
INTEROFFICE MEMORANDUM

TO: PLANNING COMMITTEE MEMBERS
FROM: PENNY ROSE
SUBJECT: MEETING SUMMARY 11/07/03
DATE: MARCH 2, 2004

The meeting was called to order by Dr. Jean Scott. Sixteen members: Bauer, Bryant, Catalano, Conte, Craig, DeWine, Foit, Freeman, Golden, Koester, Lazorik, O'Donnell, Radford, Scott, Stewart, and Steinhagen were in attendance. The meeting began with a discussion of the prior week's minutes and summary, which were very similar. The reason for this is that the it is appropriate to share with the entire campus some of the ideas for extending the plan that the committee is discussing. The Committee suggested minor revisions to the summary to provide more context for readers. Scott also stated that she had given already-approved summaries to Jan Vaughn-Graham who would be formatting them and they would then be given to John Davis for web site submission.

DeWine made a short presentation on a CIC Provost meeting she attended in Savannah, GA. This meeting was attended by other liberal arts colleges around the country like MC. James Day, from Hardwick-Day, was the presenter. A survey was initiated by an independent agency to determine how colleges are positioning themselves. Students and parents were surveyed to find out the differences between small private arts colleges and large state institutions. Important conclusions included the following: the gap is shrinking between how private colleges and state institutions are perceived in such areas as student/faculty ratio and the "neighborhood" atmosphere in small colleges. Parents see little difference between small private colleges and larger public universities. Alumni surveyed felt there was a strong overall benefit of a private college vs. a public university. They clearly saw a difference and felt the small college environment better prepared them for life. It was noted that public universities are getting smarter in marketing their schools. Marietta College should continue to focus on getting its message, informed by this information, out to prospective students and parents.

Scott continued the meeting by asking for further input for the strategic plan. Last week the group discussed items that we wanted to add or enhance the MC vision. This week she asked for items that were in the plan that we did not like or were not comfortable with. In a brainstorming mode in which ideas for further discussion were put on the table, the following concerns were raised:

1. The college library. If we continue to grow, we need to generate more monies for library resources.
2. As we analyze the proposal for growth put forward last week, we need to keep in mind the balance between size and quality. The long term vision is quality. Adding 400 could diminish quality if not adding good programs, or it could increase with good quality programs. If the group's challenge is to try to grow by adding programs, what might they be? Choose programs that have a good market and that are identified by quality that will draw strong students. Who do we want to attract and how do we do that?

Bryant concluded the meeting by discussing the 2004/2005 budget. A handout listing the candidate priorities was distributed with cost figures assigned. He asked that the planning committee advise BAG (Budget Advisory Group) as to the budget priorities. The role of the Planning Committee, when reviewing the candidate priorities for the budget, is to think about such large categories as information technology and diversity. How do they fall strategically? How do they increase quality both now and into the future?

BAG will review the planning committee's input and individual department submittals, and submit the budget proposal to the planning committee in January.