

TEXAS A&M UNIVERSITY


College of Science
Office of the Dean

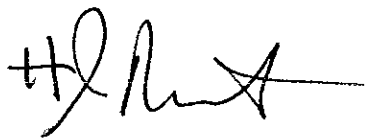
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June 29, 2006

MEMORANDUM

TO: Dr. Robert M. Gates
President

THROUGH: Dr. David B. Prior
Executive Vice President & Provost 

FROM: H. Joseph Newton, Chair
Council on the Research Environment 

SUBJECT: Emphasis on Research in Marketing Materials

The Research Environment Council urges President Gates, Provost Prior, and Vice President Moore to ensure that the content of the first two sentences of the Texas A&M University mission statement (reproduced here)

“Texas A&M is dedicated to the discovery, development, communication, and application of knowledge in a wide range of academic and professional fields. Its mission of providing the highest quality undergraduate and graduate program is inseparable from its mission of developing new understandings through research and creativity”

plays an important role in the marketing, branding, and purpose statement developments that are going on in the university. Those members of the council who have heard discussions of these developments have expressed strong concern that the missions of creativity and knowledge creation, and solving societal problems have gotten almost no emphasis in materials being generated.

cc: Council on the Research Environment