

**University Council
Meeting Minutes
Park Alumni Center, Hood Room
Monday, August 11, 2008**

Members Present:

Provost Larry Nielsen, Jeffrey Braden, Robert Brown, Steve Carlton, Jay Dawkins, Greg Doucette, Blanton Godfrey, Debbie Griffith, Karen Helm, Cecile Hinson, David Horning for Lee Fowler, Kevin Howell, Nevin Kessler, Mary Beth Kurz, Duane Larick, Charles Leffler, Terri Lomax, Marvin Malecha, Jim Martin, Louis Martin-Vega, Laura Massengill, Kathryn Moore, Susan Nutter, Daniel Solomon, Thomas Stafford, PJ Teal, Ira Weiss, Johnny Wynne, and James Zuiches

Provost Nielsen called the meeting to order at 10:00 a.m.

Plenary:

Marketing Update – Nevin Kessler, Vice Chancellor for University Advancement, and the LGA Marketing Team, provided a presentation and update on the brand strategy for NC State. The objective of the brand strategy is to elevate the image and change the perceptions of NC State University. The platform consists of core values (drives focus); promise (drives action); positioning (drives message); manner (drives looks, feel and voice). The strategy that will be used to reach the targeted areas will include advertising, targeted media relations and public relations and general outreach activities. The first visible activity of the campaign is August 28 when the new halftime TV commercial will air during the NC State-South Carolina football game.

Business:

Provost Nielsen reported on the following:

- The overall budget cut for FY 2008-2009 will be ½ to 1%. The PACE cut will be absorbed centrally.
- The CHASS Dean Search is currently underway with Dean Ira Weiss serving as Chair. The Undergraduate Dean search committee will be formed shortly with Dean Kay Moore serving as Chair.
- The Vice Chancellor of Research and Graduate Studies is currently underway with Dean Dan Solomon and Vice Chancellor Jim Zuiches serving as Co-Chairs.

Information:

The following policies, regulations and programs recently enacted were reviewed including those enacted since the June 16, 2008 University Council Meeting:

- Phased Retirement Program for Tenured Faculty – REG 05.57.01
- Personal Vehicle – REG07.65.5
- Payroll Redistributions – REG10.05.8
- Sponsored Awards – Transfers and Adjustments – REG10.05.14
- Royalty Sharing under NCSU's Patent Policy and Procedures – REG10.00.3

- New Graduate Certificate in Textile Brand Management and Marketing

The June 16, 2008, minutes were approved as prepared and distributed.

Roundtable Reports:

The following announcements were made:

- Vice Chancellor Jim Zuiches announced the Communicating Economic Development Impacts of the Engaged University symposium will be held on October 13, 2008. The annual Southeast US-Japan Conference will be held on October 18-21, 2008.
- Vice Chancellor Nevin Kessler announced the Achieve Campaign celebration will be held on September 19, 2008 in combination with the Lifetime Giving Society event.
- Vice Chancellor Charles Leffler reported the Child Care facility located on the Dix Campus opened on August 4. It is 60% full and should be completely filled within the next six weeks. Vice Chancellor for Information Technology, Marc Hoit, will begin on September 1 and his office will be located in Room 9, Holladay Hall.
- Interim Vice Chancellor Terri Lomax reported there will be six major proposals due on September 30, 2008. There will be three centers submitted to DOE and three science centers submitted to NSF.
- Vice Chancellor Tom Stafford reported student move-in will be held on August 16. Also, on August 18 the Welcome Week Convocation event is scheduled at the RBC Center. The Military Appreciation football game will be on September 6.
- Dean Robert Brown reported on August 21 Senator Dole will announce the Rural Development Biomass Research and Development Grant.
- Dean Daniel Solomon announced the Scope Academy 2008 will be held on October 10-11, 2008. The Keynote Lecture will be Donald Saari.
- Dean Marvin Malecha announced Robin Fran Abrams, as the new department head of the School of Architecture.
- Dean Louis Martin-Vega announced the NSF Engineering Research Center (ERC) for Future Renewable Electric Energy Delivery and Management (FREEDM) Systems, will be headquartered on NC State's Centennial Campus.
- Dean Johnny Wynne announced the Borlaug Series will be held on October 6 & 7, 2008.
- Dean Ira Weiss announced Art Padilla has been appointed Department Head for the Department of Management, Innovation and Entrepreneurship.
- Interim Dean Duane Larick announced the Graduate School orientation will be held on August 18, 2008.
- Dean Kay Moore announced Patricia Simmons has been named the new Department Head for the Department of Math, Science, and Technology Education.
- Dean Blanton Godfrey announced Nancy Cassill has been named Department Head for the Department of Textile & Apparel Technology & Management.
- Vice Provost Susan Nutter said that The Friends of the Library will host a special reading by Garrison Keillor on September 28, 2008.
- Associate Director David Horning reported that former NC State swimmer Cullen Jones and the 4x100 relay team won the gold medal at the Summer Olympics.
- Faculty Senate Chair Jim Martin announced that the first Faculty Senate of the year will be held on August 26.
- Secretary of the University PJ Teal announced the University Council Meeting date has been changed from October 13 to October 6. The Borlaug Lecture will be held on October 6. The Board of Trustees would be meeting on September 18 & 19, 2008.
- Director Karen Helm reported the fifth year SACS report will begin this year.
- Student Body President Jay Dawkins announced there will be a series of monthly town hall meetings held. The first meeting will be on Tuesday, September 9. Each town hall meeting will focus on a different topics.
- Student Senate President Greg Doucette reported discussion of the Fee Referendum will be held on September 30.

With no further business, the meeting was adjourned at 12:15 p.m.