



**ADVANCEMENT COMMITTEE
MAY 18, 2010
11:30 P.M.**

**BOARD ROOM
WELLS FARGO PLACE
30 7TH STREET EAST
SAINT PAUL, MN**

Please note: Committee/Board meeting times are tentative. Committee/Board meetings may begin up to 45 minutes earlier than the times listed below if the previous committee meeting concludes its business before the end of its allotted time slot.

Committee Chair Christine Rice calls the meeting to order.

- (1) **Minutes of April 20, 2010 (pp. 1-3)**
- (2) **Minutes of Joint Meeting: Advancement and Diversity and Multiculturalism Committee (pp. 4-5)**
- (3) Advancement Update
- (4) State and Federal Legislative Update (pp. 6-8)

Members

Christine Rice, Chair
Cheryl Dickson, Vice Chair
David Paskach
Thomas Renier
Louise Sundin
Terri Thomas

Bolded items indicate action required.

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
April 20, 2010**

Advancement Committee Members Present: Trustees Christine Rice, chair; Cheryl Dickson, vice chair; David Paskach; Louise Sundin.

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

Other Trustees Present: Trustees Duane Benson, Christopher Frederick, Thomas Reiner, Scott Thiss.

The Minnesota State Colleges and Universities Advancement Committee met April 20, 2010, at the Minnesota State Colleges & Universities system office in St. Paul. Chair Christine Rice called the meeting to order at 2:50 P.M.

Approval of the Advancement Committee Meeting Minutes

The March 16, 2010 Advancement Committee Meeting Minutes were approved without dissent.

1. Advancement Update

Maria McLemore, executive director for system and foundation relations, reported that the Minnesota State Colleges and Universities Foundation was awarded a \$330,000 grant from the Bill and Melinda Gates Foundation to support the Action Analytics and Education Partnership. In addition to funding the continuation of the National Action Analytics Symposium, the Gates Foundation grant will the system establish a repository of best practices in student readiness and retention.

2. State and Federal Legislative Update

Mary Davenport, executive director of government relations, reported that the supplemental budget bill for higher education was signed by the governor. The state Senate passed its version of a higher education related policy bill with minimal policy directed at the Minnesota State Colleges and Universities. The House version of the higher education policy bill, which has not yet been passed, includes more directives for the system. The bill includes language to raise the age from 62 to 66 for receiving reduced tuition as senior citizens; establish the system office in statute; create a new study of certificate and diploma programs in technical education; and create a pilot project for deposits of institution reserves at community banks.

The Senate Higher Education Committee scheduled a hearing to confirm the appointment of Trustee Christopher Frederick, but it was cancelled due to a long floor session. Trustee Frederick met with senators individually and answered questions before having his confirmation placed on the Senate confirmation calendar with Trustee David Paskach. The confirmation vote is expected to be taken up before the end of session. The Senate and House both have passed credit transfer bills which are expected to be negotiated in conference committee.

At the federal level, the Student Aid and Fiscal Responsibility Act was signed into law. This legislation requires institutions to move their financial aid lending through the U.S. Department of Education's Direct Lending program by July 1, 2010. Legislation included \$2 billion for community college and career training grants, to be administered by the Department of Labor.

A second stimulus bill focused on education is under consideration. The proposed legislation includes \$23 billion to preserve jobs in K-12 and higher education. The funds would be distributed in a formula similar to American Recovery and Reinvestment Act funds. Under this formula, \$386 million would be awarded to the state of Minnesota. The legislation requires maintenance of effort, meaning that the state cannot decrease appropriations to education below the 2006 level and qualify for the new federal funds if they become available.

Minnesota Congressional members have submitted special appropriation requests, or earmarks, for the Federal fiscal year 2011. A total request of \$14.6 million for projects within the system has been submitted to-date by members.

There was a discussion about the level of federal and state financial aid available to students attending a college or university within the system and Minnesota. It was suggested that when discussing tuition and tuition increases, the public be reminded that there are financial aid resources available to assist students and their families.

3. Report on College-, University- and System-Related Foundations

Maria McLemore, executive director for system and foundation relations, reported on the college-, university- and system-related foundations; this was a continuation of a discussion started at the March Board of Trustees meeting. In addition to an overview of public funds received by (\$9,751,691) and benefits returned to (\$28,366,258) the system, the report provided information on the individual return on investment for 42 of the system's college-,

university-, and system- related foundations. The Board was reminded that the report replaces the former “Gifts and Grants” report. Details on return on investment and other pertinent information are provided are the result of the recent amendment to Board Policy 8.3.

4. Follow-up to the OLA Evaluation of the System Office

Maria McLemore, Executive Director for System and Foundation Relations, reported that the Foundation office will remain committed to continued discussion with the Advancement Committee of the Leadership Council and to procedures and processes as dictated by the Board of Trustees in order to address the concerns raised in the OLA report.

Meeting adjourned at 3:45 p.m.

Respectfully submitted,
Candi Walz, Recorder

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
JOINT MEETING: ADVANCEMENT AND DIVERSITY
AND MULTICULTURALISM COMMITTEE
MEETING MINUTES
April 20, 2010**

Advancement Committee Members Present: Trustees Christine Rice, chair; Cheryl Dickson, vice chair; David Paskach, Thomas Reiner, Louise Sundin, and Terri Thomas.

Diversity Committee Members Present: Trustees Duane Benson, chair; Clarence Hightower, vice chair; Christopher Frederick, Tom Reiner, and Louise Sundin.

