

Minutes\*

**Faculty Consultative Committee**  
**Thursday, March 30, 2006**  
**1:15 – 3 pm**  
**238A Morrill Hall**

Present: Jean Bauer (chair), Gary Balas, Nancy Carpenter, Carol Chomsky, Dan Feeney, Megan Gunnar, Kathleen Krichbaum, Morris Kleiner, Richard McCormick, Judith Martin, Terry Roe, Martin Sampson, John Sullivan, Jennifer Windsor

Absent: Barbara Elliott, Scott Lanyon, Marvin Marshak, Fred Morrison, Steven Ruggles

Guests: Provost E. Thomas Sullivan, Linda Thrane

Other: Kate Stuckert

[In these minutes: (1) University Relations Annual Market Survey; (2) Provost Sullivan; (3) Committee Business]

Professor Bauer called the meeting to order at 1:17 pm.

**1. University Relations Annual Market Survey**

Professor Bauer welcomed Linda Thrane, Vice President, University Relations. Vice President Thrane presented the annual market survey. She was pleased to note that there is a broad well of support for the University, and she presented highlights of the Image and Reputation Survey. Vice President Thrane discussed the methodology of the survey and the executive summary. She said that the University was starting from a good position as it moved forward. The committee discussed various aspects of the of the survey, methodology and disconnects in some of the questions posited. Professor Gunnar referred to the measurements which stated that while the intensity is low, more than half of Minnesotans are satisfied with the University and opinion leaders are significantly more satisfied. She asked about the benchmarks and questioned the intensity levels, noting that often people are reluctant to say anything negative. Professor Balas wondered how the opinions in the survey connect with opinions of state government. Professor Kleiner asked how the University of Minnesota compared to the results of the Wisconsin survey. Vice President Thrane discussed reasons why people feel unfavorably toward the University. The committee went on to discuss faculty participation in the community outside the University, the media environment and who tends to come to sporting events at the University. Vice President Thrane went on to discuss what the public is mostly like to recall about the University when polled about hearing or reading news about the University. She noted that University Relations was being much more diligent in mining opportunities to present the University of Minnesota positively. Vice President Thrane cited that although tuition increases make a news story, they needed to take the opportunity also discuss what a good value it is. She also said that they'd become systematic about taking the University experts and using them to raise visibility, and she pointed out that this sharing of expertise humanizes the University. Professor Chomsky said that sometimes people don't connect faculty on the news as having an institutional connection and that who they are seeing is connected to the University.

---

\* These minutes reflect discussion and debate at a meeting of a committee of the University of Minnesota Senate; none of the comments, conclusions, or actions reported in these minutes represents the views of, nor are they binding on, the Senate, the Administration, or the Board of Regents.

Vice President Thrane went on to discuss performance and goals, including those that are core to the mission of the University. She explicated highlights of tuition affordability, and committee discussed how that was perceived in the community, as well as the demographics of Minnesota and what a "Minnesotan" meant in terms of the survey. Vice President Thrane noted that within 5-8 years, the demographic may demand that the University reach out to different students. She went on to discuss the results of the survey in fiscal responsibility perceptions and the gap analysis. Vice President Thrane said this was a "snapshot" of a moment in time, and that they needed to be more consistent in presenting the University of Minnesota's story. Professor Kleiner said that in Boston or San Francisco, opinion leaders like to see the major institutions, Harvard and Berkeley, which are considered destinations in themselves. To that, he said he'd like to see the University be part of the Minnesota ambience. The committee discussed ways this was accomplished, including exhibits at the State Fair. To Professor Windsor's questions regarding the data, Ms. Thrane said that the data reflected the University including the coordinate campuses.

Vice President Thrane went on to discuss how the results of the survey related to strategic positioning. She pointed out that strategic positioning was not presently "top of mind", as the University was still in the task force part of the process. She concluded the presentation by noting the solid foundation of the university, and citing some of the hurdles that still exist. Professor Martin said she felt the results were encouraging, and Professor Kleiner asked for a comparison with competitors on the baseline questions. Ms. Thrane agreed that she'd like to get a sense of that as well, and said she would try to acquire some of that data.

Vice President Thrane thanked the committee for its time, and Professor Bauer expressed the committee's appreciation for the presentation.

## **2. Provost Sullivan**

Professor Bauer welcomed Provost Sullivan, who updated the committee on the strategic planning presentation that had been presented to the Board of Regents. He noted that the meeting had gone well, and that the Board of Regents had discussed the necessity of superior graduate programs, the importance of world class faculty and how to reward faculty. Vice Provost Sullivan discussed the name changes of the colleges and their importance in the compact process. He discussed the alignment of resources and capitalizing on existing strengths in the process. Vice Provost Sullivan discussed the compact process, and said that they'd gone very well, and that there had been emphasis placed on aligning the compacts with strategic positioning. He went on to talk about the salary memo and the consultative process. The committee discussed various issues with Vice Provost Sullivan, including the disposition of the task force reports.

## **3. Committee Business**

Professor Bauer presented committee business. She noted the upcoming meetings with the candidates for Chancellor at Morris and the Associate Vice President for International Programs, and asked for people to attend the meetings. It was agreed that it would be coordinated for two representatives from FCC to be at each meeting.

Professor Chomsky updated the committee on the legislative liaison position, saying they were continuing to seek someone for the position. She said she wanted to discuss it at the Senate meeting so as to foster an awareness of the role in the first place. The committee discussed ways to cultivate faculty for the positions and ways to garner participation.

Professor Bauer brought up the issue of K appointments, and said she would like Professors Feeney, Martin and Morrison to look at the issue and present it for discussion. She stressed that the committee needed clarity on the issue for discussion and action. The committee discussed the definition of K appointments and their eligibility for terms in the Senate.

Professor Bauer thanked the committee for participating in the special FCC meeting of March 27 and asked if there should be a special statement of support for the stadium proposal issued. The committee agreed that it could be a point of information contained within the minutes from the meeting.

Professor Bauer updated the committee on the formation of the Disabilities Issues Committee statement which is slated for the Senate meeting. She said it is an information only item and that it will be distributed at the meeting.

Professor Bauer adjourned the meeting at 2:55 pm.

--Mary Jo Pehl

University of Minnesota