

**University Council  
Meeting Minutes  
Park Alumni Center, Hood Room  
Monday, March 16, 2009**

**Members Present:**

Chancellor James Oblinger, Provost Larry Nielsen, John Ambrose, David Bristol for Warwick Arden, Lennie Barton, Jeffrey Braden, Robert Brown, Steve Carlton, Lee Fowler, Blanton Godfrey, Karen Helm, Cecile Hinson, Marc Hoit, Kevin Howell, Ali Kefeli, Nevin Kessler, Mary Beth Kurz, Duane Larick, Charles Leffler, Terri Lomax, Marvin Malecha, Jim Martin, Louis Martin-Vega, Laura Massengill, Kathryn Moore, Susan Nutter, Margery Overton, Daniel Solomon, Thomas Stafford, PJ Teal, Ira Weiss, Ken Esbenshade for Johnny Wynne, and James Zuiches

Chancellor Oblinger called the meeting to order at 10:00 a.m.

**Plenary:**

Chancellor Oblinger acknowledged Dr. Duane Larick's appointment as the new Dean of the Graduate School. He also announced that Dr. Jeffrey Braden has been named the Dean of the College of Humanities and Social Sciences.

**The Value of Brand Consistency**

Vice Chancellor Kessler introduced Ms. Peggy Brookhouse, President and Partner at LGA, to present the brand audit findings and recommendations compiled by LGA. The presentation outlined topics such as what is a brand and what goes into a brand exploration. Ms. Brookhouse discussed the importance of building a brand through consistency, which can yield greater awareness, understanding and positioning for NC State. As an example of a brand success story, she pointed to General Electric, which has established itself as a case study organization that uses a simple but consistent message. The brand audit of NC State found inconsistencies across organizational communication pieces. Ms. Brookhouse indicated that areas to focus on moving forward include content and voice, web presence, logo uses, photography and typefaces. She also asked members to be brand champions.

**Budget Update**

Provost Nielsen and Vice Chancellor Leffler provided a brief budget update. Vice Chancellor Leffler reported that the Governor will be releasing her budget tomorrow. NC State is still operating under a 7 percent reduction for the next two years. He also acknowledged that the Chancellor had released an updated communication piece about the budget through his Chancellor's Corner last Thursday. Provost Nielsen and Vice Chancellor Leffler continue to meet with various groups across campus and offered to come to individual department and unit meetings. The deadline for unit responses in a five percent scenario were due last week, and Vice Chancellor Leffler said they hope to work through those this week to provide an updated idea of more specifics. Provost Nielsen called on Director of University Planning and Analysis Ms. Karen Helm to update the group on cross-functional programs. Ms. Helm reported that Chancellor Oblinger, Provost Nielsen and Vice Chancellor Leffler have identified 20-25 cross-functional ideas where there is a potential for savings. Small study teams will be created to flesh out those processes in the coming weeks.

### **Business:**

Chancellor Oblinger reported on the following:

- President Erskine Bowles at the Staff Senate
  - Mentioned that President Bowles attended the staff senate meeting on Wednesday, March 4 in the Talley Student Center. He reported that President Bowles led a very candid conversation with the senators, demonstrating his desire to keep the best interests of all our people in mind.
- Upcoming Spring General Faculty Meeting
  - Reminded the group that the Spring General Faculty Meeting will be on Monday, March 23, 2009 at 3:00 p.m. in the Talley Student Center. Dr. Mike Walden will talk to the group about economics and Vice Chancellor Terri Lomax will provide an update on the stimulus package. Following the presentations, there will be breakout sessions to discuss these topics and their impact on the university.
- Hannah Gage Campus Visit
  - Announced that Board of Governors Chair Hannah Gage will visit campus on Wednesday, March 18. She will be talking with numerous people across campus, as well as seeing a great deal of the work taking place at NC State.

Provost Nielsen reported on the following:

- Millennium Seminar
  - Mentioned that the final Millennium Seminar of this academic year will be this Thursday, March 19 at 6:00 p.m. in Stewart Theatre. The featured speaker is Mr. Dennis Gartman, author of the Gartman Letter.
- Dean Johnny Wynne's 5-year Review
  - Announced that Dean Johnny Wynne's 5-year comprehensive review will take place today from 1:00 p.m. until 5:00 p.m.
- Korea Update
  - Informed the group that NC State has signed an agreement with the Korean government to release \$1 million for our campus in Korea. This funding allows NC State to move forward on feasibility study.

### **Information:**

The following policies, regulations and programs recently enacted were reviewed including those enacted since the February 17, 2009 University Council Meeting:

- **Revision to REG04.20.7 – Adverse Weather and Other Emergency Conditions**

### **Consent Agenda:**

The following items on the consent agenda were approved:

- **Revision to Academic Tenure – POL05.20.1**
- **Revision to Parking and Transportation Ordinances – POL07.60.1**

The February 17, 2009 minutes were approved as prepared and distributed.

### **Roundtable Reports:**

The members of the University Council provided updates on events and accomplishments of their respective colleges and units.