Leadership Council Committee Members Present: Presidents Jon Quistgaard and Edna Szymanski, Whitney Harris and Linda Kohl.

Other Trustees Present: Trustee Jacob Englund.

The joint Minnesota State Colleges and Universities Advancement and Diversity and Multiculturalism Committees met April 20, 2010, at the Minnesota State Colleges & Universities system office in St. Paul. Co-Chair Duane Benson called the meeting to order at 3:45 p.m.

1. Reaching the Underrepresented Initiative Update

Whitney Harris, executive director for diversity, reported that goal of the initiative of reaching the underrepresented was to increase the overall educational attainment of adults and recruiting more students from groups traditionally underserved in higher education.

Harris and Linda Kohl, associate vice chancellor for public affairs, shared elements of the initiative, including collecting information from focus groups of students in underrepresented groups. Information from the focus groups and from a review of existing recruitment efforts were used to develop a public relations and advertising campaign that included redesigned brochures printed in nine languages, bus shelter ads placed in specific neighborhoods, ads in buses and light rail transit, print ads placed in minority media publications and a coordinated Web site. The brochures have been in high demand – 82,500 were printed and more have been requested. The system has had 54 advertisements in publications with a combined readership of 330,000. The overall campaign cost was \$337,000 over two years. There have been 39.9 million impressions, or views, of this campaign. This is high rate when considering the amount of money that was spent. Harris also reported that the results indicated that the campaign has contributed to an awareness of colleges and universities within the targeted communities. Between 2005 and 2009 the students of color grew from 30,000 to 40,700 or

36 percent. The total system headcount increased 8.3 percent and the number of underrepresented students increased dramatically in fall 2009.

The diversity campaign has won several awards. In addition, diversity career professionals requested the Minnesota State Colleges and Universities to present the initiative to a National Association of Diversity Officers in Higher Education Webinar.

The meeting adjourned at 4:08 p.m.

Respectfully submitted,
Candi Walz, Recorder

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES**

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: May 18, 2010

Agenda Item: State and Federal Legislative Update

Proposed
Policy Change

Approvals
Required by
Policy

Other
Approvals

Monitoring

Information

Cite policy requirement, or explain why item is on the Board agenda:

Review of current legislative activity

Scheduled Presenter(s):

Mary Davenport, director of government relations

Outline of Key Points/Policy Issues:

Update on legislative activity

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES**

INFORMATION ITEM
State and Federal Legislative Update

STATE ACTIVITY

The Legislature is scheduled to adjourn by Monday, May 17.

House higher education policy bill

An update will be provided regarding the higher education policy bill, pending conference committee action. Included in the House version of the bill is language that increases the age from 62 to 66 for receiving reduced tuition as senior citizens; language that establishes the system office in statute and provides for general duties of the office; language calling for streamlining of the system office by better targeting the use of state resources and providing services at the most efficient level to avoid duplicating services provided at the colleges and universities; language directing that reduction to the system office appropriation must not be passed through to any institution or campus; a provision establishing pilot projects for local deposit of reserves for system institutions. The Senate higher education committee passed their version of a policy bill earlier this session, which differs greatly from the House bill. The Senate bill includes provisions relating to the Office of Higher Education; a provision that encourages colleges and universities to serve locally grown food; and language that requires the Office of Higher Ed to monitor the federal postsecondary textbook disclosure law.

Credit transfer bills

The governor vetoed the credit transfer bill, HF 3164, Chapter 284. The transfer bill would have required the system to work on its credit transfer system, with the goal of "minimal loss of credits for transferring students" and provide a report to the legislature. In his veto letter, Governor Pawlenty wrote that the "bill is unnecessary because the credit transfer issues identified by the Legislative Auditor, MnSCU staff, and students are already being addressed through internal actions and policy changes."

Minnesota Supreme Court Ruling

The Minnesota Supreme Court ruled 4-3 that the governor overstepped his executive authority by unilaterally cutting \$2.7 billion from the state budget through the unallotment process. In a majority opinion written by Supreme Court Chief Justice Eric Magnuson, the court said that the budget process was defined, the deficit was known with the November and February Forecast, and the governor used the unallotment in an unintended way. It is unclear at the time of this writing if this ruling means the entire unallotment will be overturned, or just one relatively small provision pertaining to a nutritional program which was the focus of the plaintiffs in this case. The governor's cut of \$2.7 billion included \$50 million to the Minnesota State Colleges and Universities system. In the meantime, the remaining \$536 million shortfall that the legislature has been working to eliminate may grow substantially to approximately \$3 billion.

FEDERAL

Pell Grants

All of Minnesota's Congressional Delegation continue to support federal financial aid for students. Congressman Erik Paulsen (MN-03) has introduced legislation in the U.S. House of Representatives calling for full funding of Pell grants, the single largest source of federal grant aid for post-secondary education. The Pell grant program currently faces an estimated \$5 billion budgetary shortfall, which threatens critical financial aid for students across the nation. Paulsen's legislation (H.R.5198) expresses the Sense of Congress that the federal Pell Grant Program should be a high funding priority.

Keep Our Educators Working Act (S. 3206)

A bill that would provide \$23 billion to states to help early childhood, K-12 and public higher education retain and hire personnel has been introduced in the Senate (Harkin, IA). The Keep Our Educators Working Act (S. 3206) would provide funds distributed to the states under the auspices of the State Fiscal Stabilization Fund created in last year's stimulus legislation. The provisions of S. 3206 are similar to the education jobs fund contained in a larger jobs bill passed by the House last December. That bill, H.R. 2847, was eventually scaled down significantly before final passage.