



CONNECTICUT COLLEGE

STRATEGIC PLANNING COMMITTEE

Meeting agenda / Friday, December 4, 2015

11:50 AM - 1:05 PM, Becker House Conference Room

1. Review of where we are in the process
 - a. Online survey has been closed: 2,308 opened the survey; 1,778 completed. Of those who self-identified, 908 alumni, 300 parents, 22 current and 16 emeritus trustees; 91 faculty members, 138 staff members, and 302 students.
 - b. Several final small-group meetings held or planned
 - c. K&A phone interviews with New London-area individuals
 - d. K&A reports on campus open forums and idea walls received and posted to [the Committee's Moodle site](#) under new heading "Data and data summaries from Fall 2015 semester"
 - e. Comments left on the "[share your feedback](#)" page on the SP website: 46 as of Dec. 2; PDF also available to you on the Moodle site
 - f. Dec. 3 alumni event in NYC with President Bergeron and 2 K&A staff members
 - g. Dec. 8 K&A visit to campus to meet with president and senior administrators
 - h. The Committee's data "digestion" phase is about to begin
2. Discussion of how we want to address issues of race/ethnicity, campus climate, diversity, and full participation in the Committee's work
3. Discussion with VP for Communications Pamela Dumas Serfes (job description from College bylaws on next page)
4. Next meeting: To be determined

8.4 DIRECTOR OF COLLEGE RELATIONS

The Director of College Relations oversees college communications including alumni and development communications, media relations, marketing, college publications, the college's public web site and internal staff communications. He/she also oversees the Office of Events, which is responsible for organizing institutional events such as Commencement and Convocation and for generating revenue from the use of campus facilities for outside conferences and events.

He/she is responsible for bringing to policy discussions a communications and public image perspective, and for working with the rest of the senior administrative team to articulate the college's messages to prospective students, alumni, parents and other key constituencies.

Individuals reporting to the Director of College Relations include the Director of Publications and the Director of Media Relations.