

CENTRAL MICHIGAN UNIVERSITY  
**PROFESSIONAL & ADMINISTRATIVE COUNCIL**

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Approved Minutes  
June 9, 2022 – WebEx

**Members Present:** DeMuro, Kristin; Milan, Brittany; Watt-Smith, Sue

**I. Approval of Minutes:**

- A. Due to not having quorum, the May 2022 minutes will be approved via email.

**II. Guest Speakers:**

A. Abby Dean, Director/Integrated Marketing

Abby Dean spoke with council members as outlined in the attached presentation about Integrated Marketing at CMU. Integrated Marketing at CMU includes main and global campus and serves undergraduate, graduate, and international audiences through traditional forms (network television, cable television, etc.) and digital forms (search & display, social media, streaming radio/audio, etc.).

i. Brand & Strategy

CMU's Brand, "We do.", was built along with our research partners, SimpsonScarborough, on qualitative and quantitative research that incorporated feedback from internal and external audiences. The findings of this research lead to developing the following seven strategic points of our brand strategy.

- a. Modern Approach – articulating a modern approach to academics and the value of our educational offerings.
- b. Emphasis on Leadership – leadership at CMU is not just a title, it can look different for everyone, and all have the ability to become leaders in their own unique ways.
- c. Supportive Community – CMU's strong reputation for a supportive community must be continued through our actions and communications.
- d. Internal Pride – in comparison to national normative data, CMU's faculty, staff, students, and alumni indicated above median scores when asked how likely they would be to recommend CMU to a peer. We will harness this internal pride by telling the stories of our faculty, staff, alumni, and students to create external engagement.
- e. Authentic Relationships – authentic relationships between faculty and students set us apart, and we must continue to highlight those relationships.
- f. Active Learning – focusing on student engagement as well as active and hands-on learning to give students the opportunity to put theory to practice so that when they start their careers, they are confident that they can do the work and that they enjoy it.
- g. Outcomes – what our students achieve for themselves, what our faculty and staff help them achieve, and what we achieve together as a community.

ii. Value Proposition

Our value proposition or brand promise is "You will Learn to Lead in Life", and all communications lead to this through use of the following four pillars.

- a. We exemplify a Fired Up attitude
  - b. We lift each other up
  - c. We set the leadership standard
  - d. We focus on real-world results
- iii. Consistency  
Integrated Marketing strives for consistency of our brand through trainings on brand voice, brand visual language, building brand on social media, brand writing for the web, and presentations for colleges and departments across campus.
- iv. Targeting Our Audience  
Our target audience for brand marketing are 12-25 year old individuals as well as parents of high school students. The right time to be the most visible with this audience is when they are looking for us. Because we typically get 85% of our main campus undergraduate applications by the end of November, we must be very visible during this time. Our transfer students become more active during the spring semester, and prospective undergraduates make their final decisions in the fall, so we need to be visible during this time of year as well. Our audience is most frequently on a screen (mobile phones, tablets, laptops, TV's, etc.), so our digital marketing efforts are hyper targeted.
- v. Brand Effectiveness  
From a brand tracking study conducted this past spring, CMU has the highest mass media recall and direct media recall in the entire state. This means that when students are asked who they remember seeing more often than any other university, they remember seeing us both directly and through mass media.

### III. New Business:

#### A. Roundtable Updates

##### i. Lori Hella, AVP/Human Resources

###### a. Flex Worksite Policy

Last fall, Jim Bujaki, VP/Information Technology-CIO, presented a proposal to the President's Cabinet to create a work group who would develop and make recommendations to the Cabinet about having a remote work policy. This work group has developed a Flexible Worksite Policy and has been running a pilot program with OIT since April 2022. Based on the feedback and experiences of the pilot program, additional edits have been submitted to the President's Cabinet for final approval, and the final version of the policy should be available to the rest of campus within the next few months.

##### ii. Brittany Milan, Associate Director/Alumni Engagement

###### a. [18<sup>th</sup> Annual CMU Night at Comerica Park](#)

Alumni Engagement will be hosting CMU's 18<sup>th</sup> Annual CMU Night at Comerica Park with the Detroit Tigers on Saturday, July 23<sup>rd</sup> at 6:10pm. Additional information and tickets can be purchased on the [event's webpage](#). \$5.00 of all tickets go back to CMU's student fund and each ticket includes a signature CMU and Detroit Tigers hat. This year, Alumni Engagement partnered with the Admissions Team and were able to do a corporate sponsorship package that allows them to provide some tickets for free to prospective students and their parents.

- b. Homecoming  
Homecoming will be on Saturday, October 8<sup>th</sup>. The parade will start at 11:00am, and kickoff will be at 3:30pm. Alumni Engagement anticipates alumni village looking different this year, but will share additional information as the date approaches.
- c. Central Connections  
Alumni interested in participating in CMU's mentoring platform, Central Connections, can now [create a profile](#) to begin the process.

**IV. Old Business:**

**A. P&A Council Meeting Schedule & Frequency**

To address increased workload and difficulty of attendance throughout the past year, council members discussed reducing the frequency of P&A Council meetings to quarterly vs. monthly meetings. Quarterly meetings will be filled with at least two speakers, and the chair or vice-chair will send a call for action or discussion agenda items to council members in advance for meeting preparation. Council secretary will send calendar meeting invitations at the start of the year for the full year ahead. Due to not having quorum, this schedule change will be voted on via email.

**B. P&A Council Elections**

Three Academic Affairs seats, one Off Campus, One University Advancement/Government & External Relations, one Recruitment & Retention, and one President's division seat on the P&A Council are becoming available for a two-year term beginning on September 1, 2021. A call for nominations will be sent to P&A Staff in Mid-July, and council members are encouraged to share about the opportunity with other P&A staff. Voting will take place via Qualtrics.

**V. Committee Reports: None**

**VI. Adjournment: Meeting adjourned at 2:05pm.**

The next P&A Council Meeting will be held via WebEx on Thursday, September 8, 2022, at 1:15p.m.

Respectfully submitted:

Sarah Venman  
Human Resources