Global Steering Committee Minutes  
October 25, 2012  
1:30 – 3:00 PM – Alumni Board Room

Members Present: Sigrid Berka, Tom Boving, Dania Brandford-Calvo, Shaw Chen, Haibo He, Kristin Johnson, Rainer Lohmann, Ric McIntyre, Navindra Seeram, Nancy Stricklin, Nasser Zawia  
Members Not Present: Jenny Audette, Alicia Curtin, Bo Gillie, Maureen Moakley, Kat Quina  
(Manbir Sodhi in Germany for year)

Minutes: Chelsey Hawes

1) Ric McIntyre announced that Dr. Paul Farmer, the subject of Mountains Beyond Mountains, will be speaking at URI on Monday, Nov. 19th. More information available on the Honors website.

2) Ric introduced to group that he is willing to lead a group to work toward the creation of a Global Studies minor. He has used research already provided to URI to do some comparison of courses and programs at other institutions. He would like a few people from the committee to work in a small group with him. He sees four main areas for the minor, which include Politics, Culture, Economics and Science. He realizes we will have to draw on faculty from outside the committee to add expertise. Faculty members from languages, anthropology, sociology and other areas were recommended. Nancy will follow up with Ric and then send an email to faculty.

3) Kerri Hicks and Sarah Couch from Communications and Marketing gave a presentation on the Global Web proposed site. http://kerri.web.uri.edu/wp/globaluri/

The committee looked at the structure and format and gave feedback. Discussion occurred about the primary audience being prospective students and faculty, and the secondary audience being current students and faculty – how does this affect the content. This site is not to create an organizational chart that already exists. Its goal is to create a welcoming roadmap with “buckets” for users to find out more information about global programs, activities, etc. It is a starting point to allow users to get to their final destination.

   a. Buckets include Study Abroad, Research and Scholarship, Service and Internships, International Admission, International Alumni, Global Curriculum and International Partnerships.

   b. Decision made to combine Internships with Study Abroad, since they are related and both come under the Office of International Education. Students can then explore both options.

   c. Key words “global” and “international” will bring user to this website.

   d. Buckets are attractive, using action verbs in titles to get user involved

   e. Suggestion to arrange them in a circle with something in center that changes. Kerri and Sarah said the design will be finalized after all of the content is submitted.

   f. On the Research and Scholarship page, there will be information about faculty projects, activities and research internationally. There will be a database of this information, and eventually a map will be created to visually see where faculty is involved. The points on
the map will open up with specific information regarding this. Question about how far back the research activity will reflect. Just current activity? No conclusion at this time.

g. How do we collect the information from faculty? Sarah and Kerri will create an online form that can be completed by individual faculty members. Suggestion was to send this request to the Associate Deans of each college, so that they would highlight the faculty’s work. They will be the point person for the college. This might get a better response. Nancy will eventually send this request out to the Associate Deans in the colleges when the form is ready for completion.

h. The “landing page” is the second page of each “bucket.” This page should be a short paragraph of marketing text. Then appropriate links will be listed below.

i. Discussion occurred about having a person who would be a Content Strategist for this Global Website, someone who had ownership of this site and who updated it regularly. They suggested it could take a part-time person 5 hours a week to maintain. Not ideal to have a student do this, better to have someone who knows marketing/web technology. At this time they do not have staff in their office to help.

4) Dania Brandford-Calvo distributed a new Global Education brochure that her Office of International Education created. It is a professional and attractive piece used for prospective students and families. Current students would also benefit from it. The term Global Education is now being used instead of Study Abroad. The brochure includes information about Direct Exchange programs, Faculty-Led programs, Affiliated Programs, and National Student Exchange.

Next Steps:

1) Nancy will follow up with Kerri Hicks and Sarah Couch to work on next steps of creating content for landing pages. She will share that with members of the committee for their input on suggested links.

2) Ric and Nancy will follow up regarding the Global Studies minor and the outreach to faculty who want to work on this.

3) Meeting in November will focus on getting recommendations from committee on next key topics to pursue.