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UNIVERSITY OF NEW HAMPSHIRE
FACULTY SENATE
9 NOVEMBER 1998 MINUTES SUMMARY

I. Roll - The following Faculty Senate members were absent: Balderacchi, Bogle, Caccavo, Carr, de la Torre, Farrell, Niman, Sohl. Excused were Chandler, Condon, Garland, Keim, Petty and Tucker.

II. John Crosier, President of the Business and Industry Association - The following is a summary of his comments. Businesses want educated employees who can move in and out of the educational system in ways that are easy and coordinated. Businesses also want increased economic opportunity, with more jobs and a friendly business climate. There is an Economic Opportunity Project which is working on how New Hampshire can best respond to the needs of our economy. The marketplace of ideas is getting increasingly crowded and competitive. We must convince our audience that problems are shared problems. High quality faculty at UNH are important to a good business climate in the state. We cannot separate the economic future of New Hampshire from the welfare of the university system.

We face a challenge in carrying the university forward. We depend upon brain power in this state because it is not rich in natural resources. We must better define the value of what the university brings to the state. The university has road trips which take this message around the state. We should make sure that student satisfaction polls are done. Perhaps a retreat could be held on how we can start thinking differently about our relationships with government.

We should take the classroom into the work place, for example with school-to-work assignments. Team building is an important concept now. We should listen to the students as we would to customers. Training and education should not be separated in our minds. New equipment in businesses is very complex and requires educated manufacturing talent, as well as engineering talent. The university could test the market by checking with industries to see what education and training will be needed in their workers.

Part of the problem for the university is that it is better perceived outside than inside the state of New Hampshire. Informal gatherings could be arranged to talk about what goes on at the university. Disagreements between the faculty union and the university hurt its image. Strength comes from relationships based on trust. We need to be able to take risks without worrying about occasional lack of success. The rate of economic movement is very fast now, and we cannot wait until the trend is clear before acting, because that may be too late for the action to be effective.

The land-grant university must be part of the fabric of the state. We must create a better communication mechanism and make sure our message of value resonates. The university must reach out to those who have the most influence on state policy. The

university's Legislators Day and the CEO Executive Forum are very important. Events like these build the image about who we are collectively and where we all fit. The Business and Industry Association can be a helper in that endeavor. The university needs to deal with the perception of the balance between teaching and research. Also, the ability to write clearly and concisely is very important, especially in today's crowded marketplace.

III. Adjournment - Today's meeting was adjourned.