

Charter of the Board of Trustees Outreach and Engagement Committee

April 16, 2019

Purpose:

Outreach and Engagement is an ad hoc committee charged with assisting the Board of Trustees in fulfilling its governance responsibilities in the arena of key stakeholder engagement and how Minnesota State tells its story, fosters a society-wide understanding of public higher education systems, and articulates its value proposition as an invaluable public good. It will be a communication channel for the board and an opportunity for the board to develop expectations, offer input and oversight, and receive assurances regarding stakeholder engagement. The Committee shall meet at the call of the committee chair.

Committee Structure:

The Outreach and Engagement Committee of the board shall consist of no fewer than five members to be appointed by the chair of the board annually.

The Outreach and Engagement Committee shall not act on behalf of the board unless specifically delegated to do so by the board.

The Outreach and Engagement Committee will cease to exist at the end of June 2020 following analysis of committee work results unless the board agrees to extend the timeline or considers making it a standing committee.

Charge:

The principal elements of the Charter of the Outreach and Engagement Committee are:

1. To provide counsel regarding the approach to engaging stakeholders, such as:
 - a. Strategic messaging
 - b. Message delivery channels and coordination across the state
2. To provide advice, counsel, and make recommendations to the chancellor, chief marketing and communications officer and government relations director regarding critical strategic engagement, relationship-building, and cohesive, unified messaging to key stakeholders, such as:

Marketing and Communications

- a. Students, both current and prospective
- b. Families, mentors, employers, and other influencers

Value of Higher Education as a Public Enterprise

- c. Government agencies and legislators at both the state and federal level

Stewardship of Place

- d. Business / labor partners
- e. Business / labor community leaders
- f. Pre-K-12 partners

Advancement

- g. Major foundations and other philanthropic organizations
- h. Non-profit and community organizations
- i. Citizens of Minnesota