

# Working Group-The University as a Public Institution

Committee Meeting Minutes: September 21<sup>st</sup>, 2015

3:00pm-4:45pm RPL 325

Committee Members: Dr. Michael Rogers (Chair), Mayor Randy Horton, Mr. Kelly Davis, Emily Bradley, Kristy Bayer, Melissa Rose, Zachary Swartz, Bailey Taylor, Wendi Pool, Angela Bonds, and Dr. Sandy M. Smith Guests: Brandon Wright and Amanda Johnson (Norman Career Services)

Proceedings:

## I. Discuss Question 3 from 9/14/15 agenda

Topic 1: Who are the personnel on campus most responsible for creating, nurturing, and managing the relationships with the community and creating a “brand” that acknowledges ATU’s responsibility to contribute to the public good?

- President, President’s Office, Foundation, Campus Life & Greek Life, Career Services, University Relations, Recruiters, Student Services, Professors, and everyone affiliated with ATU.
- Areas of improvement.
  - Tech needs to improve sharing of best practices.
  - Need to Tech Bookstore needs more of an online presence. Could partner with Nike to make Tech brand more easily accessible.
  - Did trademarking our brand hurt Tech?
  - Some feel we have too many logos.

**Recommended Action: Tech needs to identify best practices with branding by DII schools of similar size.** What are other DII schools doing to successfully integrate their culture into their communities.

## II. Discuss Community Collaborations (Perceptions and Values)

Topic 1: What is the WG’s current perception of the relationship with the local community and the state?

### 1. General Comments

- Tech is looked at as a safe place for students.
- Is the school too small or looked at as too rural?
- Students outsource their activities and attend events in other towns on weekend.
- Tech takes everyone and admits last minute students. Is Tech too accessible?
- The addition of mainstream chains in the area has made Russellville more appealing.
- How can alumni help? They have started new chapters in surrounding towns.
- Annual team reunions are held in the Athletic Department.
- Greek life is having a reunion/reception on homecoming morning.

- Some argue that Tech should offer free sports event tickets to alumni, however some argue that Tech alumni should support the athletic program by purchasing their tickets.

Topic 2: How can the successful elements of that relationship be leveraged for the benefit of both the University and its surrounding area?

1. General Comments

- The community appreciates Tech but they are not familiar with the details of ATU.
- Tech needs to build a volunteer relationship with the community.
- It can be challenging to get students and the community to work together.
- It is important for students to build a relationship with the community, this may influence them to stay.
- Tech needs someone who can be a liaison between the students and the community.
- It can be challenging to sell change to the community, because some have a hard time understanding long term goals.
- Discussed Uncommon Communities (Paint the Town)
  - National day of service in Russellville and possibly surrounding towns on November 14<sup>th</sup>, 2015.
  - This event is the same day as Tech's Green & Gold Give Back Day, there is a possibility of collaboration.
  - Tech volunteers are welcome.
  - This could serve as community service hours for local high schools.

Recommended Action: Community Engagement Office as a bridge between ATU and surrounding communities.

Topic 3: In looking back for as many as ten years, have there been major shifts in the character and quality of the relationship between the University and the community?

- Growth at ATU has provided more employment opportunities.

Recommended Action: Community should consider having one Tech Day for each season and/or launch another "Tech the Towns" campaign. (Local businesses close to participate in sports event)

III. Next Meeting: September 28<sup>th</sup>, 2015 from 3:00pm-5:00pm in RPL 325.

- Discuss University Facilities
  - GUEST: Presentation by Brian Lasey (Facility Management) on ATU facilities
  - 1. What projects and renovations does Tech have in the works over the next 5 years? What projects are being discussed or considered?
  - 2. What facility needs are greatest for ATU? Student housing? Classrooms? Office space?