

April 14, 2008

Letter to invitee members of Identity Committee

Dear [Invitee]:

As you know, we are in the midst of a planning process called MUW 20/20: Envisioning Our Future/Fulfilling Our Promise. Recently, I responded to the Focus on the Future Task Force's White Paper summary of results from the scanning process. The White Paper had included information and opinions about institutional challenges and opportunities gathered from the October 29th 20/20 session with community members, the campus focus group discussions, and responses from focused discussions with our alumni. My response to that document has been posted to the MUW 20/20 website, which can be found on MUW's homepage.

In the White Paper, the Task Force stated that there is significant confusion about both MUW's identity and name. My response included forming an Identity Committee. I'm writing to ask you to be part of the Identity Committee. The Committee will meet May 14 with the Cirlot Agency which has been asked to consult with the Identity Committee and the university leadership on enhancing the identity of MUW as identified in the 20/20 report and as it relates to the university's current strengths and core values. The meeting will begin in the morning, will include lunch, and will end in the late afternoon. If you agree to serve, I will send you a specific schedule for the day soon.

Before the day-long meeting with the Cirlot Agency, members of the committee are asked to review the materials posted on the website from MUW 20/20. During the meeting with Cirlot, the group will seek to define MUW's identity. Cirlot will prepare a report from the work of the committee. The committee also will consider the questions I outlined in my response and prepare a written report by May 31. Then I will determine whether a name change is indicated and, if so, form another committee on that topic as recommended in the White Paper.

Thank you for considering serving the university in this important way. Please let Jill O'Bryant (329-7100 or [jobryant@pres.muw.edu](mailto:jobryant@pres.muw.edu)) in my office know whether you are willing to assist in this task that is designed to be an inclusive process that will enable us to shape the future of our university.

Sincerely,



Claudia A. Limbert, Ph.D.  
President