

Meeting Summary
University Senate Meeting
October 25, 2018, 3:30 PM
Saxbe Auditorium, located in Drinko Hall.

1. Secretary's Report #367

Ben Givens, University Senate Secretary

The motion for approval carries.

2. University Brand Development

Adrienne Nazon, Vice President of Marketing and Chief Marketing Officer
Jacquie Aberegg, Senior Director, Enterprise Strategies, University Marketing

University Marketing shared an overview of the research and efforts that have been underway to support developing a distinctive brand positioning for Ohio State. The initiative is supported by a Board of Trustees-appointed work group, a senior leader sponsor committee and a steering committee (both which include faculty representation). The research effort has included speaking with over 7,400 individuals (prospective and current undergraduate students and their parents, prospective and current graduate students, high school counselors, faculty, staff – including the medical center, and alumni), qualitatively and quantitatively. Correlating the audience research with market data and the university's strategic plan serves to shape a macro-level brand strategy. University Marketing has actively been socializing the framework, with numerous groups across campus. Adrienne and Jacquie thank the Senate Steering Committee and University Senate for the opportunity to share visibility to the work prior to a briefing session with the Board of Trustees in November.

3. Proposals for Senate Action from the Council on Academic Affairs

Eric Bielefeld, Chair, Council on Academic Affairs

a. Proposal to Terminate the Center for Higher Education Enterprise

It is the responsibility of the Council on Academic Affairs to conduct reviews of University-level centers/institutes, and a Centers Review Committee was established to conduct a set of such reviews during the 2017-18 academic year. The leadership of the Center for Higher Education Enterprise (CHEE) prepared a self-study focusing on, as required: mission; faculty and student involvement and contribution; administrative structure and responsibilities; budget; and evaluation criteria benchmarks. the review committee determined that a termination recommendation was appropriate based on: a) substantive overlap/duplication of CHEE functions with other existing centers/units on campus; b) cessation of funding and most activities; and c) a lack of support from stakeholders to continue the status quo operation of CHEE or to merge its functions with other centers/units on campus.

The motion passes.

4. Smart Campus

Courtney Falato, Smart Cities Relationship Director, Corporate Engagement Office

We have come together as a university and started to develop a definition of what it means to be smart. This definition is “leveraging connected technology and data to better the quality of life.” Smart cities are comprised of many different pieces and parts. This includes industry, security, retail, society, healthcare, home, energy, and mobility. The city of Columbus won this U.S. Transportation grant in 2016. The focus is mobility. Mobility is the great equalizer of the 21st century. Ohio State is a Smart Campus. The grant award was a catalyst to have a University wide conversation about a strategic plan. How can connected technologies help us with the five pillars of the strategic plan?

Over 100 individuals have been involved in the strategy development process. They are still in the process of looking for input. Does this framework excite you? Where can we improve the framework? Where do you see you/your organization engaging with Smart@OhioState? Our ambition is to transform campus into a living laboratory for connected technologies that create livable, sustainable, and socially just communities. Our focus areas and goals are Teaching and Learning, Mobility, Health and Wellness, and Energy and Sustainability. One example of how to use connected technologies is Your Plan for Health. They are working on connecting technology at the Medical Center. Students are passionate about Energy and Sustainability. The Digital Flagship is a great example from Teaching and Learning. There is a lot going on with mobility. They are looking at different multimodal options.

- 5. Old Business**
- 6. New Business**
- 7. Announcements**
- 8. Adjourn**