

ROCHESTER INSTITUTE OF TECHNOLOGY  
ROCHESTER, NEW YORK

MINUTES OF INSTITUTE COUNCIL MEETING HELD ON  
WEDNESDAY, SEPTEMBER 15, 2010

**MEMBERS PRESENT:**

S. Bayerl, J. Beck, D. Boyd, M. Carroll, M-B Cooper, F. Cost, B. Destler, M. Dwyer, B. Finnerty, R. Goldberg, J. Haefner, M. Johnson, B. Kiely, C. Lundgren, S. Maggelakis, K. Mayberry, K. McDonald, C. McKenzie, H. Miller, K. Mook, D. Mullaney, H. Palmer, A. Phelps, P. Rosenberg, C. Schreck, L. Twyman, R. Ulin, J. Voelkel, S. Widrick

**MEMBERS ABSENT:**

L. Cauda, J. DeCaro, T. Engström, M. Fragale, J. Loffredo, S. Migliazzo, J. Miller, J. Ott, M. Picioli, G. Pollock, B. St. Jean, D. Stendardi, F. Walker, J. Watrous, J. Watters

**NON-MEMBERS ATTENDING:**

J. Buehler, R. Giglia, C. Glenn (for A. Moore), R. Grow, L. Jones, W. McKinzie (for J. Diaz-Herrera), M. Seger, J. Tydings (for K. Ester), D. Wilson (for A. Rao) Interpreters: J. Damdar, J. Hayes

The meeting was called to order at 3:07 p.m.

**WELCOME AND INTRODUCTIONS**

Dr. Destler welcomed everyone to a new year at Institute Council and asked that everyone around the table introduce themselves.

**MINUTES**

The May 12, 2010 minutes were approved unanimously.

**PRESIDENT'S REPORT**

Dr. Destler commented on the various areas of campus that are dug up and undergoing construction including the new bike path. He announced the Thursday grand opening of the Vignelli Center and SAC facility. He invited all to attend the opening to see these great facilities. He announced the September 30<sup>th</sup> Global Village grand opening. Dr. Destler remarked that the restaurant and some retail stores are open with other retail and offices opening soon. He commented that students are raving about the new facility. He added that the Village mall area includes a patio with a gorgeous fountain. He said the bike path and landscaping is close to completion. Dr. Destler added that Building 13 has a new name-Orange Hall and is getting a facelift. He commented that Institute Hall work will begin soon, next spring GCCIS will be adding a new building, and to stay tuned for the future announcements of significant gifts to the university, in the next few weeks. He reminded all that hockey season will begin soon and to show your support for all of our athletic teams. Dr. Destler concluded that we all look forward to an exciting year here at RIT! Dr. Destler added that he would like to add that enrollment is solid and larger than predicted. He remarked that the Freshmen class is not overly large and remarked that we have experienced improved retention. He said we want to be certain to offer adequate sections and continue with delivering a quality education. Dr. Destler announced that our overseas enrollment increased 200 overall and student enrollment is up more than 700. He added that we have several searches this year and to please consider volunteering your time to serve for one of these important committees. He announced the searches for the CIAS Dean; GCCIS Dean; and the Graduate Studies Dean. He said the NTID Dean search will be complete in the next few months. He concluded by stating that everyone's participation will be very helpful.

## **DRAFT PLAN OF WORK – DISCUSSION AND RATIFICATION**

Dr. Haefner explained that the Institute Council Executive Committee (ICEC) is responsible for drafting the Institute Council (IC) meeting agendas and set the Plan of Work. He added that the Plan of Work is a document to be modified as needed. Dr. Haefner commented that discussions on topics of interest make IC meetings meaningful and allow time for these discussions between groups who don't normally meet. Dr. Haefner explained that the top portion of the Plan of Work included mandatory items to cover throughout the year. He said many of the update reports were removed from the Plan of Work. Dr. Haefner asked if anyone would like to add topics to the Plan of Work. Mr. Bob Finnerty commented that he would like to add RIT's Branding as a topic. Dr. Chance Glenn said that he and a colleague, Professor George Zion, had a discussion regarding branding. They felt that the branding package should promote RIT going to a greater place with the calendar conversion. Discussion followed regarding this as a great idea. A motion was made and seconded to adopt the Plan of Work with the additional topic. The Plan of Work was approved unanimously.

## **BRICK CITY HOMECOMING & FAMILY WEEKEND** *(PPT presentation is on the IC DML site)*

Ms. Michelle Seger, managing director, special events & conferences, Government & Community Relations reviewed the mission of Brick City Homecoming & Family Weekend, which is RIT's traditional gathering of students, parents, alumni, faculty, staff, and friends of the university, to celebrate RIT's spirit and traditions at events that foster interpersonal connections and an affinity for RIT. She said it is an opportunity for families to visit their kids and offers the students an exciting weekend filled with events. Programming essential to create affinity, pride in RIT. She announced that the event will take place October 15-17, 2010. Ms. Seger listed the weekend planning partnership team stating that this event is a campus wide collaboration. She tracked the total participation growth for the event over the past five years, noting that the growth has consistently increased. She commented that, across the board, the registrations for 2010 are higher than 2009 at this time. Ms. Seger said that signature events like, the SG Horton Speaker, Al Pacino, will probably sell out prior to the weekend. She added that there are many more events happening on campus like the 5k run, sporting events, and workshops. Ms. Seger commented that the college programming is a large component to the weekend where the colleges highlight what they do best. She remarked that the hockey game at Blue Cross Arena is a popular event with a tailgate party at Global Village prior to the game. Ms. Seger stated that 3,000 hockey tickets have been sold, to date, and Athletics goal is to sell out the Blue Cross Arena (10,000)! She commented that there will be shuttles to and from the hockey game and that is where the reunions are being hosted. She discussed marketing the event and said to check out the re-vamped website. Ms. Seger listed the most popular events including Al Pacino, men's hockey game and tailgate party, comedian Craig Ferguson, President's Alumni Ball, Brick City BBQ, Art on Campus Tours, Rochester City Tour, and the Brick City 5K. She announced that as of 9/15/2010, through the Brick City Homecoming website, there are 4,352 registered attendees vs. the 3,220 registered at the same time last year. She commented that these numbers include parents, students, alumni, faculty/staff, guests, trustees, and RITirees. She said 6,200 registered last year and we'll certainly exceed that number. She shared the Welcome Center hours for Thursday-Saturday in the Fireside Lounge, Student Alumni Union. She concluded with asking folks to check out the website at [www.rit.edu/brickcity](http://www.rit.edu/brickcity) to register, or to call 475-7814. Ms. Seger introduced Mr. Rob Grow to discuss the President's Alumni Ball. Mr. Grow announced this year's Vegas theme. He requested all to come out to this lively event and relive the Rat Pack days. He said the Ball will be bigger and better and to register for this fun Friday event. Discussion ensued regarding targeting the Brick City audience to attend the Innovation Festival. Professor Carl Lundgren said there will be college displays set-up in the Innovation Center for guests to view. He suggested that the prize winners from the Imagine Festival display their work in the Innovation Center during Brick City weekend as an additional story to tell at the Homecoming weekend event.

No New Business

Meeting adjourned at 3:50 p.m.

Distribution:	Institute Council	Student Government	Student Publications	Academic Senate
	Student Affairs	University News	Staff Council	Wallace Library
	WITR	Non-members attending		

To be approved October 13, 2010