

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
April 20, 2011**

Advancement Committee members present: Trustees Cheryl Dickson, chair; Jacob Englund, vice chair; Alfredo Oliveira and Louise Sundin.

Leadership Council Committee members present: President Donald Supalla, Gail Olson, Linda Kohl, Mary Davenport, Maria McLemore.

Other Trustees present: Trustees Scott Thiss, Clarence Hightower, Christopher Frederick, Tom Renier, James Van Houten.

The Minnesota State Colleges and Universities Advancement Committee met April 20, 2011, at the Minnesota State Colleges and Universities office in St. Paul. Chair Cheryl Dickson called the meeting to order at 10 a.m.

Approval of the Advancement Committee Meeting Minutes

The March 16, 2011 Advancement Committee meeting minutes were approved without dissent.

1. Advancement Update

Maria McLemore, executive director for system and foundation relations, reported that the development division will be holding an alumni and relations professional development conference June 1-2. Paul Heaton, the newly named director of the Center for Community College Advancement at the Council for Advancement and Support of Education, will be a featured speaker.

Marshall property developer D.C. “Pat” McFarland left bequests of \$1 million each to Southwest Minnesota State University, the Southwest Minnesota State University Foundation and Pride of the Tiger Foundation, which awards scholarships to graduating seniors at Marshall High School. The bequest to the university will benefit the library and the bequest to the foundation will fund Presidential Scholarships.

McLemore also reported that Saint Paul College earned a Bill and Melinda Gates Foundation grant for developing technology to help improve college completion among low-income students. More than \$240,000 in equipment was received at Ridgewater College for students in the nondestructive testing FastTrack program. The Minnesota State Colleges and Universities Foundation has worked with the Minnesota State College Student Association and the Minnesota

State University Student Association to establish the Chancellor James and Dr. Maryan McCormick endowment.

Linda Kohl, associate vice chancellor for public affairs, reported that the Public Affairs Division hosted a meeting with student editors to discuss the use of social media in communication. Colleges in the Minnesota State Colleges and Universities won four gold, one silver and three bronze awards in the Paragon Awards sponsored by the National Council for Marketing and Public Relations, an association of two-year college marketing and communication professionals. The system also earned a gold award and best in class in a contest sponsored by the Printing Industries of Minnesota for the fall issue of the system magazine.

On the Board of Trustees goal of Connecting with Campuses, Kohl reported that 12 trustees have visited 25 campuses, with nine additional visits scheduled.

2. State and Federal Legislative Update

Mary Davenport, executive director of government relations, reported that the Legislature was on recess for Easter and Passover. Many roundtables and in district events were being conducted. The state continues to focus on budget; policy issues are a lower priority. Committees are meeting at the call of the chair. There are not many differences between the House and Senate Higher Education bill, especially without the policy mixed in. The key legislative messages are that the system has a Board of Trustees which needs the flexibility to govern the system. Trustee Jacob Englund's confirmation was postponed. The other trustee confirmations remain on the Senate floor; it is expected these will be voted on together. The veteran service center sunset has been removed; the House bill provides funds for these centers. Employee issues are moving through the House and Senate. The government relations team will continue to monitor these. There is no word yet on a bonding bill. The government relations division will continue to monitor this. The Legislative session will conclude May 23, 2011, the constitutional deadline.

At the federal level, Congress adopted a budget and diverted a federal government shut down. All federal agencies, except for defense programs, received a 2 percent cut. Some federal program cuts affect the system, including funds to adult education, TRIO, Gear Up and the Department of Labor programs that work with colleges and universities.

President Don Supalla reiterated that the presidents agree to the unified message to legislators to protect the base, opposition to a tuition cap, and to allow the Board of Trustees to govern in the the system.

3. Commencement greetings

Advancement Committee Chair Cheryl Dickson began a discussion on commencement addresses. Vice Chair Trustee Englund said that the messages should be personalized, not to upstage the commencement speaker but to make a connection with the audience, ideally sharing a few points about why the campus is unique and then moving into the provided talking points. It was suggested that the campus president reach out the trustees and share one or two paragraphs on what is happening on the campus – a winning sports team, a campus author, awards won, or acknowledge all of the faculty and the work they do to educate students. President Supalla agreed to bring this request to the presidents at leadership council.

Meeting adjourned at 10:52 a.m.

Respectfully submitted,
Candi Walz, Recorder