

June 30, 2005

TO: UMC faculty, staff, and students

FROM: Joe Massey, Campus Executive Officer

RE: Release of Report from Public Strategies Group and Next Steps

I have received and reviewed the final report of the Public Strategies Group (PSG) that outlines three possible design concepts for our campus. These design concepts are preliminary ideas and possibilities designed to stimulate further discussion and review. They were developed in consultation with UMC faculty, staff, students, and administrators, among others. The full report is available on our strategic positioning Web site at www.academic.umn.edu/crookston_strategic/index.html.

As a next step, I will chair a task force of representatives from the UMC and Twin Cities campuses over the summer to explore the ideas in the PSG report, consider a series of other options, and commission feasibility studies and market analyses. The work of this task force is vital to linking our process with the President's comprehensive strategic positioning initiative designed to ensure the future excellence of the entire University of Minnesota system – our campuses, colleges, departments, programs, and services.

The task force will produce a draft report that will be shared with the Crookston campus and community in September. Extensive consultation will take place to solicit responses to this draft report. In the interim, I encourage you to email me or use the response form on the Web site to forward any suggestions or comments you might have.

I am very hopeful that this process will produce outstanding results, including benchmarks and metrics, to lead our campus boldly forward in the years ahead. Although we face challenges, I am confident that the campus has the creativity and resolve to define a new strategic vision to better serve the citizens of northwestern Minnesota and the state and to position UMC for the 21st century.