

Mississippi State University
Faculty Senate Spring Roundtable
May 1, 2015

In this report is described results transcribed during the May 1, 2015 Spring Roundtable. Participants included eight members each of executive administrators, the general faculty, and faculty senators. The objective addressed in spring roundtable was to envision what is, and what should be the brand image for Mississippi State University and identify ways for strengthening and enhancing the most desirable and effective brand image(s). Provided in this report is the general agenda, participants in maroon or white groups, questions addressed in structured brainstorming sessions, and ranked participant group lists.

Roundtable Agenda

May 1, 2015

- Welcome President Mark Keenum
- Keynote Presentation Sid Salter
- Overview of Process and Freshman Convocation Coin Toss C.P. Coyne
- Team Brainstorming Session #1
- Break-I: Discussion of Results and Joint Report
- Team Brainstorming Session #2
- Break-II: Discussion Results and Joint Report
- Impressions/Summary President Mark Keenum

Process Overview

President Keenum welcomed all attendees, and briefly explained the context for the Spring Roundtable. The keynote speaker, Sid Salter, was then introduced and delivered a presentation that described the initiation of a multifaceted program designed to further develop and better communicate the image of Mississippi State University and its academic and research capabilities as an institution of higher education. Senate Vice President Cody Coyne handed out the discussion question for the first session and briefly explained how the structured “brainstorming” process would be implemented. The administrators, faculty and faculty senators were divided into two smaller groups for discussion of two questions for the day. The freshman convocation coin was used to assign each moderator to one of the two small discussion groups. In each small group, the moderator facilitated the “brainstorming” process and recorded ideas and perspectives. Each small group then reviewed the potential for consolidating individual recorded answers to the stated question. Group participants were allocated a total of five votes (colored dots) and a maximum of up to three votes could be placed beside any individual topic or statement transcribed on the paper display tablet. The votes were then tallied followed by group discussion of the results. At the end of each of the two separate brainstorming sessions, a group member other than the moderator reported their high-vote-receiving question responses to the entire group.

Roundtable Course of Action for Brainstorming

Session Questions for Discussion (condensed versions)

1. What is and what should be the brand image for Mississippi State University?
2. What would be effective ways for strengthening and expanding the brand image for Mississippi State University?

Note: establishing a brand image involves identifying icons, or perceptions that will foster a strong personal association with Mississippi State University.

Brainstorming Process

1. Participants identify candidate answers to each of two questions and responses are recorded.
2. Duplicates and overlaps are identified and consolidated
3. Participants single- or multi-vote on answers or responses
4. Results are then analyzed and discussed

Brainstorming Rules and Guidelines

1. Bad ideas do not exist
2. A single idea is offered one at a time
3. Participants do not have to offer an idea when it is their turn
4. Ideas are not judged during brainstorming period
5. Las Vegas Rules are in effect with regard to all group sessions

Spring Roundtable Discussion Teams

Maroon Group

Jerry Gilbert	Provost and Executive Vice President	
Amy Tuck	Vice President for Campus Services	
Allison Pearson	Interim Co-Dean for Meridian Campus	
Scott Wetherbee	Senior Associate Athletic Director	External Affairs

Faculty

Meghan Millea	Professor	Business
Robert West	Associate Professor	English
Lisa Wallace	Associate Professor.	Biology
John Rodgers	Associate Professor	Geoscience

Faculty Senators

Hank Flick	Professor	Communications
Robert Wolverton	Professor	Foreign Languages and Literature
Missy Hopper	Associate Professor	Curriculum/Instruction/Special Ed.
John Michael Riley	Associate Professor	Extension Services: Agriculture Economics
*C.P. Coyne	Faculty Senate Vice President	Basic Sciences: Pharmacology (CVM)

White Group

David Shaw	Vice President for Research and Economic Development	
Greg Bohach	Vice President for Agriculture, Forestry and Veterinary Medicine	
John Rush	Vice President for Development and Alumni	
Karyn Brown	Communications Director	College of Arts and Sciences

Faculty

Ted Dobson	Professor	Mathematics
Jacqueline Edwards-Henry	Professor	Music
Emily B. Schultz	Professor	Forest Resources
Michael J. Highfield	Associate Professor -and- Department Chair)	Business

Faculty Senators

Anastasia Elder	Professor	Counseling & Edu. Psych.
Stan Bullington	Professor	Industrial and Systems Engineering
Bonnie O'Neill	Associate Professor	Arts and Sciences – English
Vikki (Natasha) Randle	Associate Professor	Business (Meridian)
*Randy Follett	Faculty Senate President	Electrical and Computer Engineering

* - Session Moderator

Roundtable Results from Structure Brainstorming Sessions

MSU Brand Development: Desired Imagery and Perceptions

<p>The Peoples University Changing People’s Lives Impactful Overcoming Stereotypes Inclusivity Global Excellence Tenacity Shifting Stereotypes Through Innovative Technologies</p>	<p>Real World Research Applications Authentic Maroon @ 39762 Learning from the Past / Looking to the Future Student Engagement Student Centered Research Integrity and Character Competitive Amazing (Extraordinary if there is an institution conflict) Progressive Past and Progressive Future</p>
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MSU Brand Image Delivery and Presentation

<p>Expanding Horizons Alumni / Student Successes and Stories Life Stories “Ted Talks” Delivered by Students (idea) Real World Research Applications Atypical/Unexpected Images of Diversity Dr. Keenum Elevator Pitches of Accomplishments Satellite Zoom Image to 39762 on MSU Campus - Find Your Identity and MSU 39762 - Images of Different Colleges and Students Team Approach to World Class Accomplishments</p>	<p>Team Approach to World Class Research World Class Leadership Diversity of Life/Career Stories Students / Staff / Faculty MSU Connections/Collaboration with K-12 Audio-Visual Brief/Rapid Communications #7 in AG Research #1 in Engineering Impressive Images for Unfamiliar Viewers Example: African American Rhodes Scholar Richard Holmes</p>
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MSU Axioms

<p>We Ring True @ 39762 MSU: Rings True MSU: Amazing MSU: Extraordinary Mississippi State University: Where Magnolias Breed Greatness Mississippi State University: Find and Identify Without Isolation</p>	<p>Mississippi State University: Freedom to Find Your Identity Progressive Past & Progressive Future Authentic Maroon @ 39762 Learning from the Past / Looking to the Future The People’s University Changing People’s Lives</p>
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