The meeting was called to order at 9:40 by M. Gelfer.

1. The minutes of 11/29/07 and the agenda for 12/13/07 were approved by consensus.

2. M. Gelfer opened with a statement of the importance of the agenda item on data analysis. It was noted that questions about the decision-making process with respect to planning continue to be raised and not satisfactorily answered. M. Gelfer suggested that a better way to get answers might be to outline the information that might come from the subcommittee’s data analysis, and propose how decision-making might then proceed.

3. C. Gluesing, Assistant Director of Planning, gave a presentation on the master planning process. The following points were presented:
   a. Why are we here? System has demanded that all campuses must come up with master plan. It must be updated every ten years. That has pushed the UWM process. We have been singled out by System because we have not had a master plan since the 1970’s. This is the major mechanism by which our physical growth will be mapped out.
   b. Master planning often precedes other kinds of planning, but that is not what we are aspiring to. We want to integrate academic planning, master planning, and financial planning.
   c. Our process must be rigorous and defensible, so that it will pass through all levels of System approval.
   d. National consultants will be applying for our job. They will oversee the master planning process, but subcomponents for utilities, transportation, and so on will be subcontracted out.
   e. In terms of the academic planning part of the planning process, it is important to let good ideas “boil to the top;” however, we must also keep one foot in reality.
   f. Important questions that the consultants will need answered:
(1) What kinds of space do we need, both quantitative and qualitative?
(2) What are our priorities? Initially, this will be differentiated with the five-year plans and the ten-year plans/goals.
(3) What collaborations, adjacencies or affinities do we need to take into account?
   g. The design the consultants come up with should address energy, environmental, and sustainability issues. We must make sure that UWM values in these areas are brought to the table. As a campus, we need to articulate our values. We want to grow, but we need to consider how we grow, and how our decisions will reflect on us.

4. It was suggested that it might help raise the profile of the planning process if the Chancellor would articulate the above (Item 3) to the campus. The issue of values, and having the eventual design incorporate UWM values, was of particular interest to the subcommittee, and seemed important for the Chancellor to address.

5. The issue of which centers were to receive the survey was briefly discussed. It was tentatively decided that the Deans of each academic unit should decide which centers should receive the questionnaire.

7. The meeting was adjourned at 11:15 AM. The next meeting date was identified as January 9, 9:00 – 10:30. The location will be announced.

Respectfully submitted,

Marylou Pausewang Gelfer