



# ETSU 125

*Progressing toward ETSU's 125<sup>th</sup> Anniversary*

## Extramural Resources Task Force Meeting

**Date:** October 2, 2012

**Time:** 10:00AM – 12:00 PM

**Location:** Quillen Conference Room, Sherrod Library

**Attendees:** Linda Garceau, Chair, Bill Duncan, Gordon Anderson, Rick Story, Roger Kennedy, Holly Johnson (NAPA), Greg Ordway, Olan Jones, Jeremy Ross, Sharon Boles, Karen Sullivan, Gary Mabry, R. J. Valentino (NAPA), David Collins, Virginia Foley, Joel Hillhouse, Joel Ryman, Richard Ignace, Michael Stallard, Rita Presnell

### MINUTES

The purpose of this meeting is to define the charge of the group and the agenda for fulfilling that charge.

Olan Jones asked for a definition of the NAPA Group. NAPA is a management consulting organization located in Northern California, working with higher education to help them think about their core mission and how to run a business focused on education of students and student outcomes.

Dr. Garceau reminded the group that the committee will have open communication within the university and requested that all comments and communications with the press be directed through Joe Smith, University Relations.

Jeremy Ross explained that the Committee for 125 is a group of 11 members with a very broad concept who will report to the president based upon feedback from the various task forces.

This task force is one of six task forces established. This task force will look at revenues and expenses that will drive the university, both traditional as well as those generated by research and those generated by private gifts.

Our charge is to operate in parallel with the consultant. We are not constrained by the thoughts of the consultant. We will be looking at Advancement and the role of the ETSU Foundation, the role and cultivation of alumni, community and other regional partnerships, as well as private developers to construct facilities. The group was reminded that previously state funding was 90% and now it is 40%. We need to explore environmental factors that change how we achieve excellence and the way we go forward. Other activities to be investigated will include:

- The future role of the I-Lab and Valleybrook
- How do we support our researchers and their departments
- What is the financial model that underlies the operation/organization of the university?
- How do the private institutions deal with the challenges of fundraising and as well as supporting research activities and how do they grow the core business of education?
- The role of sponsored programs



# ETSU 125

*Progressing toward ETSU's 125<sup>th</sup> Anniversary*

Recommendation from representatives from NAPA included:

- Determine what this committee does in order to connect with the final project
- Be a “thought” committee to brainstorm and go through a series of activities that helps us converge those activities. Will come up with “what if”
- Look at 25 years out
- Make a set of recommendations to present to the Committee of 125
- Think of revenue diversification activities
  - Look at how we do it
  - Areas we want to grow
  - Areas that are underdeveloped
- Define a set of “buckets” that each of these activities move into

Process

- Create sub teams
- Explore possibilities
  - What would you like to recommend as a vision
- How do they serve the core mission?
- What priorities do we recommend to pursue in the next 5 years? 10 years?
- What are critical resources for moving forward?
- Timeline

Deliverables will include completion of matrix as well as a short narrative that summarizes the approach and how the task force arrived at the vision statement. Factors that influenced final recommendations should be included as well.

The firm will review and provide ideas for engagement and infusion with other task forces.

The committee decided to move ahead with three sub-groups. These groups will then meet back as a group to combine and discuss ideas. The sub-groups will explore the following:

1. Business & Business Related Relationships and Partnerships With the University.

Public Collaboration

- Public Institution/Private Organizations

Revenue Generating Services

- Health/Medicine
- Technology

2. Private Support

- Advancement
- Private Development (hotel, facilities)
- Alumni Relations
- Foundation

3. Research Revenue

- Grants
- Faculty Support



## ETSU 125

*Progressing toward ETSU's 125<sup>th</sup> Anniversary*

- Equipment
- Sharing of Intellectual Property
- Reputation/Differentiation

Dr. Garceau asked that members submit preferences for areas to explore. She will assign sub groups and notify each individual.