

**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 –
Development, Government Relations and Public Affairs 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:

Office of the Chancellor Performance Report
Development Division

I. Multi-year Financial and Personnel Data

Cost Category/Financing	2010-2011 Biennium		2012-2013 Biennium	
	2010 Actual	2011 Estimate	2012 Projected	2013 Projected
Salaries and Benefits	273,227	271,091	203,519	203,519
Consulting Contracts	20,543	12,171	0	0
Other Administrative Costs	45,245	60,904	52,500	52,500
Total Administrative Costs	339,015	344,166	256,019	256,019
Less External (operating and pass through)	(54,000)	(30,000)	0	0
Charged to GEN Fund	285,015	314,166	256,019	256,019
Distribution of General Fund Activities:				
Direct Services to Colleges/Universities	0	0	0	0
Systemwide Services	285,015	314,166	256,019	256,019
Division Employee FTE	3	3	2	

Alliss Educational Grant Program

Cost Category/Financing	2010-2011 Biennium		2012-2013 Biennium	
	2010 Actual	2011 Estimate	2012 Projected	2013 Projected
Salaries and Benefits	0	0	0	0
Consulting Contracts	0	0	0	0
Other Administrative Costs	1,311,495	788,026		
Total Administrative Costs	1,311,495	788,026		
Less External (operating and pass through)*	(820,102)	(513,189)		
Charged to GEN Fund	491,393	274,837	0	0
Distribution of General Fund Activities:				
Direct Services to Colleges/Universities	0	0	0	0
Systemwide Services	491,393	274,837	0	0

*Alliss grant funds

Office of the Chancellor Performance Report

Development Division

II. Explain the structural distribution between the functional duties performed by this division and similar activities performed by the colleges and universities.

The Development Division has five functional components:

1. policy/procedure compliance and enforcement;
2. systemwide leadership and counsel;
3. fundraising and stewardship;
4. education and professional development;
5. and administrative support to the Minnesota State Colleges and Universities Foundation.

In regard to fundraising, efforts are directed toward multi-institutional scholarships, systemwide initiatives and projects housed within the central office. The division's work with the foundation includes oversight of operating and investment funds; management and execution of internal fundraising campaigns and special events; coordination of annual and endowed scholarship application and selection processes; compilation and completion of board-, state- and federally-mandated reports, filings, etc.; and maintenance of constituent management and financial accounting software.

Functional Duties of the Development Division

Raise and steward funds for systemwide initiatives and for existing scholarship and program funds held by the system-related foundation.

Provide administrative support to the system-related foundation's board of directors.

Coordinate and host system-related foundation's board and constituents meetings, as well as its fundraising events.

Build relationships with local, regional and national private and corporate funders on behalf of the Minnesota State Colleges and Universities system.

Articulate and enforce the board's policies and procedures for college-, university- and system-related foundations.

Serve as the central submission point for required financial documents for the system's college- and university-related foundations.

Advise the Board of Trustees and chancellor (and others as necessary) on the performances of the system's related foundations.

Office of the Chancellor Performance Report Development Division

Provide research, guidance and proposal preparation support to divisions within the Office of the Chancellor and to campus-based colleagues.

Coordinate professional development opportunities for development and alumni relations professionals throughout the system.

Disseminate information on grant opportunities, fellowships and pertinent research/resources to colleagues within the Office of the Chancellor and on college and university campuses.

Activities performed by the colleges and universities:

Build relationships with local, regional and national private and corporate foundations on behalf of their respective institutions.

Raise and steward funds for their respective college or university and for their college- or university related foundation.

Host special events for their respective college or university and on behalf of their college- or university related foundation.

For their college- or university-related foundation, ensure preparation and submission of the required financial documents as dictated by Board Policy 8.3.

III. Cite performance metrics and major accomplishments from the past year (tie to prior year division/committee work plan, if possible).

2011 Work Plan Accomplishments

As of May 23, 2011:

Private gifts and grants received: \$1.4 million

On track to provide a return on investment of over \$3.00 for the system-related foundation (final tally will occur in July 2011).

Provided approximately 30 hours of professional development offerings to the system's alumni relations and development professionals.

Provided over \$362,000 in scholarship support to the system's colleges and universities.

