

**MINUTES OF THE RC MANAGERS MEETING  
October 24, 2013  
9:00 a.m. – Noon, 107/108 Eagle Commons**

Present: B. Bailey, W. Barlett, P. Frese, J. Geiger, D. Katis, T. Latour, R. Nowaczyk, S. Puleio, C. Reber, D. Sobina, H. Tripp, T. Varsek, and K. Whitney. Also attending for a portion of the meeting: T. Fogarty and D. Love (Items #1 and #2)

Agenda Items:

1. Update on Workforce Planning

K. Whitney called the meeting to order and asked T. Fogarty to address any questions related to the Workforce Plan in terms of timeline, process or outcomes. T. Fogarty noted that, at the advice of APSCUF, retrenchment letters would be mailed via Certified Mail to the affected employees with a return receipt requested. He added that the AFSCME unit had requested their employees first be informed at their work locations, followed by notification of their supervisors. A formal press release would be published on Monday, October 28.

J. Geiger and D. Love indicated that the Workforce Plan would now move to the public relations phase and that the press release would provide a link to the final Workforce Plan. J. Geiger noted faculty and staff would be notified via email on Monday, October 28, followed by students, Council of Trustees, alumni, advisory boards, retired faculty, etc. Lengthy discussion followed in regard to recruitment and branding considerations, as well as how to engage faculty in the recruitment and retention processes and opportunities that existed in those areas. D. Love noted that, in terms of branding, more work was needed regarding name recognition for the University. It is hoped the new branding will be unveiled throughout 2014 with new website and viewbook.

**ACTION: K. Whitney and R. Nowaczyk will attend the October 31 Community Breakfast to discuss the work that has been necessary to produce the Workforce Plan with a focus on the future direction of the University in terms of Mission, Core Values, etc.**

2. Minutes - The minutes of the RC Managers' Meetings of October 1 and September 26, 2013 were approved as drafted. T. Latour noted he had communicated earlier with L. Campbell regarding budget items.

3. Advisory Groups

K. Whitney asked managers to discuss ways for engagement with various constituencies such as alumni, employers, faculty, and students, by including them in Advisory boards. Discussion followed on the various Advisory boards currently being utilized (e.g.,

COBA, Academic Council, Faculty Senate, Campaign Steering Committee, Tech Committee, and Venango Advisory Council). Both opportunities and challenges were identified and discussed, in addition to the strategic assets of both campuses and how branding might incorporate improvements going forward.

4. Considerations Following Launch of the Workforce Plan

K. Whitney noted that with the completion of the public comment phase on the proposed Work Force Plan, it was necessary to focus on efforts to unite the campus community and position for future growth. B. Bailey noted the importance of visibility, name recognition, and the increased need for media exposure regarding student recruitment. Discussion followed on the use of media to reach prospective students.

It was noted that the revenue piece from IMIR is expected to be available next week. T. Varsek indicated she anticipated that budgets will also be rolled out next week. In addition she expressed a desire that next year budgets would be in place by July 1.

R. Nowaczyk addressed items related to the development of future programs based on business demands and changes in enrollment. Further discussion was held on the future possibility of considering “Pop-up” programs which are three to five years in length and designed to meet a specific need in the market place. Managers also discussed “differential tuition” and the possibility of considering new models for tuition pricing in the future, as well as market strategies based on geographic location.

**ACTION: J. Geiger, B. Bailey, and R. Nowaczyk will meet to discuss recruitment with regard to marketing and communication considerations.**

**ACTION: K. Whitney and R. Nowaczyk will meet to finalize the Academic Plan.**

Adjournment: The meeting adjourned at 11:35 a.m.