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Metropolitan University Steering Group - Meeting Notes CSTH Discussion Meeting – June 17, 2014

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Metropolitan University Steering Group

University of Southern Maine

Meeting Notes

CSTH Discussion Meeting – June 17, 2014, 9-11 a.m.

Wishcamper 211 and 215 JMC

Present: Richard Barringer (Chair), Jack Kartez (Facilitator), Emma Gelsinger (Recorder), Susan King, Kim Dominicus, Rob Sanford, Luci Benedict

Guests: Kelly Fitzgerald, Glenn Wilson, Jim Ford, Caryn Prudente, Krista Meinersmann, Andy Anderson, Judy Spross, John Broida, Au-Kau Ng

Part I: Welcome, Charge to MUSG, and Introductions

- Welcome and Comment – Andy Anderson, Professor Rob Sanford, Professor Luci Benedict
- Charge to MUSG - What the MUSG is and is not doing: Dick Barringer, Chair MUSG (*see attached powerpoint*)
- Introduction of Facilitator - Jack Kartez, Professor, Muskie School of Public Service
- Self-Introductions - Identify most important hope or stake today
 - See *Appendix I* for responses

Part II: Key Indicators of Success for the MU in 5 years for CTSH Community, Students and/or College (See *Appendix II* for full responses)

Major themes that came out of the Key Indicators discussion

- *As in the LAC Outreach meeting, the idea that many people here are already doing the work of a MU was echoed here at this CTSH Outreach meeting.*
- *Forming and maintaining external community partnerships is essential to this process, moving forward. These partnerships must be, and in fact are by nature, mutually beneficial. We need to find a way to measure that mutual benefit.*
- *USM needs to become aligned from top to bottom with the mission of the MU, from the presidential job description to the administrative assistant job description. The systems currently in place are obstructing the work of those already involved with community engagement instead of inspiring and supporting it. We need people designated to coordinate, document and support the efforts of faculty and students doing community engagement.*

- *Connecting USM with the K-12 systems in Maine was mentioned repeatedly in the meeting. As we saw with Rutgers-Camden, involving itself in the local school systems can be an integral part of the MU.*

Part III: Next Steps and Accountability

- Emma, Dick and Jack will send meeting notes out to MUSG and those at the CSTH Outreach meeting asap
- MUSG will work over the summer with other MU institutions on best practices
- We will publish all working papers and drafts on the website, and invite comments, at www.usm.maine.edu/muworkinggroup
- Our goal is to finish laying out these implementation steps by the end of the summer so we can work on getting this going in fall

Appendix I: Notes on Introduction

- Even though this has always been our mission, we haven't necessarily been able to accomplish it
- We are a state university in a poor state, funding is going to be a challenge
- The MU idea is a realistic focus for our strengths
- Encouraged that this is a growth strategy not a strategy for cutting
- I'm very interested in the systematic approach, USM is in the right place at the right time for this
- My department likes things the way they are and I don't, so I have to come to other places for new ideas which is why I'm here today
- MU is an opportunity to coalesce what we already do
- Signature programs need support to grow and realize the MU concept
- I believe in having aspirations, I'm very interested in reaching a consistent message of what we want to be
- Offers an opportunity to brand what we've been doing
- Nursing has been doing this for a very long time so I'm excited about seeing that in some way recognized as more central to the university
- *I like new things, but I'm tired of new things that don't work*
- Recognizing the social contract that a university has with its community
- I'm excited about the steering group and hope that there is better communication among everyone
- I see a lot of comments from students about how they didn't get internships etc., I'm hoping this process can help with the negative feedback from students

Appendix II: Notes on Key Indicators

- We need to figure out how to build a culture that can be nimble – community building (for USM) will need to be a focus of this process
- Increase local employment of USM students
- Increase in internships and increase in education to community partners on what an internship is
- Promotional materials that highlight what we do – more promotional materials in general
- A better word on the street about USM
- Increase in scholarships and support from community partners
- Recognition for community engagement in the faculty peer review requirements
- Looking at engagement in the community as equal to research or other scholarly work for faculty – shift in the culture
- What the community perceives of USM – they have to think we are more vital to the region than they do now
- We need community people/legislators to say, Yes, this is a place worth investing in
- Direction from the legislature with requirements to fulfill a certain mission
- People in the Midwest really look at a university as *their* university
- There will have to be an effort at Impression Management as we move forward with the MU idea – we need business practices to move forward but the corporate business model cannot take over both internally and externally
- We have a lot of damage control to do in the community and beyond
- We need a comprehensive oversight of management – as a parent, I only received bills from USM
- We have a lot of people who *want* to have faith in us and this leads to financial support – we have to give them a good reason to invest in us
- We are the primary workforce generator at least in southern Maine
- Go out and hand pick the people who want to believe in us and write checks to us, and show them we are doing damage control and reinventing ourselves
- Emphasis on alumni relations
- Ongoing intentional consistent relationships with community partners – measuring mutual benefit
- We had strategic planning and we kind of dropped that entire project – now it seems like a failure
- I'm really concerned about the people that invest time and energy in this, it cannot be dropped again in a few years like previous efforts
- “Faculty Showcase”
- It surprises me that I know more people on campus after 5 years than those who have been here for longer than me
- Indicator: whether or not this is dropped in a few years for another planning process
- Someone whose job it really is to get this information together

- The Science Bowl is considered a “non-academic” event - last year we have 750 students with not one brochure about USM there
- Effective leadership and consistency
- Communications people from the colleges – what is their job responsibility?
- More positive editorials and information about USM
- The president’s role determines the success of an initiative like this
- We have no commitment to hospitality either externally or internally – there’s no structure here to ensure that we are hospitable
- *USM does inefficiency really well* – I haven’t written an external grant in such a long time because this institution makes it so cumbersome
- We haven’t talked much about high schools - hopefully we can increase our work with local schools
- Maybe more of an increase in our first generation locals
- Show not tell positive things about USM
- Area high school teachers know our faculty by name
- It’s hard to get students in high school to take USM classes – offering online courses to high school students is prohibited for USM because it is not funded by the state
- “You think we know about your university because you’re here?”
- You have to be very deliberate about how you promote yourself to high school and community members
- Defining “Mutual Success”
- All partners involved need to have mutual benefit

Respectfully Submitted,

Emma Gelsinger

June 19th, 2014