Office of the Chancellor Performance Report Development Division

Disseminated 78 system-wide alerts regarding grant, scholarship and fellowships opportunities and pertinent publications.

Scheduled to host a two-day professional development conference for alumni relations and development professionals on June 1-2, 2011 and a benefit golf tournament on June 24, 2011.

Presented the Board of Trustees with an expanded report on the system's 43 college-, university- and system-related foundations.

Oversaw the continued implementation and upgrades of Blackbaud Enterprise, the multi-campus/system office constituent management system.

IV. Identify major division/committee work plan activities planned for upcoming year.

Through the combined efforts of the system's foundation and the Development Division, raise at least \$1 million to support student scholarships, programs and system-wide initiatives.

Ensure a return on investment of at least \$2.00 for every \$1 in public funds provided to the Minnesota State Colleges and Universities Foundation.

Provide at least 15 hours of professional development to the system's college and university presidents and to the alumni relations and development professionals.

Oversee the submission of audit reports, tax documents and other finance-related materials and assist in the elimination or reduction of identified material weaknesses.

Provide college- and university-related foundations with additional resources to assist in the cultivation of major donors.

Redesign the processes currently used to determine the return on investment for the system's related foundations.

Office of the Chancellor Performance Report
Government Relations Division

I. Multi-year Financial and Personnel Data

Cost Category/Financing	2010-2011 Biennium		2012-2013 Biennium	
	2010 Actual	2011 Estimate	2012 Projected	2013 Projected
Salaries and Benefits	427,727	430,021	322,548	322,548
Consulting Contracts	0	0	0	0
Other Administrative Costs	47,894	43,096	151,700	151,700
Total Administrative Costs	475,621	473,117	474,248	474,248
Less External (operating and pass through)*	0	0	(37,020)	(37,020)
Charged to GEN Fund	475,621	473,117	437,228	437,228
Distribution of General Fund Activities:				
Direct Services to Colleges/Universities	208,496	203,081	187,676	187,676
Systemwide Services	267,125	270,036	249,552	249,552
Division Employee FTE	4	4	2.5	

*compensation paid through contract with NHED

II. Explain the structural distribution between the functional duties performed by this division and similar activities performed by the colleges and universities.

Functional duties of the Government Relations Division:

Articulate and communicate the system's state legislative and federal priorities/agendas.

Advise the Board of Trustees and chancellor (and others as necessary) on campus positions and strategies related to legislative and community relations and in public policy.

Provide guidance on the development and leveraging of local/campus district relationships to advance the system's state and federal agendas.

Coordinate preparation of materials and presentation of testimony for legislative and other governmental hearings; respond to legislative inquiries on behalf of the system.

Serve as a resource and coach/advisor to staff, faculty and students on budget issues and legislation that impacts the system.

Office of the Chancellor Performance Report Government Relations Division

Coordinate and manage campus bonding tours between Legislature/legislative staff and campus.

Coordinate and/or conduct legislative research and policy analysis.

Coordinate federal legislative program; coordinate development of federal earmarks.

Activities performed by the colleges and universities:

Build relationships with locally elected officials and friends in support of the system's state and federal priorities/agendas. Advocate for the system's agenda.

Provide testimony, responses to questions and/or other campus-based information as requested through coordinated efforts with Government Relations staff.

Prepare on-campus logistics and site preparation for bonding visits and other activity.

III. Cite performance metrics and major accomplishments from the past year (tie to prior year division/committee work plan, if possible).

2011 session FY2012-13 budget request outcome; minimized intrusive language; other language goals achieved: TBD – pending special session

Successful messaging and advocacy work

Minimized potential cuts

Advocacy on system positions with legislators, Governor's office, and Office of Higher Education

FY2011 Federal appropriations: \$16.9 million in system projects supported (earmarks removed from final budget agreement)

Board goal to actively engage trustees with legislative process met (gubernatorial candidate interviews, new member meetings talking points, hearing attendance, etc.)

Successful gubernatorial candidate interviews (all three candidates, Internet posting with 27,277 loads (accessed, but not 100% completed view; 3,570 completed plays), Board and student association partnership

Completed all newly elected legislator meetings (Chancellor, some with trustees)

Office of the Chancellor Performance Report Government Relations Division

IV. **Identify major division/committee work plan activities planned for upcoming year.**

Facilitate Board action item (March 2011): The Board of Trustees directed the Chancellor to work collaboratively with P-20 partners to seek legislation that requires every high school student in Grade 11 to participate in a uniform assessment identified by MDE or other appropriate entity for the purpose of assessing the student's readiness for college-level math and English.

