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USM All-Boards Meeting Overview - October 18, 2013

USM Board of Visitors

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USM All-Boards Meeting October 18, Hosted by USM Board of Visitors

What suggestions and concerns do you have about USM and what strategies do you suggest we use to fulfill or resolve the suggestions and/or concerns?

Group 1:

- USM needs to develop an identity that makes us different than the other options for students. That identity should stay the same over time. Link to strengths.

Group 2:

- This is something more than messaging. There has to be a sense of substantive change – has to be:
 - Dramatic
 - Edgy
 - Innovative
 - Compelling

Group 3:

- There is a great deal of caring, concern and commitment at USM. That being said:
 - USM is not a mature institution
 - USM needs to tell us what it wants to be when it grows up
 - What USM decides should lead to a focused identity
 - 21st century university idea is a failure; trying to be all things is not a possibility.