Event/Date: Campus Communicators Network/30MAR16  
Led by: Anne Bailey and Amy Dambrowitz  
Number of attendees: 55

Summary

<table>
<thead>
<tr>
<th>Big Picture</th>
<th>- How does this plan differentiate the UofA?</th>
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<td>- How does this plan relate to other plans on campus?</td>
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<td>- What is the plan for rollout, implementation, and metrics?</td>
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<td>- Interdisciplinarity needs to be modelled administratively</td>
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<td>- Is there a need to include the concept of student life cycle (student, alumnus, parent of future student, etc.)</td>
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<td>Specifics</td>
<td>- There needs to be a focus on staff excellence</td>
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Following a brief presentation about the draft plan, members offered the following comments:  
[comments in square brackets are responses from AB and AD]

- Congratulations on wrestling with the diverse comments

- As part of this process did you do an environmental scan of other universities? What did you learn? [DHT perspective is that the emphasis of for the public good is a different, unique take. The work that we do is not for ourselves we truly do it for the public good.]

- The five verbs tell the story of where we want to go. [DHT is inspired by the uplifting of the people.]

- In preparing this strategic plan, did we review the last strategic plan to see where we achieved our goals and where we are going? [This was done on an annual basis through the Dare to Deliver Report Card]

- Are there things for you that stand out as unique in the new plan compared to Dare to Discover/Deliver? [to mention national recruitment strategy/brand platform/guaranteed residence/experiential learning/as an institution we plan to name signature programs]

- How do other plans (i.e. Sustainability Plan, Health Campus Strategy) fit with the ISP? [expectation of cascading effect with other plans.]

- I am curious, about what is next. What is the plan for rollout, implementation, and metrics?

- Appreciate the idea of interdisciplinarity which is reflected in the ISP from the research perspective but it would be helpful if it was also reflected administratively.
• Did not see recognizing staff excellence in the document. [A new strategy is being contemplated]

• Was there any talk about the student life cycle (students become donors and then parents of incoming students, etc.) and putting this in the document?

• The student life cycle is more where the faculty and the institution need to layer on top of each other. The institution, or central, does not have students, but the faculties do, so we need to work with each other.