

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
June 15, 2010**

Advancement Committee Members Present: Trustees Christine Rice, chair; Cheryl Dickson, vice chair; Thomas Renier; Terri Thomas; Louise Sundin.

Leadership Council Committee Members Present: President Jon Quistgaard, Linda Kohl, Mary Davenport, Maria McLemore.

Other Trustees Present: Trustees Jacob Englund, Scott Thiss.

The Minnesota State Colleges and Universities Advancement Committee met June 15, 2010, at the Minnesota State Colleges and Universities office in St. Paul. Chair Christine Rice called the meeting to order at 3:35 p.m.

Approval of the Advancement Committee Meeting Minutes

The May 18, 2010, Advancement Committee meeting minutes were approved with an amendment adding Trustee Thomas to the members present.

1. Advancement Update

Maria McLemore, executive director for system and foundation relations, provided an update on the development division's annual conference June 2 through 3, 2010. Approximately 55 representatives from colleges and universities attended the two-day event. The conference agenda included national and regional speakers, along with representatives from the Office of the Chancellor.

Linda Kohl, associate vice chancellor for public affairs, reported that Public Affairs won a 2010 Silver Anvil Award from the Public Relations Society of America. The award, in the category of Multicultural Public Relations/Associations, Government, Nonprofit, was for the "Make College a Part of Your Future" campaign to recruit students from groups traditionally underrepresented in higher education.

Mary Davenport, Executive Director of Government Relations, provided an update on the status of federal appropriation legislation, including a bill providing additional funding to states and funds to backfill the Pell Grant shortfall. It was also reported that Congresswoman Betty McCollum has planned a visit to Inver Hills Community College to personally thank President Cheryl Frank for her service to the Minnesota State Colleges and Universities.

2. Alexandria Technical College Name Change Request

A motion was made to suspend the rules to give final approval to the name change request in one reading rather than two. The motion was seconded and unanimously approved.

The Advancement committee recommended the Board of Trustees change the name of Alexandria Technical College to Alexandria Technical and Community College. The motion was made, seconded and unanimously approved.

3. Foundation Office/Development Division Annual Performance Report

Maria McLemore shared the division's annual performance report, which outlined functional duties, accomplishments and future work plan. The report also highlighted the division's management of the Alliss Educational Grant program. Additional information was shared on the Blackbaud Enterprise, a multi-institutional constituent system.

4. Government Relations Annual Performance Report

Mary Davenport shared the division's annual performance report which shows the interdependency within the Office of the Chancellor and the Colleges and Universities. Outcomes are often dependent on the economy and the politics of the sessions. Government Relations maintains an election guide that is online and the division also tracks the number of contacts made with legislators, issues discussed, and an exchange of substance.

Executive Director Davenport also noted the contract with the Washington liaison was eliminated the last round of budget cuts.

5. Public Affairs Division Annual Performance Report

Linda Kohl, Associate Vice Chancellor for Public Affairs, shared information on the division's annual performance report. She explained that the consulting contract line includes all media placements. Other administrative costs were mostly on printing, postage, memberships, supplies, and food.

Associate Vice Chancellor Linda Kohl also reported big projects such as the State Fair and "Go Places" are being reviewed in light of budget concerns.

The meeting was adjourned at 4:15 p.m.

Respectfully submitted,
Debbie Goldschmitz, Recorder