



## Association of Collegiate Schools of Planning Meeting Minutes

Business Meeting ~ October 22, 2015, 11:30 AM to 1:00 PM  
Hyatt Regency Downton ~ Houston, Texas ~ Window Box Room

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Schools with a representative in attendance:

Full Members Ball State University; California State Polytechnic University, Pomona; California State University, Northridge; Catholic University of America; Clemson University; Cleveland State University; Cornell University; Eastern Washington University; Florida State University; Georgia Institute of Technology; Harvard University; Hunter College of CUNY; Iowa State University; Kansas State University; Michigan State University; Morgan State University; Ohio State University; Portland State University; Rutgers, The State University of New Jersey; Temple University; Texas Southern University; Tufts University; University at Buffalo, SUNY; University of California, Los Angeles; University of Cincinnati; University of Colorado Denver; University of Florida; University of Idaho; University of Illinois at Chicago; University of Iowa; University of Kansas; University of Maryland; University of Massachusetts; University of Memphis; University of Michigan; University of Minnesota; University of Missouri, Kansas City; University of New Mexico; University of Oklahoma; University of Oregon; University of Pennsylvania; University of South Florida; University of Washington; University of Wisconsin, Madison; Virginia Commonwealth University; Virginia Polytechnic Institute and State University; Wayne State University; West Chester University

Corresponding Members University of Alberta; University of British Columbia

Affiliate Members Georgia State University; University of Colorado Boulder

### I. Introduction of Officers and Recognitions

Thomas announced new officers and regional representatives, and acknowledged those leaving and joining the Governing Board. She also acknowledged outgoing PAB board member Bruce Stiftel and acknowledged incoming member Zenia Kotval. Thomas also acknowledged outgoing and incoming committee chairs.

### II. ACSP Treasurer's Report

Andrews summarized the handout provided to meeting attendees. He noted that ACSP is a \$500k+ operation, with the conference being the largest single budget item. Dues have been flat and the Guide is an important revenue source. JPER is has fluctuated between breaking even and producing revenue, with recent revenue increases associated with a newly negotiated contract with Sage Publishers. He highlighted the amount and role of budget reserves as part of total assets and described recent decisions related to investing in strategic initiatives such as the

website and marketing. He described finances and investments, noting that funds are in CDs and mutual funds.

### III. Past President's Remarks: a focus on one Connection

June Thomas highlighted her President's agenda and its focus on connections, including: (1) connections among planning schools and faculty, (2) connections with diverse people, and (3) connections among the planning academy, the profession, and the public.

### IV. Introduction of Scott Creamer, Screamer Co.

Takahashi referenced the focus of President's agenda on connections with the public and highlighted implementation efforts focus on communications and marketing. She described the process for vetting and selecting a marketing firm, including the role of a committee. Scott Creamer of Screamer Co., the selected marketing firm, shared an overview of the marketing effort. Key phases in the process include discovery (information gathering, including from student databases from member schools), brand building, and marketing plan development. The discussion with attendees focused on the availability of school applicant data, data protections available under HIPAA, alternative methods for collecting applicant data, the varied geographic focus of individual school applicant pools, and the length of the term for marketing plan implementation.