

MINUTES
ACADEMIC PLANNING COMMITTEE
FEBRUARY 21, 1991 AND FEBRUARY 28, 1991

Minutes for the meeting of February 14, 1991 were reviewed and approved.

A discussion on the section of "Institutional Development/Institutional Advancement" followed. The initial focus was on getting a consensus as to the meaning of points A through D on the summary sheet. It was agreed that "development" refers to fund-raising.

Four areas of general agreement were reached that "must be" included in future strategic planning.

- A. Expand the Office of Institutional Advancement and focus all the talents and energies of the office on development.
 - 1. Expand the Office of Institutional Advancement to include a "development officer" skilled and experienced at successfully competing for institutional grants from public and private agencies.
 - 2. Hire specialized experts in development to support traditional fund raising as well as advocacy for institutional development grants.
 - 3. The Office of Institutional Advancement develops a plan for adding one new part-time area specialist for each college for the development of externally funded special projects. Such persons would be responsible to the Office of Institutional Advancement in securing external funding.
- B. The Office of Institutional Advancement develop a stable source of funds independent of state aid and tuition specifically for projects that develop and support programs or that can be used as matching funds.
- C. To encourage close cooperation and coordination between the Office of Institutional Development and the various colleges.
 - 1. The "development officer" (see A. 1.) and staff of the Office of Institutional Advancement coordinate and assist other university personnel in various departments and colleges in competing for grants.
 - 2. Faculty and Deans in the various departments and colleges assist the Office of Institutional Development in securing new funding sources.

- D. The Development Office of Institutional Advancement works with University Outreach and News Service and Publications to develop ongoing activities that create a positive and partisan presence for Y.S.U. at the national, state, and regional levels for the purpose of improving Y.S.U.'s information base and competitive advantage in securing funding and other benefits. These activities will include personal lobbying for Y.S.U. grant applications under consideration at national and state agencies, and in the private sector. They will also include developing faculty and staff links with national and state government publications, task forces, and educational decision-making units.