

5-5-1980

## Recommendations Regarding Content of Promotional Publications

The College at Brockport, College Senate

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1979-1980

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Recommendations Regarding Content  
of Promotional Publication

TO: PRESIDENT ALBERT W. BROWN

FROM: THE FACULTY SENATE

Meeting on 5/5/80  
(Date)

RE:          I. Formal Resolution (Act of Determination)  
  X   II. Recommendation (Urging the fitness of)  
         III. Other (Notice, Request, Report, etc.)

SUBJECT: Recommendations Regarding Content of Promotional Publication

(see attached)

Signed Robert G. Kemmerling Sent 5/6/80  
(For the Senate) gmk

Robert G. Kemmerling, President, Faculty Senate

TO: THE FACULTY SENATE

FROM: PRESIDENT ALBERT W. BROWN

RE: I. DECISION AND ACTION TAKEN ON FORMAL RESOLUTION

- a. Accepted. Effective Date \_\_\_\_\_
- b. Deferred for discussion with the Faculty Senate on \_\_\_\_\_
- c. Unacceptable for the reasons contained in the attached explanation

II., III. (a) Received and acknowledged

b. Comment:

*Referred to newly established  
Publications Committee with thanks.  
Hatts, Suits*

DISTRIBUTION: Vice Presidents: \_\_\_\_\_

Others as identified:

Distribution Date: 5/22/80

Signed: Albert W. Brown  
(President of the College)

Date Received by the Senate: \_\_\_\_\_

STATE UNIVERSITY COLLEGE  
Brockport, New York

Agenda Item VI. A.  
Faculty Senate Meeting 5/5/80

Recommendations Regarding Content of Promotional Publication

*Could be  
other meeting  
discuss  
media*

A promotional publication to accompany Introduction to Brockport for distribution to prospective students should stress the academic quality of the college and include the following information:

- 1) A general summary description of broad academic program areas
- 2) A description of the extent and nature of library holdings including special features and/or collections
- 3) A statement of the professional reputation of the faculty as a whole as measured by such things as
  - a) publications
  - b) professional organization offices held
  - c) fellowships, grants, and other awards
  - d) other honors and recognition
- 4) A statement that almost all faculty are directly involved in undergraduate teaching and advisement with a special note of the small size of lower division General Education courses
- 5) A list of special educational opportunities available (the honors program and the like)
- 6) A list of student honor societies and organizations
- 7) A list of on campus cultural activities such as plays, music, Writer's Forum, Center for Philosophic Exchange, and the like
- 8) Special dorm programs such as PEARL and PRIDE
- 9) Career success of Brockport graduates--representative positions, titles, advanced degrees, etc.