Planning and Development Committee
Minutes
October 17, 2000

Present: Lauren Adamson, Damon Camp, Tim Crimmins, Martin Fraser, Peggy Gallagher, Katherine Johnston, Michael Landau, Chris Paton, Ted Poister, Joseph Rabianski, George Rainbolt, Jeff Rupp, Robert Sattelmeyer, Hazel Scott, Susan Walcott, Bill Waugh, Leslie Williams, P.C. Tai.


Others Attending: Mac Bibb, Christine Gallant, Carolyn Gard, Deanna Hines, Tom Lewis

P.C. Tai called the meeting to order at 1:10 P.M. and asked if there were any corrections to the 9/5/00 minutes. The minutes were approved as submitted.

Public Relations and Strategic Plan
Dr. Tai opened the floor stating the Committee requested in the last meeting to invite Tom Lewis and Deanna come and give them a general briefing on how public relations can fit into their plans.

Tom Lewis stated they are trying to come up with a plan which entails a couple of things: 1) to raise a major capital campaign the university has ever had, which is beginning to wind down even with their going into raising money for the new science lab instruction building which will be another $20 million and 2) our presence in downtown. They hired Lipman & Hern to come in and help create a working draft to come before the committee, the Deans and all the groups. There is not a time frame to have this done simply for the fact that they want to get the appropriate input.

Deanna Hines stated Lipman & Hern is a consulting group for higher education and were hired to come in and give them an assessment of where they think Georgia State stands based on what they asked them to do back in January. She should be getting a final more expansive report with information relating to how we compare to other universities around the country and also best practices that have been used. Once the report has been received, they will take it to Jenny Gallagher, on the university-wide committee, who will look at it and get their input for recommendations. After deciding on a recommendation, they will have to start over to work on writing a strategic marketing plan for the university. In order for them to do that, there are several things that will have to happen for them to be able to make it successful. 1) They will have to determine who GSU is and what GSU wants the country or the world to think it is. 2) They would like for GSU to be a premier state-funded research institution that is in a thriving urban setting with the audience being perspective students. Students with higher GPA’s, higher grade point averages, higher SATs. The two words that keep coming up is change and quality. Changing the minds of people about what Georgia State is all about. Quality should be a given because people come here to work and to go to school. Deanna said she would love to get feedback by e-mail to let her know what the committee's thoughts are because a decision will need to be made fairly quickly.

Report on new process and proposed interim web pages for Georgia State University
Carolyn Gard stated she and Deanna have had discussions about the need to do research and tie the campus web pages with the new marketing plan. They want to establish a broad-base campus committee with
representation on the committee from all the groups on campus. There would be a standard advisory group to report to the unit as well as Deanna's group when it comes to what the campus web pages should look like. They both believe that the web pages are an important part of the marketing efforts at Georgia State. They realize that to do the study and the navigation design, it is a very time consuming process, talking six months to a year. There was one design favored by the committee that reflected a lot of the work of the existing terminating committee. They showed to P&D to get their feedback and put it up temporarily. It was moved and approved to go forward with the web site on line as soon as possible.

Review of Action Plan of Cultural Diversity Committee

Christine Gallant's discussion centered around the handout given to the committee. It states that Georgia State University has become a unique institution within the University system, vibrant with many cultures and ethnicities. President Carl V. Patton expresses the University's desire to serve these students, as well as students from all cultures who will experience life in a world that is increasingly diverse. The city's history has ensured that a large number of our students are African-American. Now as Atlanta attracts more Hispanic and Asian residents, so does the University. So, there is a need for a varied faculty body who can best serve these students and, just as important, widen the cultural perspectives of students not in these groups.

For many years the University has made special efforts through incentive funds to recruit and retain diverse faculty, and to begin addressing underutilization as set forth in our Affirmative Action Plan. In 1992 the University attempted to do this by means of an Action Plan addressed to faculty from the most underutilized group, the African-Americans. #7 and #8 of the 2000 Action Plan was discussed and it was suggested that Committee members read the Action Plan and give suggestions to Christine.

Facilities Updates

Mac Bibb said the hole is still there on the New Classroom Building. Nothing has been done because the guy doing the demolition is still doing the tiebacks on the street that are necessary before they can come up. Winter Construction will not give them a schedule until the tiebacks are done. Mac Bibb stated the opening was scheduled for January in 2002 which Mac Bibb does not believe it will happen at that time, but will probably be around Spring 2002. He said the Rec Center appears to be on time and moving along. A deal has been worked out with GBA so that they can use some of the jail house property across the street as a staging area so it will allow them to store the masonry equipment and material they will have to use. Library South is in a two-stage process. At a September meeting, The Board of Regents agreed to a plan put forth by Bill Chapman and staff that Georgia State would deal with a temporary stabilization process while Bill and the staff lead a remediation plan where they would actually fix the bricks. In the stabilization process they will hire Law Engineering to come and scan the surfaces to make sure there is enough metal ties in the brick so that the brick will stay up there another 6 - 8 months until they can take them down. It is important that they feel comfortable and know what bricks are up there will stay. Between 6 - 8 months from now, all the bricks will be stripped off and a new surface will be put up and not necessarily brick. With regards to Library South, The Board of Regents has directed them to freeze all of their MR/RF money ($2.7 million) and use that for the Library.

Tom Lewis stated he has met with the governor's office and also the office of Planning and Budgeting in regards to this request, and he thinks they are working with getting it into the supplemental budget. Upon the governor's signature, will be available.

There have been some movement in the Wachovia Building and Katherine Johnston has been talking with GBA. Once they get the plan established and the money in place, they are talking probably a two-year project before it is done.
The meeting was adjourned at 3:00 P.M.

Respectfully Submitted,

Maxcine Hodges