
INTEROFFICE MEMORANDUM

TO: PLANNING COMMITTEE MEMBERS
FROM: PENNY ROSE
SUBJECT: MEETING SUMMARY 1/30/04
DATE: MARCH 2, 2004

The meeting was called to order by Dr. Jean Scott at 3:05 p.m. Fourteen members: Bryant, Catalano, Conte, Craig, DeWine, Foit, Freeman, Koester, Lazorik, O'Donnell, Radford, Scott, Steinhagen and Vickers were in attendance.

Scott stated that she had given a short report at the last faculty meeting regarding signature programs. She welcomed faculty to present their ideas to her. Copies of a response from Jolene Powell in the Art Department were circulated.

Scott asked for an update from the BAG (Budget Advisory Group) committee. Bryant stated the group would be meeting this week to finish composition of a report for the planning committee, but gave an indication of the general priorities of BAG. Scott stated that she was very impressed with the BAG committee's work in prioritizing budget items. Questions will be addressed at the next planning committee meeting.

The central item of discussion was signature programs. No clear consensus emerged, but the following ideas and suggestions about signature programs were put forward by one or more committee members:

1. Rotate signature status among programs on a year to year basis. The advantage is that every program has an opportunity to be featured. The disadvantage is that it is difficult to maintain momentum or support after a year in the spotlight.
2. Programs should be unique or distinctive to Marietta College, including sports medicine, petroleum engineering, leadership, or the China program. All are of high quality.
3. Programs should be multidisciplinary or interdisciplinary, a necessity for programs at a very small college to be regionally or nationally competitive.
4. Programs provide market advantage, positioning Marietta College as an institution of high quality.
5. The College already has signature programs, including leadership, petroleum engineering, crew and baseball. What should the list be in 2010?
6. A liberal arts minor built around the general education curriculum with a revised FYSE experience might serve as a signature program. The pros and cons of attempting to change the freshman seminar so soon after its inception were discussed.

7. Multidisciplinary or interdisciplinary program with outdoor emphasis involving science and recreation could be a distinctive area for the College.
8. Residential college developed to its fullest could be a signature program.
9. Other suggestions included psychology and education through the addition of the child development program; education and IT synergy begun with practice labs for teaching; certificate programs; forensic science and psychology; 2+2 programs; and energy and engineering.

The discussion of signature programs led into a discussion of preparation for a campaign. The reason for having signature programs is to build the quality and reputation of the College and to identify areas that might attract donors.

It was noted that two items had been addressed. The College needs to provide unique programs that are attractive to donors and to students and to find ways of highlighting or enhancing different programs with internal resources.