

Dear

Thank you for your time and engagement at our inaugural meeting last Friday. Your input will prove key to shaping the actions we take to deliver on our commitment to CU-Boulder and the communities it serves.

My biggest takeaways from the meeting were as follows:

- We can define our unique value proposition better, and communicate what we are doing in a more targeted fashion and in a way that inspires engagement between CU-Boulder and our stakeholders and partners.
- We must develop collaborations that lead with what the university can offer versus what the university needs. We are well positioned to address a number of our issues through collaborations (with industry, other AAU members, the state of Colorado, students, staff, and faculty) that truly benefit all parties.
- We have more work to do to ensure that the university systems promote and enable innovation, collaboration and entrepreneurship amongst our faculty and staff. Specifically: decision-making, internal management processes, and rewards & recognition.
- We need to be open to the identification of 1 or 2 large systemic issues that, if addressed, will resolve multiple smaller problems or symptoms.
- The Advisory Council is ready to assist us in our mission in any number of ways providing we stay in close contact, get specific about what help we need, and that we act.

In support of the above, my Cabinet and I met today and agreed to start taking action and provide you a progress report at the September 23 meeting on the following action items:

ACTION	CABINET DRIVER	COUNCIL MEMBER(S)
Bring forward a new Communications Plan to develop the brand and support the goals of clearly articulating who we are and the value we provide.	Frances	
Identify key policies and procedures at CU-Boulder and evaluate whether they encourage a culture of innovation and collaboration externally and internally. Include those in our immediate control and those that require input from other bodies.	Russ	

Clarify two to three \$40M ideas to advance • Review the campus tuition strategies. • Clearly define and prioritize federal research strengths and unrealized opportunities; develop strategies for the university to implement those priorities. • Establish mechanism to identify revolutionary ideas related to improving the overall impact and effectiveness of the University.	Kelly	
Identify ways to regularly engage the Advisory Council to advance the initiatives we have identified. Present ideas at the September meeting.	Catherine	

I welcome your participation on these Action teams. If you are interested in participating, you can contact me directly. We will also look for opportunities to include and engage you in our work leading up to and as part of the September meeting.

We commit to driving hard on the above actions and to keeping you informed of our progress against them on the Advisory Council website.

Additionally, we will send bi-weekly e-mail communications to a newly formed e-mail distribution list provided in the Attachment. We will provide you details on the new password protected website in the next few days.

Thank you again for all your support and effort. I'm very excited by the possibility and promise this group represents.

Phil

ATTACHMENT

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