

President's Cabinet Meeting  
March 27, 2012

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Members present: John Costello, S.J., Donna Curin, Richard Gamelli, Michael Garanzini, S.J., Phil Hale, Jon Heintzelman, Emilio Iodice, Rob Kelly, Tom Kelly, Bill Laird, Wayne Magdziarz, John Pelissero, Kelly Shannon, Lorraine Snyder and Kana Wibbenmeyer

Absent: Susan Malisch and Ellen Munro

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1. Father Garanzini opened the meeting at 8:00 a.m. and offered a prayer.
2. The minutes of the March 13, 2012 meeting were approved unanimously.
3. Kelly Shannon presented an update on strategic priorities and market strategy for University Marketing and Communication. She detailed the department's functional areas and discussed the type and scope of projects managed for Enrollment Management, Advancement, Student Development, and other units around campus. Kelly also unveiled brand ads that will go into market this spring. Father Garanzini highlighted the importance of leveraging the University's role as a leader in Catholic healthcare in our marketing efforts, as well as focusing on the types of students we endeavor to graduate (ethical leaders etc). The Cabinet discussed the importance of Academic Affairs and UMC continuing to collaborate on messaging and market strategy. Additionally, it was suggested that staff around the University assist in cleaning up outdated information on department web pages as part of a "website spring cleaning" effort.
4. Kana Wibbenmeyer then presented an update on campus signage. A project was launched in June 2011 to review our current signage and to develop standards for consistent and cleaner signage around our campuses. An art deco-inspired design was chosen and efforts are underway to update signage on the Lakeside campuses. Permanent signage requests should be directed to Facilities while temporary signage needs (for events) should be coordinated with University Marketing and Communication.
5. Rob Kelly gave an update on the student resolution, passed recently, to ban the sale of bottled water. Students would like on-campus markets to stop selling bottled water by August 2012 and to have bottled water removed from University vending machines by August 2013. The Cabinet discussed the sale of bottled water and its global social justice implications. Rob will keep the Cabinet informed of Staff Council's review of this resolution at their meeting in April.
6. Rob then presented information on the "Play the Name Game" challenge, which invites students to submit naming ideas for spaces in the new Student Center.
7. John Pelissero shared a proposal forwarded by ROTC, which would make Loyola University Chicago one of two partnership sites as part of ROTC's new configuration. Currently we enroll about 60 ROTC students at the University and ROTC maintains an office and a workstation on the LSC in the Granada Center. The Cabinet discussed both the high quality of these students as well as the limited space on campus for training or other related program needs. John will continue conversations with the ROTC and Loyola

stakeholders regarding this proposal and he'll present an update on this topic later this spring.

8. John also informed the Cabinet that the Faculty Council will review the University Senate Proposal at a meeting tomorrow.
9. Lorraine Snyder gave an update on planning for the Dalai Lama events which will be held on the LSC on April 26. Tickets went on sale to the student body on Monday, March 26 and the Gentile Arena sold out in 24 hours.
10. Phil Hale informed the Cabinet that on April 19, the Illinois General Assembly will recognize Loyola's 1963 men's basketball team with a resolution recommending that Coach George Ireland and the team be inducted into the Naismith Memorial Basketball Hall of Fame.

The meeting was adjourned at 10:00 a.m.