

**MARIETTA COLLEGE  
PLANNING COMMITTEE  
Minutes**

The seventh meeting of the Planning Committee for the 2005-06 academic year convened at 3:00 p.m. on December 2, 2005 in the President's Conference Room, Dr. Jean A Scott in the chair.

*Present:* Jean A. Scott, Chair, Daniel Bryant, Gary Craig, Sue DeWine, Debora Egolf, Michael Joliat, Dennis Kuhl, Debora Lazorik, Mark Miller, Daniel Monek, Gama Perruci, Lon Vickers, Suzanne Walker; Fraser G. MacHaffie, Secretary.

**1. Retention Data**

Data prepared for the Cabinet by John Tynan, Director of Institutional Research was distributed. The data was for freshman only (FF) and it was agreed that tracking data for transfer students and graduate programs, while more difficult needed to be done. It was also thought that IPEDS could provide benchmarking data.

**2. Administrative Unit Reviews: Campus Police-Campus Services**

Discussion was deferred until all members had an opportunity to read the review.

**3. Administrative Unit Reviews: College Relations**

Drs. Monek and Vickers were established as a visiting team for the review.

Gary Craig characterized the unit as a department which operates with little funding, but the director had made efforts to increase visibility of College by visiting editors of regional newspapers and had succeeded in having newspapers carry articles prepared by faculty.

Jean Scott reminded the meeting of the interest of the trustees in this area: having a marketing "czar" who would be responsible for all branding of the College, and the allocation of funds between Admissions and other marketing activities.

**4. Next meeting**

The next meeting was set for **1:30** p.m. on Friday December 9.

FGM