Prepare for and promote Board of Trustees legislative agenda for 2012, including the facilities bonding request agenda, and supplemental budget request and/or legislative policy changes as determined.

Support merger of government relations, public affairs and development and foundation areas through reorganization process.

Build strong political support for Chancellor Rosenstone's tenure.

Continue to build and promote positive relationships between the system and state and federal elected officials, state and federal agencies and others.

Office of the Chancellor Performance Report
Public Affairs Division

I. Multi-year Financial and Personnel Data

Cost Category/Financing	2010-2011 Biennium		2012-2013 Biennium	
	2010 Actual	2011 Estimate	2012 Projected	2013 Projected
Salaries and Benefits	657,808	699,661	361,412	361,412
Consulting Contracts	343,410	126,235	0	0
Other Administrative Costs	268,629	190,023	433,244	433,244
Total Administrative Costs	1,269,847	1,015,919	794,656	794,656
Less External (operating and pass through)	0	0	0	0
Charged to GEN Fund	1,269,847	1,015,919	794,656	794,656
Distribution of General Fund Activities:				
Direct Services to Colleges/Universities	443,871	254,731	164,471	164,471
Divison Employee FTE	6	7	5	5

II. Explain the structural distribution between the functional duties performed by this division and similar activities performed by the colleges and universities.

Media relations: The Public Affairs division handles media relations for the system as a whole, including issuing news releases about the system and board actions; proposing stories for publication; and responding to media inquiries on behalf of the Board of Trustees, the chancellor and the Office of the Chancellor. The colleges and universities handle media relations for their individual institutions.

Coaching and technical assistance: Public Affairs provides coaching and technical assistance to the Board of Trustees, Office of the Chancellor and individual colleges and universities in media relations, public relations, marketing, crisis communications and public presentations as requested. The colleges and universities provide coaching and technical assistance to college or university staff and coordinate crisis communications with Office of the Chancellor.

Market research and marketing: Public Affairs conducts market research, demographic trend analyses and marketing for the system as a whole and shares results with individual colleges and universities. Statewide marketing initiatives from the system office are implemented to support and enhance the enrollment, recruitment and other marketing efforts at each of the individual colleges and universities.

Office of the Chancellor Performance Report Public Affairs Division

Publications: Public Affairs develops and distributes publications about the system as a whole to external audiences, including publications that promote the system and its contributions to the state of Minnesota (*Minnesota State Colleges & Universities* magazine, *Amazing Facts*, *Designing the Future*); legislative publications (bonding request, capital request, presentations); student recruitment publications such as *Go Places* that promote all system institutions; the system public website; and other publications as needed. Colleges and universities develop and distribute publications about their individual institutions, including publications that promote the institutions, student recruitment publications, the college or university Web site, and other publications as needed.

III. Cite performance metrics and major accomplishments from the past year (tie to prior year division/committee work plan, if possible).

Student recruitment: Published 13th edition of *Go Places*, the system's viewbook, and distributed more than 80,000 copies. The viewbook continues to be in demand by school counselors, and system enrollment continues to grow. About 6,400 prospective students requested information from our colleges and universities through the electronic reply card, generating 46,016 leads that were forwarded to the colleges and universities. Some 884 paper reply cards have been returned so far this year; these have come from nine different issues of "Go Places," indicating that this is a publication that people keep for years before they take action and make an inquiry. The paper reply cards generated an estimated 4,172 leads.

Legislative advocacy: Produced materials to support the system's state and federal legislative requests and to illustrate the system's contributions to the state. These included updating *Amazing Facts* and publishing two issues of the *Minnesota State Colleges and Universities* magazine that publicizes news and features from the campuses.

- Edited, formatted and published to the Web the campus budget profile pages that explained the impact of funding cuts over the past three years and how each of our institutions is helping the state's economy. These profiles were used extensively through legislative hearings on the system's budget request.
- Produced one-pagers for each of the 17 federal budget requests for 2010 and 18 for 2011; these were used by the chancellor, trustees and government relations staff to present the system's request to U.S. senators and representatives and their staffs.
- Worked with Government Affairs and MnSAT to produce videos of interviews with the gubernatorial candidates on their position on higher education issues. The videos were posted on the system website and were loaded to be viewed about 29,000 times.

