

## Minutes

### MVCV Meeting November 11, 2016

Attendance: Margaret McManus, Beth Lyman, Brett Taylor, Deneen Evans, Erin Webster-Garrett, Philip Sweet, Susan Kwilecki, Taylor Brock, Ken Cox, Jason Davis, Dennis Grady

Absent: Tod Branscome, Pam Hoffman, Monica Levitan, community members

Davis and Grady convened the meeting at 3:15 in Heth 044. The focus of the meeting was to look at times that the membership could meet during the week and to introduce the members to each other. The co-chairs emphasized the need for the subcommittee to be efficient in its time utilization given that its work would need to be accomplished by mid to late-January. Depending upon members' schedules, it is likely that the group will split into smaller working groups to work on the development of materials related to the group's tasks.

There was a brief discussion on the materials that the co-chairs had distributed prior to the meeting. Documents included examples of Mission/Vision/values statements from peer institutions, a couple of brief articles on writing those types of statements, a report from an ad hoc group of faculty from 2007 regarding the role of research for Radford faculty, a report from the Futures Group produced approximately two years ago regarding the large trends in the academic environment that the University exists in and opportunities for the University to explore, and a set of ground rules for the subcommittee. The members were encouraged to review those documents carefully.

Members asked about the impact of the current 7-17 Strategic Plan and about the data generated during the branding and marketing exercise of a couple of years ago. Grady offered to send out a rather long document listing some of the accomplishments from the 7-17 implementation and offered to ask about the branding and marketing information.

A question was raised regarding meetings over the holiday break. The co-chairs suggested that some meetings may be required but they would try to keep holiday meetings to a minimum.

The next meeting was scheduled for Friday the 18<sup>th</sup> at 3:00. It will meet in the Board of Visitors Conference Room in Martin Hall.

The meeting adjourned at 4:00.