



## Writing Committee Meeting Minutes

**Date:** Wednesday, July 6 from 3 p.m.-5 p.m. in Zoom

**Attendance:** Robert Wojtowicz, Kelly Rippard, Joshua Behr, Annette Finley-Croswhite, Ryan Mccann, Cynthia Tomovic, Philip Walzer, Scott Harrison

1. The meeting began by reviewing each group’s revisions to their report’s goals and wordsmithing the goals for clarity, repetition, and parallelism.
  - a. First report: Corporate/Community Partnerships and Economic Development
    - i. Discussion about who revisions on document have come from (steering committee, Ashley, our committee members).
    - ii. Discussion about how we organize goals- Large to Small or Small to Large. Kelly suggested we wait until we have all the reports and then organize all the goals in the same way.
    - iii. Discussion about the university’s signature areas and how they are reflected in these reports/goals.
    - iv. Our group decided to accept all changes in the document and focus on making small edits for structure.
    - v. Discussion about naming entities, organizations, etc., and if we should leave goals broad and not name formal groups.
      1. In more cases we could discuss these groups in the content sections under the goals and can leave them out of the goal statements.
  - b. Second report: Strategic Enrollment Growth
    - i. Our group decided to accept all changes in the document and focus on making small edits for structure.
    - ii. Our group did separate some of the goals out to make them clearer and more focused, e.g. a goal for undergraduate and graduate separately.
  - c. Third report: Philanthropic Giving and Alumni Engagement
    - i. This report was less clear and may need more work with ordering.
    - ii. Robert explained that the steering committee wanted DI in almost all goals for each area, where it’s appropriate.
    - iii. Robert and Kelly will meet and work on this report a bit more and seek answers to the group’s questions.
      1. Robert and Kelly will meet Friday, July 8 at 1 p.m.
  - d. Fourth report: Student Engagement and Success
    - i. The group did not get to review this report yet because of time.
    - ii. Group members can look over the report in Teams and add comments digitally.
2. New group assignments:

Academic Excellence	Joleen, Cynthia, Joshua, Harry
Research Growth	Annette, Amy, Michelle, Scott
Branding, Marketing and Communication	Mary, Ryan, Valeka, Moustafa, <i>Philip</i>

3. Task List:

- a. Brief, not full reports are available in Teams.
- b. Before we meet again, we ask that your group meet and discuss any revisions to the goals and strategies. Invite Kelly and Robert, too.
- c. After the reports are approved by the leadership in July, we will have the full reports.

**Next Meeting: Wednesday, July 20 from 3-5 p.m. in Zoom (Moving to 2 hour meetings now).**