

**Minutes – Strategic Planning Steering Committee (Draft)**  
**Thursday, December 11, 2008, 8:30 a.m.**  
**409 Miller**

Present: Mark Prus, Bill Buxton, Carol Van Der Karr, Mark Yacavone, Caroline Kaltfleiter, Lynn Anderson, Nasrin Parvizi, Mary K. Murphy, Don Sawyer, Raymond Franco, John Shirley, Janet Duncan, Greg Sharer, David Miller (Observer)

Absent: James Reese, Joan Sitterly, Chris Cirimo

**REVIEW OF MINUTES (11/20/08)**

The minutes were reviewed and corrections made.

**Review of Communication to Campus Community**

The memo to campus community was reviewed and finalized. The original version showing markup to indicate changes is embedded below (click to open).



Edited Strategic  
Planning Survey Cover

**Discussion points:**

- The need to clarify that the committee is not looking to change the mission of the institution, but rather to refine the mission statement
- Replace the word “re-craft” with “refine” as it portrays a message of ‘redoing’
- Include a link to the Strategic Planning Steering Committee’s charge from the President
- Provide the full objective of the communication in the first paragraph: to inform and to request participation.
- Add a 3<sup>rd</sup> Question regarding campus association/demographics to the survey questionnaire.

**Other**

The term, “for the public good” was discussed. Bill Buxton pointed out that SUNY Cortland is becoming less and less affordable for the public contrary to its current mission. Mark Yacavone agreed, stating that SUNY Cortland is becoming more selective with academic success (and the associated socioeconomic status) playing a major role in admissions decision, a trend that is driven largely in part by the current MOU. However, SUNY as a whole is affordable. Ray Franco considered this trend of becoming more selective a disconnect because alumni who attended an affordable SUNY Cortland would be more willing to support a tradition that provides similar opportunities for others.

**Adjournment/future meeting**

The meeting was adjourned at 9:39 a.m. There will be no meeting on December 18. The next meeting will be planned following submission of feedback from the campus.

*Submitted by  
Eunice G. Miller*