

I-Schools Caucus
Tuesday, February 27, 2007
ARL Board Room
21 Dupont Circle NW, Suite 800

Approved Minutes

ATTENDING

Bruce, Harry (Univ. Washington)	Foley, Henry “Hank” (Penn State)
Cantwell Smith, Brian (Univ. Toronto)	Larsen, Ronald (Univ. Pittsburgh)
Dunn, Michael (Univ. Indiana)	Loether, Carolyn (Univ. Pittsburgh)
Dennis, Larry (Florida State)	Preece, Jenny (Univ. Maryland)
Dillon, Andy (Univ. Texas)	Richardson, Debra (UC Irvine)
Dorr, Aimee (UCLA)	von Dran, Ray (Syracuse)
Fenske, David (Drexel)	

MBS Participants

Schwartz, Mal	Stugis, Walter
Bennington, Bill	Brandon, Phil

Welcome and approval of agenda.

Larsen called the meeting to order and thanked ARL/CNI for providing the location for the meeting. Announcements included mention of flight delays for Richardson, Dillon, and Bruce.

Campus Updates

Larsen asked each Dean to summarize recent news and events in their Schools or University. The Deans reported on their recent and upcoming faculty recruitment issues, changes in curriculum and new specializations, new degree programs, upcoming ALA accreditation, enrollment status, research funding with partners in other units, strategic planning and work plans to achieve those goals, promotion & tenure process, placement of graduates, and other changes within their University leadership/administration.

The group applauded the efforts of Ray von Dran and Mike Dunn and offered their thanks and best wishes in their ending term as Deans. Syracuse and Indiana are nearing the end of their search for new Deans. Hank Foley was officially welcomed to the group.

I-Schools Marketing/Branding Campaign

Schwartz introduced Bennington (Strategic Planning), Brandon (Creative Director) and Stugis (Marketing and Corporate Branding). Schwartz discussed the branding campaign and the focus to get the “i-field on the map” for potential students, their parents, or other individuals considering a university-based education. Individuals need to know what the “i-field” is and what they can do with that degree. Degrees from Law, Business, and

other fields are typically understood. Individuals are unclear on what courses and programs are offered in the i-field, often confusing CS with IS. MBS is working to clearly address how a successful marketing and branding campaign will allow individuals to understand the i-field. Schwartz re-capped the iDeans on the phases of the project:

Phase 1—Discovery

Phase 2—Branding Development

Phase 3—Branding Implementation

Phase 4—Marketing Plans

The presentation (copy of the powerpoint materials are attached) and discussion continued through a working lunch. Schwartz recommended market testing the preliminary research and creative approaches developed to date. The study is needed to ensure that deliverables are clearly in-line with the Deans' expectations for the project. He suggested that MBS Associates continue to work with the School's marketing folks on the draft questionnaire. It will cover undergraduate and graduate target groups. The final questionnaire will be sent for approval by the Deans caucus.

The group reviewed options and costs associated with the research questionnaire. Following a spirited discussion of target audiences, the group authorized MBS to conduct research targeting 3 populations:

- High school juniors and seniors planning to attend college
- Undergraduate students interested in graduate study
- Practicing professionals no older than 30 who are considering graduate study in a professional field.

MOTION: Foley proposed \$25K on research for undergraduate and \$25K on research for graduate markets. VOTE: 8 yes; 3 abstain, and 1 no vote (Richardson—late arrival).

PASSED to have MBS work with 4 or 5 professional schools to re-craft the research proposal in a week; after their feedback, they will send the questionnaire out to the Deans caucus for final review. Upon receipt of approval, they will get the final questionnaire out—timing is about 6 weeks. Cantwell Smith requested they remember to include an International component with their survey.

Treasurer's Report and need to find a new host for account

Dennis provided a summary report to the Deans prior to the meeting (copy attached to these minutes). He asks those Schools who indicated that they did send payment to continue with their follow-up at their local Institutions. Dennis will follow-up with CRA to see if funds believed to be received were received and somehow not deposited correctly into the I-Deans account currently in CRA.

Dennis will also send a last reminder to Michigan requesting them to submit, by June 30, 2007 an invoice from the I-schools Conference costs last year.

MOTION: Dennis asked for a motion, seconded by Dorr, that after each I-conference invoices be submitted prior to June 30 the following year. If not received by then, the host campus cannot request those funds to be reimbursed through the I-Deans account. The motion was passed unanimously that each I-conference host institution submit an invoice prior to June 30 for payment from the account.

CRA will no longer be the collection agency for the I-Deans project.

ACTION ITEM: Larsen will obtain a legal opinion to determine the best method of incorporation to see if a 501C3, Limited Liability Corporation (LLC), not-for-profit, or a non-profit organization would provide the best support. Cantwell Smith reminded him to ensure that Canada (a non-US School) is included in this assessment. Larsen will inform the group what he finds out.

I-Schools collaboration on P&T Review

Foley led the group discussion on promotion and tenure. He expressed concern that since iSchools attract faculty from such diverse disciplinary backgrounds, promotion and tenure cases frequently request external reviews by faculty in the native discipline who are not in iSchools and do not understand the different demands on a researcher in an iSchool. He suggested that we strive to engage more faculty in the iSchools in the external reviews of dossiers of faculty coming up for promotion and tenure. The deans extended the conversation to include mentoring of junior faculty through the P&T process. The I-conference is a great place for junior faculty to meet and discuss their research, teaching, and service with senior faculty members from other Universities. Cultivating faculty at other schools on research projects and establishing a mentoring program was suggested by Fenske. Dorr indicated that one important focus for the next I-schools conference at UCLA will be mentoring Ph.D. students and junior faculty members. This needs to be done earlier in the program before folks begin to leave.

I-conference update

Dorr addressed the calendaring difficulties for the next I-Conference. The group wants the iConference to establish an identity of its own and has concluded that scheduling it in conjunction with other professional meetings inhibits the development of such an identity. This creates inevitable problems finding an acceptable date for the Conference. The Deans concluded that late Spring and Summer were bad times, as most faculty are on 2 term contracts. The fall term is preferable, but complicated by holidays and football games that are often used for institutional advancement requiring the presence of the Dean..

The group indicated that the Fall Term is still first preference.

Dorr suggested scheduling the iConference 2 weeks before Thanksgiving every year at the same time, beginning on a Saturday and running thorough Monday. Following the conference, the I-Deans would then meet on Monday (evening) and all day on Tuesday.

She indicated that the next I-Conference will have mixed panels including doctoral students, junior faculty, and senior faculty. The poster space will be increased from what

it was in Ann Arbor, and the poster session will occur earlier in the program to allow additional time for research-centered discussion during the conference. They are also exploring the use of technology to extend opportunities for international participation in the sessions.

ACTION ITEM

Dorr will provide possible dates for fall 2007 or spring 2008 to the I-Deans for consideration. The UCLA I-Conference date will be announced after that.

IPL Update

Fenske updated the group on the transition of the Internet Public Library from Michigan to Drexel. He has hired 2 people to support the IPL. Deans who contributed start-up funds for the project expressed interest in being publicly identified with the IPL on its web site.. Fenske will periodically update the iDeans on IPL activities and agreed to recognize those schools who provided start-up funds on its web site.

Matters arising

Von Dran recommended distributing minutes of the iDeans meetings. Larsen and Loether coordinated this meeting and will provide the summary.

The meeting adjourned at 4:15 pm.

Attachments

MBS Powerpoint Presentation

Financial Report from Dennis