Minutes of April 6 were approved.

**Distinctiveness of Georgia State**

Dr. Henry invited follow-up discussion to the GSU Foundation retreat concerning where Georgia State is heading and what is distinctive about Georgia State. Ms. Peterman handed out summaries of the retreat discussion of these topics stemming from questions raised at a meeting with the Woodruff Foundation.

Dr. Huss recommended asking the market about its perceptions of Georgia State first. He pointed out that the Robinson College of Business had discovered through such a survey that the excellence of its faculty was not well known in its market.

Ms. Peterman commented that the stigma of historically large part-time enrollments was diminishing, but there was a great need to promote and market with stories about graduates, faculty, and students.

Dr. Adamson observed that it was important to decide who are to be the targets of the marketing efforts: academic audience, parents, community, students, etc. She noted ads placed by Drexel in the *Chronicle of Higher Education* for the academic audience as an example.

Mr. Simpson pointed to two approaches: one for students and one for fund-raising and research purposes. He urged embracing the urban-ness of the university in marketing.

Dr. Huss stated that Branding 101 involved answering the question: What promise is made to everyone?

Ms. Hurt noted the sometimes unfortunate disconnect between what students want and what interests potential donors.

Dr. Henry suggested that marketing should focus on a set of attributes, programs, etc. for which the university already had a significant reputation.

Mr. Simpson spoke in favor of emphasizing the balance of academic and extracurricular elements. He mentioned access to careers and the city, jobs and housing downtown, and increasing numbers of first-choice new students. He stressed the importance of not undermining marketing with shabby services.

Dr. Winkler commented that building community might be a unifying theme. She noted the role of Georgia State in saving downtown Atlanta and the community service contribution of Georgia State versus Georgia Tech or Emory. She emphasized association with Atlanta, for example the abundant opportunities for student internships.

Dr. Huss reiterated the need to conduct research before proceeding in too many directions. Dr. Fritz agreed noting the experience with development of the university website, which showed student perceptions were different than thought.

Dr. Fritz pointed to the experiential learning associated with the urban location of Georgia State in contrast to that of the University of Washington, which would not be different if moved out of Seattle. Dr. Henry added that Georgia Tech was similar to the University of Washington in this regard.

Dr. Kaminshine suggested that the tensions between the part-time student tradition and the research university model needed to be smoothed out. He added that in order to overcome biases about Georgia State, the public needed to hear more about successes. He stressed connectedness and engagement as with applied research as a common denominator.
Ms. Hurt voiced enthusiasm for the word “engaged”. She noted students like the idea of Georgia State offering real world experiences. Dr. Adamson agreed, but observed that “engaged” is used by a lot of people.

Dr. Adamson pointed out that a new slogan should last 5-10 years, but so much is changing it is difficult to pinpoint what that slogan should be. She noted how Georgia State had changed in the last 5 years and how much it was likely to change in the next 10 years. She commented that with such changes less time should be spent collecting data from current students, donors, etc. Dr. Henry responded that he still liked evidence-based research and that Georgia State had to know itself first.

Dr. Scott commented that the vision of a university with all the changes occurring was extremely attractive. Ms. Hines remarked that the minimal marketing initiative this past year had used the idea of “want to change the world”.

Dr. Winkler cited the strength of the number of alumni in Atlanta who are leaders in the community, businesses, etc. Dr. Huss stated it was essential to make promises of excellence to ourselves and the marketplace about faculty, students, etc. with attention to both substance and form. He mentioned NYU as a good benchmark for Georgia State. Dr. Adamson added that CCNY was another example.

Dr. Adamson urged keeping the word “research” in the message, and guarding against the word “community” being glossed into community college. Mr. Simpson suggested “global research for the world community”.

Ms. Hurt suggested linking “change” with “research” as in “creating change through research”.

Mr. Roth commented that the idea of connecting was very important.

Ms. Hurt asked if contacts like the Woodruff Foundation would find “changing” unique to Georgia State. Dr. Henry replied that the speed of change at Georgia State sets Georgia State apart from other institutions in the state.

Dr. Kaminshine suggested using a more dynamic word like “transform” instead of “change” to convey creating a new model of institution. Dr. Winkler agreed that “transform” carried a more positive tone. Dr. Huss noted Emory had transformed from a “sleepy, Southern institution” to an internationally recognized research university over a 25-year period.

Dr. Henry pointed out that Georgia State was not unique in the University System with respect to part-time students with all institutions except the University of Georgia and Georgia Tech having significant numbers of part-time students.

Dr. Adamson commented that Cynthia Tucker had written a column in the AJC concerning how Georgia Tech was connecting with the community. Dr. Marshall added that the 5th Street project accentuated these connections.

Ms. Peterman asked about 3 or 4 top programs, which make Georgia State unique. Dr. Henry responded that many good universities had the same programs. He cited CHARA as an example, with other universities having major observatories.

Dr. Huss suggested international engagement as a unique feature of Georgia State. He characterized the usual international model of import-export of students and scholars, whereas Georgia State is engaged with a global presence. Dr. Adamson pointed to representation in the student body of approximately 145 countries. Dr. Henry noted the countrywide focus in South Africa and Egypt.

Dr. Fritz observed that “Atlanta as campus” was the distinctiveness of Georgia State. He reiterated that if Georgia State were not in Atlanta, the disciplines would be different.

Ms. Hurt commented that other institutions made use of the Georgia State collections in a number of disciplines, including historic business, humanities and the core sciences.

Announcements
Dr. Scott announced the Student Government Association elections had resulted in an executive committee comprised of members of the Inter-Fraternity and Panhellenic councils. Dr. Henry thanked Mr. Simpson for his service on the Administrative Council and other university level committees as the 2004-2005 SGA President. Dr. Winkler added words of praise for Mr. Simpson. Mr. Simpson expressed thanks for opportunities to work with faculty and staff, and indicated he would be enrolling in graduate school at the University of Arkansas.

Dr. Huss announced the 21st annual Hall of Fame dinner for the Robinson College of Business would be May 10.

Ms. Hurt announced the Johnny Mercer gala would be May 13 at the Rialto.

Dr. Henry reminded that commencement exercises would be May 14. Dr. Fritz outlined the proposed changes to commencement for spring 2007 including a combined ceremony at the Georgia Dome with a major speaker on Friday evening and college ceremonies on campus on Saturday. Dr. Adamson asked if these changes would include only one graduation per year. Dr. Fritz replied this was the case. Mr. Simpson expressed concern about losing the tradition of all names being called. Dr. Henry responded that names would be called at the college ceremonies. Ms. Peterman spoke in favor of having a signature event, as proposed. Dr. Huss commented that the Georgia Dome event would be a great investment in advertising for the entire university.