

ADVANCEMENT COMMITTEE JUNE 21, 2011 11:00 A.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 Cheryl Dickson calls the meeting to order.

- (1) Minutes of May 17, 2011 (pp. 1-3)
- (2) Advancement Update
- (3) State and Federal Legislative Update (pp. 4-5)
- (4) 2011 Office of the Chancellor Performance Reports –
 Development, Government Relations and Public Affairs Divisions (pp. 6-18)
- (5) Board Goal Progress (pp. 19-20)

Members

Cheryl Dickson, Chair Jacob Englund, Vice Chair Clarence Hightower Alfredo Oliveira Christine Rice Louise Sundin

Bolded items indicate action required.

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

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 June1-2 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

Agenda Item Summary Sheet

Date of Meeting: June 21, 2011					
Monitoring lls					
ard agenda:					
Dr. Mary Davenport, executive director of government relations					

INFORMATION ITEM

State and Federal Legislative Update

STATE

The May 23 closing date for the 2011 legislative session passed with no budget resolution in place. Governor Dayton vetoed all nine budget bills and returned the bills along with veto messages outlining areas of both agreement and concern. In his veto message for the higher education bill, the Governor noted:

- Choices made are a reflection of values and priorities.
- Our college and universities are part of what makes Minnesota great.
- A highly –skilled and educated workforce are part of what makes Minnesota great.
- Deep cuts result in layoffs of faculty, tuition increases and fewer course offerings for students.
- The 14% cut to MnSCU is too extreme.
- At the bill's funding level, Minnesota would have a harder time providing employers with employees who have the skills and education they require.
- The total appropriation leaves both the University of Minnesota and MnSCU with substantially lower levels of state funding at the same time they are serving 50,000 more students.
- The combination of reduced funding and tuition caps included in the bill would unwisely limit the systems' abilities to manage the severe funding reductions.
- The proper entity to make final tuition decisions for MnSCU is the MnSCU's Board of Trustees.
- The bill is returned with hope that there can be a compromise that demonstrates commitment to students and higher education in Minnesota.

FEDERAL

Congress continues their work to set fiscal year 2012 budget. The House continues to make progress on moving their appropriation bills through committees and to the House floor. The Senate appropriations subcommittees have started to hold hearings. Several hearings in the House Subcommittee on Higher Education and Workforce Training have focused on regulatory overreach in higher education.

Agenda Item Summary Sheet

Committee: Adva	nncement	Date of Meeting: June 21, 2011
O	1 Office of the Chancellor Performan elopment, Government Relations and	1
Proposed Policy Change	Approvals Required by Policy Other	er Monitoring rovals
x Information		
Cite policy require	ment, or explain why item is on the	e Board agenda:
Scheduled Presente	er(s):	
Outline of Key Poin	nts/Policy Issues:	

Office of the Chancellor Performance Report Development Division

I. Multi-year Financial and Personnel Data

	2010-2011 Biennium		2010-2011 Biennium 2012-201		2012-2013	Biennium
Cost Category/Financing	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

	2010-2011 Biennium		2012-2013	Biennium
Cost Category/Financing	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 collegeor 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

	2010-2011	Biennium	2012-2013 Biennium	
Cost Category/Financing	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 g 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.

I. Multi-year Financial and Personnel Data

	2010-2011 Biennium		2010-2011 Biennium 201		2012-201	2012-2013 Biennium	
Cost Category/Financing	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.

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.

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.

- 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.

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.

Agenda Item Summary Sheet

Committee: Advancement	Date of Meeting: June 21, 2011				
Agenda Item: Board Goal Progress					
	Other Monitoring Approvals				
x Information					
Cite policy requirement, or explain why item is on	the Board agenda: See attached.				
Scheduled Presenter(s): Mary Davenport, Linda Kohl					
Outline of Key Points/Policy Issues: See attached.					

INFORMATION ITEM

Board Goal Progress

BACKGROUND

At the September 2010 meeting of the Board Advancement Committee, the committee two priority goals:

- 1. Increasing board visibility
 "Connecting with Campuses" (trustee visits to campuses)
- 2. Increasing board outreach and advocacy
 - Trustee interaction with legislators
 - Interviews with gubernatorial candidates

Information on progress toward the goals will be discussed at the meeting.