

DRAFT Leveraging Partnerships to Advance Engagement
University Strategic Planning Task Force
March 26, 2020, 10 to 11 a.m.
Via Zoom

In attendance: Chris Boyer, Leah Burton, David Dixon, Genevieve Garland, David Hinks, Dennis Kekas, Amy Lubas, Veena Misra, David Muddiman, Amanda Padbury, Mary Peloquin-Dodd, Julie Smith, Harlan Stafford, Sid Thakur, Thomas White, Kelly Wick, TJ Willis

Not in attendance:

Invitees: Fred Kish, Laura Ratchford, Erica Rieder

Agenda and Discussion:

- Review discussion of last meeting and approve [minutes](#) (3.4.20 meeting)
 - Minutes were approved
 - Anticipate that the final report may not be due on June 1, 2020
 - Proposed updates to [diagram](#) - highlighted in yellow
- Share Board of Visitors discussion
 - NC State in top 25 of universities graduating students ready to go to work
 - Important what our physical space looks like - especially for career development - importance of internships, co-ops, etc.
 - NC State is present in all counties of NC - this is a value that is appreciated in our culture
 - Importance to tell our story through partnerships - have made great progress under Chancellor Woodson - need to continue to do so
 - Leveraging Partnerships and Improving Brand and Reputation Task Forces are intertwined
 - In relation to partnerships - there are risks if we are not being vigilant to find the right partners that share our mission - can damage brand / reputation
 - Do not want to allow traditional roadblocks to prevent us from being proactive and progressive - allow for non-traditional partnerships - there are many ways to engage a corporation - B2C, B2B, beyond academic and philanthropic
 - Emulate Think and Do
 - Enhance user friendliness - digitize all campus operations
- Discussion: Do we need input from the campus community? If so, how?
 - Form small groups / subcommittees to focus on each of the central challenges - involve others across campus as needed
- Discussion of possible themes upon which to focus
 - Deferred to next meeting
- Discussion of partnering with [Continuing to Advance the Brand and Reputation of NC State Task Force](#)
 - Set up meeting with Brand Task Force later in the semester
- Future meetings
 - Set up next Leveraging Partnerships Task Force meeting in about three weeks.