

Student Life Committee
Minutes
December 6, 2012

Present: Katy Appleby, Ryan Del Rosario, Rebecca Kuglitsch, Bruce Mann, Jennifer Neighbors, Lisa F. Wood

Guest: Gayle McIntosh

Mann called the meeting to order at 8:30 a.m.

The committee approved the minutes of November 22, 2012.

Gayle McIntosh, Executive Director of Communications was present to give the committee insight on the University's branding plans.

McIntosh brought to us the overview of the 125th anniversary of the university. The planning for the brand of the anniversary has been in work for two years and its goal is to increase the visibility of the university for prospective students, parents and alumni. It was noted in the planning that Admissions had asked prospective students what type of things they looked for when considering different schools and what they thought of when asked about Puget Sound. The results were that 62% of prospective students couldn't name anything specific while 11% thought of the location. McIntosh explained that there was difficulty in conveying the fact that students who visited campus had higher rates of enrolling. It was also noted that there appeared to be a "blind spot" because high school counselors were not asked these questions.

McIntosh continued to explain some of the core principles of the University that were considered throughout the planning process. Mentioned were the experiences of teachers and students – the relationship that students build with their professors. Another aspect was Location. McIntosh described Puget Sound's access to companies that have research opportunities specific the Pacific Northwest. Also noted were the Outcomes students had. It was described that many alumni felt very fulfilled and happy. These three principles were used to make the claim that the University has personality – students are creative, aspirational, hard-working and it is okay to be who you are.

Using these ideas, the Communications department came up with "To the Heights!" using the Greek motto in the University's seal. Many were fond of idea of college being a journey that students go through is similar to climbing a mountain (specifically nearby Mt. Rainier).

Wood noted the importance of having a certain culture on campus that outsiders are familiar with. Wood described Reed College as having quirky students and quirky professors whereas Puget Sound is where a student comes to find their calling. She also noted that it was important to distinguish “To the Heights” from meaning Puget Sound is only for students who have strong financial background.

There was further discussion by the committee about the journey and direction that students take while at Puget Sound. Wood claimed that students get a “map” from the faculty but have the opportunity to pick their own path for their journey. Appleby described students that have incredible engagement in co-curricular activities and the effect was similar to students “turning into pearls.”

Mann explained that he believed students’ time at Puget Sound is like a journey, that it was important to know that the journey was not one taken alone. He suggested that students and professors alike hold each other accountable and that the entire process is very collaborative.

McIntosh then informed the committee that the University’s goal was to compete with a “new tier of schools” and to push Puget Sound to be a renowned college. This would involve changes in marketing while still keeping the “same authenticity” that the university has.

The meeting was adjourned at 9:30 a.m. The next meeting was to be determined at a later date as this was the last meeting of the semester.

Respectfully submitted,

Ryan Del Rosario, Secretary of the Day