Office of the Chancellor Performance Report Public Affairs Division

Public relations: Pitched stories, developed news releases, responded to media inquiries and continued to produce News Watch, a bi-weekly electronic news clipping service. News Watch continues to be popular, growing to 367 subscribers, nearly a 50 percent increase over last year. The division handled at least 155 requests for information from the public and more than 200 requests for information or assistance from campus communicators or other campus staff.

During the year, the division developed and issued 44 news releases and responded to more than 325 media inquiries, generating hundreds of stories including these notable examples:

- A raft of positive stories about the selection of a new chancellor;
- A *New York Times* story about job re-entry training at Hennepin Technical College;
- Widespread coverage of the *Washington Monthly*'s designation of five system colleges among the nation's best community colleges;
- A two-page spread that profiled the chancellor and his accomplishments in *Capitol Report*;
- Minnesota Public Radio reports on college prep for older students, the three-year baccalaureate and the system's budget;
- A column in the ECM newspaper chain about high school students taking college courses;
- A story in the *Spokesman-Recorder* about graduation rates for African-American students;
- Stories in a wide variety of news outlets on the system's annual farm business report and on enrollment growth; and
- Favorable columns in the Star Tribune opinion section about chancellor pay, state appropriations and other policy issues.

Web enhancements: A number of improvements and enhancements of the system's website have been completed or are under way. A website redesign, developed in conjunction with the Students First Single Search project, will be ready to be implemented by June 30. Other new features or enhancements include:

- A chancellor search page was added to keep internal and external audiences informed about the progress of the search for a new chancellor.
- A new presidents section was added, providing photos, bios and other information about the system's 32 college and university presidents.

Office of the Chancellor Performance Report Public Affairs Division

- An emergency preparedness site was added, to provide information on all hazards planning and general emergency preparedness at http://www.chancellor.mnscu.edu/employee/emergency_prep/index.html .
- A new campus and faculty staff directory was added at <http://www.mnscu.edu/directories/index.html>.
- A new Business and Industry website, developed with the Academic and Student Affairs division, is nearly ready for launch. http://www.mnscu.edu/business_and_industry/index.html.
- A new website is in development for the Lumina project (Graduate Minnesota), a new project to reach out to adults who have some college but not a degree, at <http://www.students.mnscu.edu/graduate-MN/index.html>.

In the past year, the system's website has had 1,308,224 visits to www.mnscu.edu and related top-level pages from 106 countries and territories. During the same time period, 118,270 pages were viewed a total of 4,724,260 times. The most popular pages that visitors proceed to from the home page are job opportunities, program search and campus profile pages.

Social Media: The division continued to experiment with social media over the past year, exploring some of the capabilities of new media while trying to avoid its pitfalls.

- Facebook: We have more than 1,800 followers on Facebook.
- Twitter: We have 2,930 followers and have posted 1,100 messages via Twitter.
- YouTube: 9,405 channel views and 24,536 upload views since account creation September 7, 2007. The system profile has 56 subscribers.

Awards: The system won a prestigious national Silver Anvil Award, the highest public relations award presented by the national Public Relations Society of America. The award was for the "Make College Part a Part of Your Future" campaign, which seeks to reach out to underrepresented students. The campaign includes brochures in nine languages, posters, bus and light rail transit ads, bus shelter ads, print ads in minority newspapers and a variety of public relations tactics. The system also won three other awards in national and regional contests and was a finalist in two categories in the Minnesota Public Relations Society of America Classics Awards.

Office of the Chancellor Performance Report
Public Affairs Division

IV. Identify major division/committee work plan activities planned for upcoming year.

Public Affairs will continue to promote the Minnesota State Colleges and Universities system and support the initiatives of the Board of Trustees and chancellor. The division will support and promote Students First, conduct marketing activities in connection with the Lumina project, and increase use of social networking and other new technologies where appropriate to reach prospective students. Deep budget cuts, a proposed reorganization plan and the start of a new chancellor's term will shape the unit's work plan for the coming year. The complete Public Affairs communications plan is available on request.