

Chairs' Council October  
6, 2009  
Rankin Center- Centennial Room RAN  
252  
8:30 am— 10:00 am

Agenda

1. Foundation Benefit, UAM Advancement activities— John Willey
2. Adobe Connect— Meegan Lillis
3. Items from Floor

**Chair's Council Meeting**  
**6 October 2009**  
**8:30 -10:00 am - Centennial Room**

**Agenda**

- Announcements
- Foundation Benefit, UAM Advancement Activities - John Willey
- Adobe Connect- Meegan Lillis
- Items from the Floor

**Minutes**

**I. Announcements -Reminders**

**II. UAM Activities - John Willey (guest speaker)**

Vice President for UAM, John Willey, used this opportunity to share with Chairs Council how University Advancement and Marketing is approaching their job in the current economic climate.

- ▶ Ferris State University is healthy with internally strong vital signs. However, with the public wealth diminished and public softness when it comes to giving UAM is taking an approach that will focus on:
  - Elevating an appreciation for FSU to the soft public
  - Increase funding opportunities
- ▶ As the government decreases investment in higher education we must increase public investment. Our communications must be more specific. We must aggressively go out and ask for commitments, whether it be for general purposes or specific programs. We must craft a message to the public by capturing ideas from all areas of campus - encourage campus unity in fundraising efforts.
  - Billboards have helped raise awareness but new campaign is to make them more specific
  - Crimson & Gold has mailing list of over 150,000 but will be reshaped - no longer just pies and chats - will present a more focused missionstatement.
  - Website improvement.
  - Marketing - President and John aggressively going out asking for commitments but taking a "what can the University to do better to serve public" approach before asking for donation commitments. As we elevate appreciation for Ferris and its mission prospects hopefully withrespond.
- ▶ UAM does not want to foul up current relationships but to understand and help with those relationships. Advancement officers will continue to work closely with all areas.

**III. Adobe Connect Demonstration by Meegan Lillis**

Meegan Lillis from the Faculty Center for Teaching and Learning gave a live demonstration of Adobe Connect capabilities. Keys points shared:

- ▶ Ferris has about 100 licenses - initial plan is to grant a license to a key contact person for a group - such as a department. It is easy to share an account.

▶ Once you have an account - demo of how to set up meeting. Screen boxes called

- ▶ PODs -demo of how to customize.
  - ▶ Can use phone line or VOIP. No special hardware or software needed. Once you access site Adobe walks you through the process. There is no cost to participate. System displays whether the viewers joining a meeting/discussion are on high speed cable connection, dial up model, etc. and you can set bandwidth to lowest user's level.
  - ▶ Once a room is set up virtually it becomes a 'persistent room'. Participants can be live or static. Can use whiteboard feature where all participants can see and use the board. Unlimited participants can share their particular screen. Can bring up documents from saved files and post on board so all can see - recommend size of file be limited similar to what you might email.
  - ▶ Can record and share meeting contents.

#### **IV. Items from the Floor**

- Associate Dean Paul Blake reminded members of the 12:30 -2:00pm "Lunch with the President" scheduled for 10/7 at the Rock Cafe. Chairs Council members encouraged to attend.
- Send items for future Chairs Council meetings to Reinhold
- Problem with projector during Adobe Connect demo reports to Rankin Center staff