

OFFICE OF THE VICE PRESIDENT FOR RESEARCH

STRATEGIC RESEARCH COMMITTEE

MEETING MINUTES DECEMBER 17, 2009

Present: Chairperson Robert Bernhard, Jan Botz, Sunny Boyd, Julia Braungart-Rieker, Peg Brinig, Richard Cox, Mark Cummings, Darren Davis, Melanie DeFord, Jean Gorman, Tom Guinan, Terri Hall, George Keegan, John LoSecco, Jarek Nabrzyski, Karen Pace, Liz Rulli, John Stamper, Greg Sterling, Robert Stevenson, Ann Strasser, Richard Taylor

Absent: Bruce Bunker, Tom Cosimano, Agustin Fuentes, Rick Hilliard, Roger Huang, Patricia Maurice, Dan Myers, John Nagle, Tracey Poston, Ramachandran Ramanan, Jennifer Younger

Guest: Todd Woodward

Chairperson, Dr. Bernhard opened the meeting at 12:35 p.m. and reviewed the agenda as distributed. There were no additions to the agenda.

- I. **Review of September 17, 2009 Minutes** – The minutes of the September 17, 2009 meeting were reviewed with one modification to the Announcements section and approved without further discussion.
- II. **Announcements** – Dr. Bernhard acknowledged the death of committee member Larry Lamm and recognized his years of service to the Strategic Research Committee and the University. The Committee observed a moment of silence to honor Professor Lamm and other faculty and family that died this past year.
- III. **Research Communication** – Dr. Bernhard introduced Jan Botz, Vice President for Public Affairs & Communications and Todd Woodward, Associate Vice President for Marketing & Communications to discuss issues emerging relative to news and publicity surrounding research programs. Three main questions were discussed; what types of stories are newsworthy to committee members and why, which audience (i.e., peers, academics community, local) is most important, and what kinds of communication resources do committee members have available? Committee members shared their individual responses to each of the three questions posed, along with additional comments on their experiences in dealing with campus, local and national media. The overwhelming percentage of committee members felt that their peers were the audience of most importance.

Ms. Botz and Mr. Woodward then briefly reviewed a PowerPoint presentation that discussed effective communication outcomes and the newly revised structure of the Office of Public Affairs & Communication. A follow-up meeting with the SRC will be planned at a future meeting.
- IV. **Internal Funding Opportunity Review** – This agenda item was deferred until a future meeting.
- V. **Adjournment and Next Meeting** – There being no further business brought to this Committee; the meeting adjourned at 2:05 p.m.

Respectfully submitted,

Robert Bernhard
Vice President for Research