

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

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***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