

## Meeting Minutes December 9, 2002

COA Members Present: Ann Mallinger (Chair), John Novotny (Vice Chair), Jane Eddy Casper, Susan Dalsasso, Marie Hegerty, John Kratzer, Nancy Malczewski, Susan Michaelson, Margaret Zitzer

Committee Members Present: Felice Green, Lynn Mellantine, Mary Minson

Member's Excused: Mary Jo Kuzma, Pam Still

Guests: Patricia Geraghty, Rita Burns

Ann Mallinger, Chair, called the meeting to order at 1:35 p.m. Ann also provided the reflection for the meeting.

Ann introduced Patricia Geraghty, Associate Vice President from the Office of Public Affairs. Tricia provided the committee with a brief overview of the Office of Public Affairs. Public Affairs is responsible for media relations, governmental and state relations, neighborhood relations, publications and any current or future marketing initiatives. In essence, the Office of Public Affairs is the sales force of the University.

Tricia supplied the committee with a presentation that explained what a "brand identity" is

and how it affects how Marquette is perceived. From surveys and focus groups, a brand triangle was developed for Marquette. From the brand triangle, a creative platform was developed that will be applied to any of Marquette's communication and messaging. The entire campus will be trained on appropriate use of the brand style for publications, advertisements and web links.

Jane Casper asked if Marquette would be placing any electronic ads in the future. Tricia wasn't sure if Marquette would be doing many electronic ads, but thought we might do one or two. Jane also asked about music that may accompany any electronic ads. Tricia thought this was a good idea, but at this point there is no specific music that is an identifier of Marquette.

Susan Dalsasso asked what Tricia attributed our high enrollment level to. Tricia felt that demographics are up in our region, but that doesn't explain all of it. She felt that having the entire campus involved with soliciting future students has been a big plus. Tricia felt that Father Wild is a great advocate for the University, both locally and on a broader scale, and this has helped too.

Ann thanked Tricia for attending our meeting and sharing her insight about the Marquette "brand".

## I. Subcommittee Reports

### A. Nominations, Appointments and Elections (SNAE)

Mary Minson reported on the election results by announcing the names of those who were elected:

At Large Representatives -- John Novotny and Pam Still

Representative from the Office of the Provost -- Alex Kaleta

Representative from the Office of Administration -- Stephanie Zimbric

Representative from University Advancement -- Don Kynaston

500 administrator ballots were mailed out and 170 ballots were returned. Mary thanked Lynn Mellantine for supplying the labels for the ballots.

Mary will go through the list of subcommittee members to see if they would be willing to continue to serve. If they are not, Mary will ask the individuals who ran for an office and did not win if they would like to serve on a subcommittee.

## II. New Business

### A. Recycling Forum

Ann Mallinger reported on the recycling forum in Pam Still's absence. Participants on the recycling panel at the forum were Jerry Kohn from Facilities Services, Rick Arcuri from Residence Life and Bill Snow from Waste Management. The meeting was arranged by Students for an Environmentally Active Campus (SEAC).

Jerry Kohn reported that Marquette has been recycling for ten years. The biggest problem involved with the recycling effort is contamination. Jerry also recognized that there was a need for more recycling stations, particularly in the academic buildings.

Rick Arcuri spoke about the recycling effort in the residence halls. He said they needed to do more to get all the students involved with recycling.

Bill Snow reported on aspects of recycling collection on campus. He said that 33% of the Marquette collection is recyclable. The industry average is between 20-25%.

The SEAC group will be working with Facilities Services to enhance campus awareness of the benefits, efforts and guidelines regarding recycling.

John Kratzer felt that the recycle bins in the public areas could be labeled better. He thought it would be better to have the labeling at the top of the container rather than lower. John does not feel that the custodians are properly trained in recycling.

Various committee members said that they were unaware of the new recycling procedures. Brochures documenting changes in recycling were distributed some time ago. Jerry Kohn may be asked to attend a future COA meeting to discuss recycling.

#### B. January Meeting

Ann will help Marie Hegerty organize the COA luncheon. The luncheon will be held on Monday, January 13th beginning at 11:30 a.m. The normal monthly meeting will follow the luncheon.

#### C. Extra Christmas Holiday

The committee agreed to send a [letter to Father Wild](#) expressing much appreciation and gratitude for the extra Christmas holiday. John Novotny drafted such a letter that was reviewed and accepted by the Committee. Ann will sign the letter and send it to Father Wild.

### III. Old Business

#### A. By-Laws

Several discrepancies have been identified between the current COA brochure, web site and

by-laws. Jane Casper has been working to address the discrepancies so that the two documents and the web site are all uniform.

Jane suggested that the principal goals found in the preamble of the by-laws be changed from four goals to five. The current four principal goals of COA are:

- The Welfare of Administrators
- Professional Development
- Collegueship
- Development and Progress of the University

Jane's motion was to amend the preamble of the by-laws to expand to five principal goals as follows:

- Welfare of Administrators
- Professional Development
- Communication Among Administrators
- Collegiality
- Development and Progress of the University and its Mission.

Susan Michaelson seconded the motion. The committee unanimously approved.

Jane reminded the Committee that in October 2001 (cf. October 2001 Meeting Minutes), the membership voted to change the composition of the Subcommittee on Administrator Welfare (SAW). The SAW was not eliminated; its structure and membership were revised. For whatever reason, SAW was mistakenly dropped from the list of subcommittees in the

by-laws. Jane told the Committee that SAW would be reinstated in the by-laws with the wording voted on at the October 2001 meeting. It was not necessary to vote again on the composition of SAW.

#### B. Information/Developmental University Series

Ann briefly discussed a series of training sessions she has been working on with Lynn Mellantine to improve communication across campus. The training would consist of three components. If individuals completed all three components of the training program, they would become an "ambassador".

The meeting was adjourned at 3:00 p.m.

Respectfully submitted,

Nancy Malczewski, Secretary  
Committee on Administrators



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