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2018-06-18 Meeting Notes of the Educational Leadership Council

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Educational Leadership Council
June 18, 2018
Presidential Suite, 10:30am-12:00pm

Attendance: Joanna Abdallah, Paul Benson, Sam Dorf, Andrew Horner, Katy Kelly, Kevin Kelly, Fr. Joseph Kozar, SM, Margaret Lisjak , Leslie Picca, Fran Rice, Markus Rumpfkeil, Todd Smith, Tom Weckesser

Excused: Anne Crecelius, Corinne Daprano, Mark Jacobs, John Mittelstaedt, Jason Pierce, Eddy Rojas, Connor Savage, Andrea Seielstad, Eric Spina, Andy Strauss, Kathy Webb

Guest: Molly Wilson

Fran Rice began the meeting with prayer.

UD Logo

Molly Wilson, vice president for University Marketing and Communications, presented the evolution of the new University of Dayton logo, noting the history, challenges, and opportunities as the University begins a major marketing initiative and moves toward its capital campaign. The new logo was modernized while maintaining the foundational Catholic and Marianist identity of the institution. The UD chapel cross is more prominent, and the logo has greater flexibility to scale across multiple formats. A brief discussion occurred regarding the steps taken to translate the logo to a more modern and simple style that would incorporate the University's brand in an elegant and scholarly way.

The timeline for replacing the logo throughout UD will involve a two-year transition. Consumable products will be updated as current supplies are exhausted, and hardscape changes will be made over time. All new construction will incorporate the new logo as appropriate.

Next steps include the marketing campaign launch in July 2018 and securing a trademark for the logo. New templates for University stationery and supplies will be available in August.

Academic Calendar and March 18, 2019

The Student Development division raised significant concerns regarding spring break move-in scheduled for March 17, 2019. A brief discussion of an alternative plan to address these concerns took place. This option was to change move-in to Monday, March 18 and begin undergraduate classes on Tuesday, March 19 using a Monday schedule. ELC members were generally supportive of this decision, however, noted it may cause undue pressures on parents who will now need to take off a day of work to bring their student back to campus. It was noted that early communication of any calendar change would be essential, using multiple formats and messaging to reach the many constituencies.

Other business?

- Chaminade Hall update – Todd Smith, ELC member and Chaminade Hall committee member, will invite the Chaminade Hall committee co-chairs to present an update to ELC in late summer.
- Bombeck Center – a question was raised regarding the Center’s waiting list and whether an expansion of the Center could be considered. This concern also arose during the listening tour conducted by Women’s Center director, Lisa Borello. Conversations have taken place regarding physical space, staffing needs, and balance of pricing to attend vs. staff salary needs. These issues will continue to be explored.

With no additional business, the meeting adjourned.