

**INSTITUTIONAL POLICY AND PLANNING COMMITTEE  
MEETING MINUTES**

**March 3, 2017**

**10:30 a.m.**

**PRESENT:** Cerri A. Banks; Erica Bastress-Dukehart; Beau Breslin; Paul Calhoun; Cynthia Evans; Philip A. Glotzbach, Chair; Tim Harper, Vice Chair; Lisa Hobbs; Mark Hofmann; Eric Morser; Dorothy Parsons; Levi Rogers; Denise Smith; Joseph Stankovich; Debra Townsend; and Joshua C. Woodfork.

**ABSENT:** Mary Lou Bates; Bill Duffy; Julia Elstein; James Kennelly; Kris Leggiero; Kim Verstandig; and Michael D. West.

Called to order at 10:35 AM.

**1. Approval of Meeting Minutes**

IPPC **approved** the minutes from the February 17, 2017 meeting.

**2. Marketing & Communications Update**

Interim Vice President for Communications and Marketing Debra Townsend reported on the status of four projects the division of Marketing and Communications is partnering with the national consulting company Ologie. The four projects include: 1) skidmore.edu website; 2) admissions and financial aid recruitment marketing; 3) alumni and donor engagement; and 4) brand and design standards.

**Skidmore.edu website:** The largest focus right now is the website redesign. After working with faculty, staff, and students campus-wide and reviewing pages on the website, they have reduced the website from 54,000 to 11,000 pages. They are now in the creative phase and plan to have this project completed by late fall in hopes of premiering a new website in January 2018.

**Admissions and Financial Aid Recruitment Marketing:** They are also working on a new suite of materials for the division of Admissions and Financial Aid. Building on the successful accepted students packet last year with a social media focus, the new materials will include a virtual reality component with an informal, student-centric look at campus life.

**Alumni and Donor Engagement:** Communications and Marketing is also collaborating with Advancement on designing new materials for the web, social media, and print for the public

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President Glotzbach thanked Debra for this update, and reminded IPPC members that while the search will commence soon for a new Vice President for Marketing and Communications, Debra has decided not to put her name in for consideration. She will continue with the College in this role until July 1, 2017.

### **3. Housing Update**

Dean of Students and Vice President for Student Affairs Cerri Banks reminded the committee that when she joined Skidmore last Summer she was asked to collaborate with her colleagues to address the housing crunch, which was caused by a large incoming class, more students wishing to live on campus, and less students studying abroad than planned. A group of staff and administrators formed an *ad hoc* Housing Group chaired by Cerri. The Housing Group also caucused with two members of the B.o6(d)2( TyTof)3( t)1(h( Tyu)4(d b)-1(i)-2-1((tr)5(a)6(to)2(r)5(s)1( f)5()6(

Skidmore remains committed to supporting all members of our community and does not release records on any student unless they have been subpoenaed. We have decided not to designate ourselves as a “sanctuary campus,” as doing so may elevate exposure and put our students at risk. The College must respond to a legally constituted warrant or subpoena, so we cannot guarantee safe space.

Responding to another Executive Order, this one related to transgender people and restrooms, Cerri also took the opportunity to reaffirm Skidmore’s commitment to the LGBT campus community and stated that our efforts supporting inclusion and equity would continue.

### **5. Athletics Master Plan**

President Glotzbach reported that at the recent Board of Trustees meeting there was a significant focus on our campus facilities. Cannon Design presented their

coordinate a willingness to serve and vote to provide faculty names for the Dean of Faculty/Vice President for Academic Affairs search.

Phil noted that the three events in the Office of the President's Community Dialogue Series were successful. The events included: The Contours of Free Speech on Campus; Immigration and the Future of DACA; and Institutional Values and Investment Decisions. Phil explained that the final event will be held in April.

Vice President for strategic Planning and Institutional Diversity Joshua Woodfork announced that the final event will feature the University of Michigan's Scott Page, who will provide a keynote lecture Friday, April 21 at 2 pm in Zankel Music Center. Thursday, April 20 through Saturday, April 22 we will sponsor a number of workshops and events centered around diversity and inclusion under the umbrella of a program entitled *In It* that is based on President Glotzbach's repeated reminder that we are in it together, meaning our experiences are interconnected.

Phil also reported that during their recent meeting the Board of Trustees approved FY '18 major budget parameters, the FY '18 Capital Budget, and moving \$950,000 from a trust to the budget for the Center for Integrated Sciences (CIS). He noted that the Board engaged in robust discussion on the Ca) 0o-4(t)-6(e)-10(g004 Tc 0.004 Tw [(C)- Td ( )Tj [(B)22(e)6(thte)4( 0 Tc 0950,0)7(oa)7

Phil also noted that the Administrative Review for Vice President for Finance and Administration & Treasurer Michael D. West has begun. These reviews occur every six years for each member of the President's Cabinet. President Glotzbach asked that community members please participate in the process.

As no other busines