

Action Taken by UVI Board of Trustees

Consideration of a change in language to the Description of Measure/Accomplishment 2.E.1 in VISION 2012

It was reported that during the monitoring of VISION 2012 progress and accomplishments at its May 5, 2009 meeting, the Planning Committee discussed a discrepancy/ambiguity between the Description of Measure 2.E.1 and the corresponding progress/measure of accomplishment. A request was made for the Administration to present a revised description/measure of accomplishment to clarify its intent so that accomplishments were aligned with the description. As presently written, 2.E.1 implied that the Office of Public Relations would be responsible for achieving national recognition for at least two publicity events. However, several accomplishments listed and discussed during the May 5th meeting were unrelated to, were not achieved by, or did not go through Public Relations.

The proposed change was in support of 2E of VISION 2012 which states: *Continuously promote the image and reputation of the University by enhancing the external communications system.*

Present Wording: Achieve national recognition for at least two publicity events each year through the Public Relations Office.

Proposed Wording: Achieve national recognition for at least two publicity events each year that are collaboratively conceived by University components, divisions or areas. The Public Relations Office shall provide input and support for events that have the potential to increase the University's name recognition and market profile.

The Board of Trustees, at its meeting of Saturday, October 31, 2009, unanimously approved the recommendation.

Secretary of the Board

Date