

**MINNESOTA STATE COLLEGES AND UNIVERSITIES  
BOARD OF TRUSTEES  
ADVANCEMENT COMMITTEE  
MEETING MINUTES  
May 17, 2011**

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*Advancement Committee Members Present: Trustees Cheryl Dickson, chair; Jacob Englund, vice chair, Alfredo Oliveira, Louise Sundin.*

*Leadership Council Committee Members Present: President Don Supalla, Mary Davenport, Linda Kohl, Maria McLemore.*

*Other Trustees Present: Trustees Duane Benson, Clarence Hightower, Christopher Frederick, Phil Krinkie, David Paskach, Tom Renier, James Van Houten, Michael Vekich.*

The Minnesota State Colleges and Universities Advancement Committee met May 17, 2011, at the Minnesota State Colleges and Universities office in St. Paul. Chair Cheryl Dickson called the meeting to order at 10:43 A.M.

**Approval of the Advancement Committee Meeting Minutes**

*Minutes of the April 20, 2011, Advancement Committee meeting were approved without dissent.*

**1. Advancement Update**

Linda Kohl, associate vice chancellor for public affairs, reported that 17 institutions have gone tobacco free and two more campuses are scheduled to go tobacco free by the start of fall semester. Chair Dickson brought up the concern of safety for students who smoke but have to travel further away from campus buildings. President Don Supalla reported that Rochester Community and Technical College went tobacco free last year, and the program has exceeded the campuses expectations. He reported that students who smoke usually do this in their own vehicles and not in unsafe areas or the roads. Kohl also reported that in regard to the board's Connecting with Campuses initiative, to date, 13 trustees have visited 24 campuses and 18 different institutions.

Maria McLemore, executive director for system and foundation relations, followed up with the board's recommendation to share information on Return on Investment and foundation reporting. The foundation office hopes to expand the conversation to Chief Development Officers on campuses and develop a more comprehensive report. The intent is to develop an ROI formula that is helpful to both the small and large campuses. McLemore also reported that the June 1-2 Alumni Relations conference will include a presentation from Metropolitan

State University adjunct professor Steve Paprocki, who also is the president of Access Philanthropy. The workshop has been planned to include national level programming at no cost to the campuses on customize training, faculty grants, and fundraising. The Kresge and Lumina Foundations have partnered to create the “Talented Dividend Prize” program to put a focus on increasing the number of higher education degrees for a city in the United States. St. Paul and Minneapolis are eligible for this prize; the system seeks to support the work of this program.

## **2. State and Federal Legislative Update**

Mary Davenport, executive director of government relations, reported that the state Legislature is in the final week of the legislative session. The higher education conference committee reached agreement and the final bill awaits floor action before being sent to the governor for his signature. It remains to be seen whether or not the Legislature will end with their budget work completed.

Budget discussion for FY2012 continues to on-going at the federal level as well. It remains questionable about whether or not a federal budget will be completed by the end of the current fiscal year. Specific to higher education student financial aid, the Senate is considering maintaining the maximum Pell Grant funding level while the House is considering cuts.

## **3. Website Redesign**

Linda Kohl, associate vice chancellor for public affairs, presented an overview of the system’s websites. She presented view of the public website from 1996 to the present, noting changes in design and philosophy. Over the past year, 1.3 million visitors have been to the website from countries throughout the world.

To create the latest redesign of the website, research was done on other college and university sites and also corporate websites. The redesign has been focused on three user groups: external students and employers; internal/external administration and governance; and internal audiences like campuses and Office of the Chancellor. The three main principles of the redesign are focusing on customers, enhancing the search engine for external users (students and employers), and utilizing social media. The new page will allow prospective students to learn about admissions, schools, academics, courses offered, military and online material. Students can apply online to any campuses. The new site will be cleaner and

simpler. Public affairs have worked with the Students First initiative to make sure that students focus is present.

The Students First project is expected to roll out by June 30. The new website should go live shortly after that.

Meeting adjourned at 11:38 a.m.

Respectfully submitted,  
Candi Walz, Recorder

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** June 21, 2011

**Agenda Item:** 2011 Office of the Chancellor Performance Reports –  
Public Affairs, Development and Government Relations Divisions

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

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

**Scheduled Presenter(s):**

**Outline of Key Points/Policy Issues:**