Long Range Planning Committee
Minutes
Jan 20, 2012

Call to Order: 2:00 pm by Chair Mike Dunn

Members Present: Andrew Baker, Mike Dunn, Mike Estep, Abbas Johari, John McArthur (Provost), Lynda Robinson.

Minutes: Minutes taken at the previous Dec 12 committee meeting were considered. A motion to approve the minutes was made by Lynda Robinson with a 2nd from Provost McArthur.

Old Business:
• Motions were passed at the Jan 13 Faculty Senate meeting. The Long Range Planning Committee was charged with developing 5, 10, 20, and 30 year plans for four faculty specific goals, including: Graduate program expansion, student retention/recruitment, faculty retention/recruitment, and industrial relations.

New Business:
• Questions arose concerning how some of the existing graduate programs are currently maintained. Mike Dunn asked where funding for graduate programs came from. Provost McArthur discussed that funding is partially provided through tuition and the legislature. RA funding is considered a direct cost. TA funding comes from tuition and fees. Some tuition may be waived (close, out-of-state). Active duty military and dependents receive waivers as well.
• The Regents would have to be contacted to find out what type of graduate programs can be offered at Cameron. A needs assessment would have to be conducted (e.g., student population and job outlook). The current ORGL and Psychology programs were given as an example. Related faculty interests and qualifications were also discussed along with a possible need for changing library holdings for scholarship purposes.
• Andrew Baker discussed student recruiting issues and brought a student guest, Ricky Laugisch. They gave input on the consistent “look and feel” of university promotional materials, including: internal letterhead, brochures, the campus website, catalogs, and other materials. The viewpoint was discussed from an aesthetic and emotional point of view, in that many students will decide what university to attend based upon how the look and feel of promotional materials affects them on an emotional level. Along these lines, Lynda Robinson mentioned Cameron workshops in which there was difficulty and inconsistency with determining official CU logos. Provost McArthur talked about logo
changes that took place before and after the centennial and also about Cameron originally being under the umbrella of OSU, and then moved under the OU regents in the 90s. Provost McArthur said logos were determined by campus public relations. Mike Estep asked if someone from public relations could address such issues in a Long Range Planning Committee meeting.

- Abbas Johari passed out handouts having to do with faculty retention issues discussing the faculty environment and reasons for faculty choosing to seek employment elsewhere.
- Proposed agenda items for the next meeting included: (a) rules and regulations for graduate programs, (b) Josh Lehman from public relations possibly addressing the committee, and (c) Abbas Johari presenting an initiative to recognize faculty, with faculty presenting brief discussions on research, philosophies, or other items on KCCU.

**Next Meeting:** Proposed for Fri Mar 16, 2:00pm

**Adjourned:** At 3:20pm, Mike Estep made a motion to adjourn. This was seconded by Andrew Baker.

Respectfully submitted,
Mike Estep Ph.D.
Assistant Professor
Computing and Technology