

APPROVED JANUARY 19, 2011

ROCHESTER INSTITUTE OF TECHNOLOGY
ROCHESTER, NEW YORK

IC-06-2010

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

MEMBERS PRESENT:

S. Bayerl, J. Beck, D. Boyd, G. Buckley, M. Carroll, L. Cauda, Lisa, M-B Cooper, F. Cost, B. Destler, J. Diaz-Herrera, R. Doolittle, M. Dwyer, K. Ester, B. Finnerty, R. Goldberg, J. Haefner, M. Johnson, B. Kiely, C. Lundgren S. Maggelakis, K. Mayberry, K. McDonald, C. McKenzie, H. Miller, J. Miller, K. Mook, H. Palmer, S. Patterson, A. Phelps, G. Pollock, A. Rao, P. Rosenberg, L. Twyman, J. Voelkel, F. Walker, S. Widrick

MEMBERS ABSENT:

T. Engström, M. Fragale, B. Fuller, D. Guzman, C. Kelley, L. Kushner, J. Loffredo, A. Lopez, D. Lorenzo, S. Lu, D. Mullaney, N. Nasr, J. Ott, M. Picioli, V. Sanchez, C. Schreck, D. Stendardi, C. Thoms, J. Watrous, J. Watters.

NON-MEMBERS ATTENDING:

A. Birth, H. Boyce-Pardee, N. Boulais, B. Crvelin, R. Giglia, C. Glenn (for A. Moore), C. Gray, K. Pine, N. Mendez, L. Jones, M. Hinz. Interpreters: C. Lomeo, G. Macias.

The meeting was called to order at 3:06 p.m.

MINUTES

Minutes from the October 13, 2010 meeting were unanimously approved.

PRESIDENT'S REPORT

- Winter quarter enrollment figures are strong.
- RIT's budget is stable.
- Cheering on the sports teams; Women's hockey is currently 13-0 and a Men's hockey win this Friday will put them in first place.
- The Provost and several deans will participate in the upcoming Dorm Challenge.
- There are quite a few search committee's involved in various stages of the search process.

RIT/ROCHESTER GENERAL HOSPITAL ALLIANCE (*Cindee Gray*)

(*Ppt presentation is on IC DML site*)

- Cindee presented a progress report and update on new things going on.
- Three committees are hard at work.
- There are currently 17 applications for research projects in the works.
- The next big project is establishing the Institute for Health Sciences and Technology
- The Shared Services Committee is looking at many ideas that would become the priority after the IHST is off the ground.
 - a call center that would connect students to a specialist
 - telemedicine
 - allergy shots
 - more convenient health care such as blood labs for faculty, staff and students
 - lean six sigma training and retraining

FREEZE FEST UPDATE

(Ppt presentation is on IC DML site)

- Representatives from the Center for Campus Life attended: Kerry Pine, Ryan Giglia, Beth Crvelin and Elissa Birth.
- Promotional materials were distributed to IC members.
- Freeze Fest is a student-driven weekend that will take place this year on Feb. 4 – 6.
 - Kicks off with snowboarding rail jam
 - Sunday morning 5K run
 - Unification event
 - Greek bonfire in honor of the Air Force home game. Dr. Destler noted that the Air Force game has already sold out. The idea was presented to have an optional large screen for overflow viewing.

RIT BRANDING *(Bob Finnerty)*

(Ppt presentation is on IC DML site)

- **160over90** is the name of the branding agency chosen to work with RIT in further developing our brand.
- Bob briefly reviewed some of the agency's current clients and explained the process for arriving at a brand concept for RIT. Prototype marketing ideas were displayed and discussed.
- These concepts will now move into further development. Jim Watters will work with Bob to prioritize 3-4 projects to finance.
- There will be "brand camps" for ETC, University News and Publications to be mentored by 160over90 to teach them how to use the toolbox.
- Not about taglines, but more about storytelling. Chance Glenn questioned who the audience will be. Bob replied that there will be multiple audiences, from alumni to women, graduate students to funders.
- Mike Dwyer commented that the Imagine RIT festival might be a good time to debut the new marketing concepts. Bob replied that he is working with Barry Culhane but also wants to reach a larger geographic circle.
- Frank Cost mentioned that the firm met with both the Cary Press and the Vignelli's and studied all for a unique RIT "look".
- Karen Ester wondered whether there has been a market test and Bob replied that there had.
- Affordability will be difficult and so we must carefully choose which message we want to convey.
- Dr. Destler remarked that there are lots of questions and challenges anticipated.
- Full impact is not expected for 4-5 years.

NEW BUSINESS/DISCUSSION

No New Business

Meeting adjourned at 4:02 p.m.

Distribution:

Institute Council

Student Government

Student Publications

Academic Senate

Student Affairs

University News

Staff Council

Wallace Library

WITR

To be approved January 19, 2011.

IC Minutes 12/15/10