Meeting Minutes December 16, 2015 11:30 am – 1:20 pm 3150 Beardshear

Attendees: Suzanne Hendrich, Tera Lawson, Keith Robinder, Marlene Strathe, Caroline Hayes, Cara Heiden, Jeff Johnson, David Gavin, Emma Molls, Letitia Kenemer, Kris Cermer, Lawrence Cunningham, Julie Nuter

Absent: David Kingland, Dong Huanjiano

Introductions

Today’s meeting is brainstorming: Individual ideas and together as a group

**Importance of individual & relationships for faculty and staff:**

We are a force – humility vs confident / arrogance what is out contemporary story?

**How we foster ISU as a community?**

1. define it
2. program it
3. personal contact
4. Iowa Nice – inclusivity & citizenship
5. Teaching soft skills – high tech solution with personal connections
6. Small town community feel in the larger community (don’t lose that feel)
7. New ways to address communities surrounding campus

**Connections and communications between business / ISU/ Nonprofits/ arts/ schools**

1. Partnering on campus and within the community
2. Keep more grads in Iowa State University incubator – entrepreneurship
3. 99 county campus what is the ISU role (in addition to extension)
4. Satellite campus - Education/research i.e. business and design
5. Services on campus one tied to location – LGBTQ, Women's Center, Student Health
6. Wellness within community connections (outdoor experiences, beautiful campus, healthy Ames)

**Financial Models:**

1. Don’t translate
2. We pay to use our own buildings

**Business service hold ups**

1. Less product / more services
2. Streamline business process
3. Systems and processes
4. Need more flexibility to have the ISU trademark and licensing open
5. Staff shortages
6. Businesses of ISU
7. Is the current model sustainable?
8. Centralizing technology – blackboard, outlook, google, access plus, end note
9. How do we get support for all the server issues we have and everything going into the cloud?
Space and staff for:

1. Pop up testing based on research & successful programs then take it on the road
   a. Promotes ISU
   b. Commercialized
   c. State/national partnerships
2. What is our role in venture capital?
   a. How do we keep them here
   b. Let's look at other successful schools (U of Arizona, N. Carolina)

Here is a link on Texas A&T on “Howdy” and other traditions that they have incorporated into their brand

https://en.wikipedia.org/wiki/Traditions_of_Texas_A%26M_University

- Caroline

Here is a link to the resource from NC A&T I referenced yesterday.


-Keith

c. Service learning
d. student organizations
e. community day (scheduling time)

SPACE:

1. Flexibility of learning spaces (largest room holds 400) – **1000 seat theater**
2. Furniture in the hallways (currently a bench project is being placed, putting benches in hallways for students to sit on instead of sitting on the floor)

Out of State/Out of country tuition

1. ISU uses more special services for international students
2. Need to keep grads in Iowa for in state students
3. Could do more recruiting out of state – more space to develop statewide and national partnerships.

Our values:

1. Provides expectations
2. Cyclone Do
3. Informs, training, development partnerships
4. Give us priority for funding
5. Empowers
6. Faculty Club
7. Culture open to change
8. Meet our defined values
9. Communicate the change
10. Engagements in processes
11. Keeping people informed
Marlene: Our four goals are:

1. Students
2. Research profile
3. Community
4. Values

Our goal is to challenge the other committees and think about sub goals for each.

Closing thoughts from Keith:

Please review the minutes, think about this during the break to have more information and ideas to give to next meeting if you have thoughts after the meetings, email Keith, Marlene and Becka and we will get them in the minutes.

Next meeting will be Wednesday in January 6th 11:30 – 1:30 pm 2660 Lagomarcino.