metrics they rose 10-15%. We need to figure out who the university wants to be to the external world. We need to come up with an overall umbrella. CAS and BSOB all tie in to the same message. We also need to focus on who would be the right consultant to do this. We should also look for alumni associated with marketing firms.

S. McGinn – How does your office interact with advancement in getting the right kind of message out there, i.e. recruitment of students?

D. Hareza – We all represent our areas. Communication with advancement is minimal. We need to work together to find a way to achieve. You do not change the silos overnight. There is

no easy answer.

P. Mason – What is your sense of the progress we are making toward the stories?

D. Hareza – We need to have someone who understands our students and what we are about. We need to find the funds to allow us to find the correct consultant to create a brand. We need substance and consistency between CAS and BSOB. This is extremely important to drive revenue. We need to know what resonates with 18 yr. olds. What do they want to know? The total JCU experience is developing the whole person.

Suggestions from chairs:

- Use the Alumni Network to reach students.
- Establish a path for students to realize their impact in business and society.
- Develop a survey tool to collect data in a quantitative way.
- Tap into the wealth of faculty talent.
- Hire a consultant that has an understanding of Jesuit education
- Develop a formula to determine if programs are profitable. Share specifics on existing data.
- Grow existing revenue sources, e.g. continuing ed., graduate programs, summer classes, summer building/campus rental.

2. **M. Farrar** - Blue Streak Preview Day

Tables will be located in the east and west wings of the second floor of Dolan Science center. Please have more than one faculty member present from your department. Bring props; globes, maps, bones. Make your table interesting. Stand in front of your table to catch students. Remember to have a sign-up sheet. Smaller programs will need to have a more personal outreach. I will be giving two keynote speeches. One at 10:30 and the other at 11:15. There will be 100 copies of handouts for each department.

P. Shick – we found out about the changes (to the Blue Streak format) two months ago. Did movement come from enrollment?

M. Farrar – Movement came from CAS and BSOB after last year's Blue Streak.

3. **D. Rosenthal** – Part time Faculty

Concerned about how the new core is affecting our part-time faculty. Next semester many will be unemployed. It is not sustainable to front load the fall and let them go in the spring. No one in English will be able to serve as they will be unemployed.

M. Farrar – We need to think about the best place to have this conversation, because some departments are impacted more than others.

4. **M. Farrar** – Tenure & Promotion Committee

We need a university wide tenure & promotion committee. Every single APR reviewer wanted to know why we do not have this. As a faculty we need to come together and organize a committee. A rank and tenure committee is actually giving people something. It preserves checks and balances that we do not have. This is something that I will continue to talk about.

Meeting Adjourned: 5:00 pm