

**Staff Senate Meeting
February 20, 2007
M-218**

The meeting came to order at 12:00. Pizza and soft drinks were available.

Speakers

Dino Hernandez introduced the new Director of University Advancement, Steve Brown.

Mr. Brown praised the last Campaign for Lawrence Tech, which netted \$46 million, with a goal of only \$20 million. He noted that his resume in the business world makes him a big fan of branding, which identifies a product that consumers respect and prefer. He would like to see a branding effort for LTU. He also noted that the landscape is full of billboards for higher ed, and LTU faces more competition than ever. He encouraged participation at the Strategic Planning meeting this week and distributed pocket brochures which highlight LTU. More are available. He is open to our suggestions at sbrown@ltu.edu

Mr. Hernandez showed a PowerPoint which has been developed for potential donor gatherings. It begins with a historical overview of LTU, which was a pioneer in evening classes for working adults. This tradition continues with online education as well as the evening programs.

A map indicated that we have widely-scattered alumni who make good target audiences for fund-raising presentations. For instance, in the 1980's Texas Instruments recruited heavily at LTU, so there is a large contingent of alums in Houston. A new focus for alumni gift-giving will be planned giving, ie remembering LTU in wills.

The just-completed campaign exceeded goal in every category. It facilitated building the TLC, the North Housing, the Taubman Bldg., the quad, and the Innovative Materials Research facility.

LTU is offering many new degrees. Our students continue to be invited to prestigious competitions such as the Solar Decathlon and the upcoming Formula Zero zero emission car competition, in which LTU will be the only North American university.

We have government and business partners for our ongoing research projects.

Areas in which we are still somewhat lean are our endowment and our number of scholarships.

In response to questions, Messrs Brown and Hernandez said that

-LTU is trying to position itself as the school of choice for technology in the Midwest, while also maintaining an international focus.

-It is a good idea to have our undergrad business students develop marketing ideas for the University

Other business

The November 2006 minutes were approved as submitted.

Please RSVP for the St. Patrick's Day party March 12.

Be on the lookout for good people and nominate them for staff member of the month. Janelle

Chatman, who went on maternity leave the day after she was chosen for September, received her plaque.

The Marberger Committee is looking for three staff members to participate.

A mug was presented to new staff member Lief Gruenberg, an editor and writer in Public Affairs.

Upcoming events are the St. Patricks Day lunch on March 12, and meetings on April 24 and May 22. There were suggestions for increasing participation such a flyers, better marketing, and advertising the refreshments. Maybe a survey would generate ideas for meetings that people would attend.

The meeting adjourned at 12:45.

Submitted by,

Mary Power