Members Present: Erika Swanson, Betsey Pitts, Stacey Scott, Carolyn Plumb, Chris Bauer, Adam Edelman, Sheryl Dettmann, Woody Cranston, Julie Tatarka

Others present: Diane Eagleson (Strategic Planning Committee)

Chair Pitts called the meeting to order at 11:00 am. There was a quorum.

- Open/Visitor Comment – Diane Eagleson, professional member on the Strategic Planning Committee (SPC), updated PC on MSU’s strategic plans. Some of the committee’s goals presented at the last meeting were not initially discussed with other members of the STC, e.g., the maximum number of students (13,000) that MSU would like to accommodate at the pinnacle of its enrollment. Member Eagleson stated that other departments and offices on campus had not given input on how they would accommodate the increased student population. Chris Fastnow, chair of the SPC, encouraged members to bring issues to their constituents and bring feedback to the SPC meetings.

- Internal Communication at MSU
  - Issues with the professional listserv:
    - Recently, another department asked if PC might send out emails reminders of the seminars to all professionals. PC believes if another entity on campus wants to send out emails to all professionals, they may do so. Chair Pitts would like to meet with Cathy Conover and Jo Oudshoorn and suggest they be placed on the list to send out emails to professionals, should they desire to do so.
    - PC is not the owner of the listserv and is not responsible for sending out campus-wide messages. Perhaps, the listserv might be renamed the “professionals” rather than “PC listserv.”
    - PC’s goal for communication with the campus and their constituents does not include being a bulletin board of information.
    - It was noted that most people delete emails when they see the sender. PC is hopeful that, because they do not send out copious emails, theirs will be read.
    - ITC only brings the names together for the listserv; it is not the owner of the list; no one is the owner/gatekeeper of the list.
    - The only entities who want to just communicate with professionals is PC and PC is confused as to why other entities on campus would want to specifically target professional employees via email.
  - What might PC’s expectations for internal communications at MSU be?
    - Questions that should be asked: What is PC’s role in the overall campus communication? Should professionals (and others) be notified directly of sensitive issues, or should information trickle down from the department heads or deans?
    - Member Edelman stated that PC might want to entertain a formal communications program and method. ITC is already working on a communications plan, internally and externally. He suggested, as part of our strategy, to ask questions such as:
      - Who do we want to target,?
• Who do we want to talk to?
• Channels to use to cull or send information.
• MSU will be working on its branding and if that is so, regular communication would help all employees to be part of that process.
  ▪ ASMSU is working with the Leadership Institute to enact a plan of communication with respect to how, when, where and what information to disseminate.
    o How can PC facilitate better internal communication at MSU?
      ▪ Chair Pitts and Chair-elect Scott will spearhead the broader communications challenge to disseminate important information; topics might include furloughs, raises, benefits information.
• Board of Regents Hospitality Room Status
  o The BoR hospitality room, SUB 168, has been reserved. The tentatively reserved time is 8 – 10 am on November 19: PC would like to first see the agenda before committing. There will be light snacks. Questions to ask the BoR might include, “How do you want to hear from us?” “How would you improve communications at MSU?” An email will be sent out to professional employees informing them of the event, and President Cruzado will also be invited. PC members will rotate times so a PC member is present during the entire event.
• Committee volunteers for four committees have come forward for the following:
  ▪ Nominating Committee
  ▪ Parking and Transportation Advisory Committee
  ▪ To Increase Productivity
  ▪ Parking Appeals Board
• PC Professional Development Seminar (Sheryl, Stacey)
  o Member Scott spoke with Deirdre Combs and discussed a professional development topic:
    ▪ What do I want to be when I grow up?
• PC Website
  o The PC mission statement is up and Adam Edelman stated the page will now produce statistics (how many times visitors have viewed the page).

The meeting adjourned at noon, as there was no other business.

Signature
Betsey Pitts, Chair

Signature
Gale Gough, Secretary