

Manager's Meeting, February 17, 2009

III. Public Engagement

Need to highlight what MSU does well:

1. Academic Excellence
2. Current partnerships—local, national, and international
3. How MSU is unique—needs to be defined

Highlighting the positive could assist in detracting public officials from single-minded attention to increasing tuition and graduation rates (focus on MSU's improved grad rates and what students get for their tuition money, message should focus on value)

Need to jump out of "pack" from the other NJ colleges/university

Need to increase outreach

Market the MSU "product"

To Alums

To Community

What roles can the various MSU Colleges/Departments play in engaging the community?

Generalized perception of what MSU offers – incomplete picture:

"I have no idea what the University does..."

Media Relations – Misunderstanding of what MSU offers, how extensive the offerings are, "word has not gotten out"

Focus on "Uniqueness," what we do well

Need to get message to elected officials.

Celebrate Excellence: highlight accomplishments, achievements, activities of MSU Faculty, Alum, Staff, Students

Need to increase Communication within the university – college to college, department to department

How can we use Alums to tie together MSU's various constituencies? Can alumni help eliminate some of the artificial barriers within the university?

Updating public perception of MSU

MSU is a Public University – need to involve elected officials – bring on campus, email blasts

Key Groups

Alums, Elected Officials, Local Community, Peer Groups, Construction Community, Media, NJ Schools, Community Partnerships (engage w/MSU, Coop ed & service learning, public school partnerships), Faculty & Staff (how to engage), MSU students

Suggestions:

Create an Advisory Board to promote public engagement comprised of reps from key groups

Build partnerships, expand current partnerships--- Make partnering more attractive, accessible – engage MSU staff, faculty, students

Seek out more Funding Opportunities to support engagement on all levels

Develop Relationships within MSU—coordination of communications among colleges/schools/departments, build a better infrastructure to communicate and coordinate involvement, we (all at MSU) need to know what others are doing!

Tie Scholarship, promotion, tenure to a “public engagement agenda”

Community Relations Board already exists– (How can we better tap into this?)

Raise profile of MSU as a publicly engaged university—seek recognition from Carnegie Foundation – Engaged University, promote collaboration w/other Universities/Institutions.

Highlight MSU’s Points of Distinction—What makes us “unique”? Need to define this for MSU. For example, How do we celebrate, Promote Achievement – Faculty, Staff, Student, Alumni?

Common message needs to be sent to all constituents –shared information, common goals

(MSU→ Little Falls, Clifton, Montclair→ NJ→ National→ International) Move from being a service provider to being recognized as a **citizen of the community**

Resources to accomplish this goal – we have the human capital, need to expand how we communicate and to whom; Use the resources we have in our MSU faculty, staff; students