Members in Attendance
- Frey, Bruce B.
- Harding, Blane
- Hardy, Saralyn Reece
- Ryan, Mary E.
- Browning, JoAnn
- Sanner, Jennifer J.
- Torres, Rodolfo H
- White, Stacey Swearingen
- Wilke, Phillip
- Smith, Amy

Members Absent
- Stacey Swearingen-White
- Caboni, Timothy
- Gronbeck-Tedesco, Susan L
- Lunte, Susan M.
- Martin, Jack
- Schulte, Becky
- Searl, Jeff
- Tarar, Haider Sulaiman

Topics Discussed/Conclusions Reached
- Rodolfo discussed the importance of the drafts that each team prepare and present to the committee members, these drafts are essential tools in keeping us on track with our task
- Team presented draft and evidence in Campus Labs:
  - Mission vs. Bold Aspirations: Jack suggested team view BA as a distillation of the mission statement – this is how we operationalize our mission into a working guide; “while the mission statement was developed in 1992, it continues to guide…”
  - Overview: discussed adding that each unit has developed a mission statement
  - 1: can also include admission’s recruitment materials, Alumni publications, Endowment materials, KPR radio segments
  - 2: mention international focus of many units, including the museums; might link to the mission statements of the schools or a select list of the mission statements that are well-drafted and consistent with the University’s stated mission statement; Jennifer’s idea to be representative of areas within KU, not just academic units but also offices such as RGS and affiliated units (mission is consistent across academics, services, outreach, research); “individual mission statements are diverse yet contribute to and extend the overarching goal…”; CLAS mission http://www.clas.ku.edu/about/mission; RGS mission http://research.ku.edu/Kansas_University_Research_Graduate_Studies_Organization;
  - 3: Rodolfo expressed interest in seeing more mention of national and international components: could start by mentioning how many KS counties are represented, states, and countries in KU’s student body;
- Discussed need to find documents that give evidence rather than programs or units as evidence
- Review YouTube http://www.youtube.com/user/KU channel and Public Affairs website http://publicaffairs.ku.edu/ to link to marketing videos that promoted KU and our mission
- KU Works for Kansas: http://kuworks.ku.edu/
- Idea to ask Tim about communications with peer and aspirational peer institutions

Tasks
- Component B team will revise draft (committee satisfied with direction and team does not need to present revision)
- Component A team will present revised draft at the next meeting
- Component C team will present at the next meeting

Future Meetings (Date/Time/Location): Friday, October 25th noon-2, location to be determined

Minutes prepared by: Amy Smith
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