

Services and Administrative Committee Meeting

Meeting Minutes

March 2, 2021

Present (via Teams): Andrew Hakin (Chair) and Lynne Delorey (Recording Secretary)
Andrew Beckett, Kyler Bell, Lisa Craig, Jacqueline De Leebeeck, John Delorey, Megan Fogarty, Bob Hale, Shanna Hopkins, Richard Isnor, Murray Kyte, Wendy Langley, Leon MacLellan, MJ MacLellan, Leo MacPherson, Margie McKinnon, Randy Peters, Kathleen Provost, Jennifer Swinemar-Murray, Kevin Wamsley and Elizabeth Yeo

Regrets: Kerry Prosper

A. Hakin opened the meeting at 9:00 am and welcomed Advisory Committee members. The minutes of the February 2, 2021 meeting and the agenda for the March 2, 2021 meeting were approved as circulated.

Andy Hakin initiated discussion on the *StFX Strategic Plan 2017-22* and the five pillars that enforce the foundation values. Have these values guided our efforts and are they the underlying story of the efforts we have taken? To help us get review, K. Bell will offer a presentation on the branding project of 2019 to reflect on who we are and how we use the brand to enforce our values.

K. Bell shared the results of the branding project. The project initially began as a marketing exercise to develop consistent messaging to support recruitment. Some highlights include:

- Brand is about the experiences one has with organization. It is more than a visual identity. It is also a feeling.
- The brand is not just a logo. A logo, standing alone, has no meaning unless it is recognizable.
- Surveys and online focus groups were used to help determine who we are.
- Faculty and staff surveyed indicated that they felt engaged with the X-Factor and the unique feel of campus and the quality of relationships.
- Students surveyed expressed the importance of the small school experience and how it enables a greater personal connection.
- Not all results were positive. They also highlighted our challenges and opportunities.
- Strategically, we can define StFX by the type of student that choose to come here, i.e., a student who wants to set themselves up for life. They are engaged citizens and active participants.
- Other engagement indicators include the “feel, belonging, achievement and being better prepared for next step.
- Several factors make up our “creative expression.” Academic quality is not our differentiator.
- Our university brand positioning is to create a feeling of sense of belonging to a community of engaged citizens.

Brand Attributes

- Holistic - small creates superior education experience.
- Highly engaged students/citizens/spirit
- Service orientation with a core value of the Xaverian value set.
- Supportive campus community
- Strong Alumni network

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Brand Benefits

- Belonging - to a community
- Engagement – supported in all aspects.
- Individualized experience
- Students make a difference.
- Life success / achievement
- Better prepared for next step opportunity to grow.

Elevator Pitch

- StFX is a special place where you become part of a family/community.
- An X-ring must be earned to be worn!!

Conclusion

- The brand engagement resonates with incoming students. We have a legacy to build upon!

Roundtable Q & A:

The following provides an overview of key elements raised through conversation by the committee:

- Do our students receive a holistic education or we just talk about it? Why is immersion important?
- Do we lose student engagement when a student moves off campus? How can/do we continue engagement? Why do students usually move off-campus?
- Is the role of university staff supported in the Strategic Plan?
- StFX branding is unique. How do we differentiate from other schools with similar locations?
- We need to reference our history to show that we have been engaged and this is what makes us different.

Andy Hakin asked if we need to rethink our values and ask ourselves if they are reflected in our institution. Have excellence, equity, service, and dignity endured and are they a constant driver?

- Our values should be used when faced with high priority decisions. From initial hire, these parameters should guide our decisions.
- How do we value equity? We need to be clear on how every person has a role to play on achieving these values? What do we mean by equity/excellence as a value?
- Are the values deep enough? What do they mean?
- It is worth the time to get the values right and determine the mission statement.

Wrap-up

A. Hakin thanked all for their input and indicated that moving forward, the importance the engagement of institution within the plan is critical. We need to understand where we need to move forward. There is much to reflect on. Branding is the starting point to determine how people see the institution. We need interaction in person to achieve better results.

The meeting adjourned 10:20 a.m.