

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
June 21, 2011**

Advancement Committee Members Present: Trustee Cheryl Dickson, chair, Jacob Englund, vice chair, Trustee Louise Sundin.

Leadership Council Committee Members Present: Chancellor James McCormick, President Don Supalla, Gail Olson, Linda Kohl, Mary Davenport and Marie McLemore.

Other Trustees Present: Board Chair Scott Thiss, Trustees Duane Benson, Christopher Frederick, Clarence Hightower, Philip Krinkie, and Tom Reiner.

The Minnesota State Colleges and Universities Advancement Committee met June 21, 2011 at the Minnesota State Colleges & Universities office in St. Paul. Chair Cheryl Dickson called the meeting to order at 11:01 A.M.

Approval of the Advancement Committee Meeting Minutes

The May 17, 2011 Advancement Committee Meeting Minutes were moved, seconded, and adopted.

1. Advancement Update

Maria McLemore, Executive Director for System and Foundation Relations, reported that the development division hosted the annual Alumni Relations and Development conference in June. There were 45 participants from 26 campuses at the event. The division will continue to offer educational opportunities through webinars; the next topic will be on the fundamentals of planned giving.

2. State and Federal Legislative Update

Mary Davenport, Executive Director of Government Relations, shared a state government relations update. At the time of the meeting, the state did not have a budget resolution. Legislators were attempting to work with the governor to find a solution and set the state's priorities for the coming budget biennium. There was a \$1.8 billion difference between where the governor and the Legislature were on spending. The governor remained committed to closing the corporate tax loopholes, whereas lawmakers did not want to raise taxes. Both parties, the GOP and the DFL were hosting listening sessions throughout the state to talk with citizens about their concerns. If no budget resolution is reached by July 1, there will be a state government shutdown. The Minnesota State Colleges and Universities have been exempt from the shutdown.

At the federal level, Congress was working on setting appropriations. The American Association of Community Colleges and the Association Community College Trustees had partnered on the Pell Grants and maintaining the maximum level. Advocates who want to support the Pell Grant can take action at <http://www.pellgrantactioncenter.org/>.

3. 2011 Office of the Chancellor Performance Reports – Development, Government Relations and Public Affairs Divisions

Linda Kohl, Associate Vice Chancellor for Public Affairs, explained that the division reports were started a year ago and were to be updated annually. Discussions were started on how to merge the three divisions into one; however, the conversation was put on hold until the new Chancellor starts in August.

Maria McLemore, Executive Director for System and Foundation Relations, shared that the Development Division was on track to deliver on the goal of return on investment to raise \$3 for every public dollar that was invested in the system. Private gifts and grants had exceeded the \$1.4 million mark, as of May. The division provided professional development to the system's foundation offices. The Foundation office continued to oversee the implementation and expansion of the Blackbaud, a constituent management program for the system. Next year moving ahead, the division will continue on the path of delivering a robust Return on Investment. The Foundation office will continue to offer staff development opportunities.

Mary Davenport, Executive Director of Government Relations, explained the new goal of engaging the trustees in the legislative process has been met. One highlight was the governor candidate videos with 27,000 online hits. The project was a joint partnership with the student associations. Trustees participated in meetings with new legislators and attended committee hearings. At the federal level, the government relations division received \$16 million for system and campus projects; however, when Congress decided not to fulfill on appropriations this money was lost. The action does show that Minnesota Congressional delegation is supportive of the Minnesota State Colleges and Universities and system projects. The Government Relations division will continue to gain support for both the state capital and operating budgets.

Linda Kohl, Associate Vice Chancellor for Public Affairs, reported that the Public Affairs department produced and distributed more than 80,000 *Go Places* books. Using the postcards in *Go Places* and online links, 50,000 leads were made to connect potential students to campuses. The Public Affairs division worked with the government relations department and produced material to communicate the system's budget and bonding proposals. This year, the public affairs division worked to pitch stories about campuses to the media. Stories reported in the media included five college campuses featured in *The Washington Monthly* magazine, as well as several articles about workforce development and jobs. The division is in the middle of a website redesign. In the next year, the division will work diligently to introduce the new chancellor to the state of Minnesota. There will be an installation of the new chancellor at the state's capitol; this is intended to be a casual event for all Minnesotans to attend.

4. Board Goal Progress

Linda Kohl, Associate Vice Chancellor for Public Affairs, reported that 13 trustees visited 26 campuses and 16 institutions. Next year, Chair Scott Thiss indicated that he would like trustees to visit the other campus in order to complete the roster of every campus in the system being visited. President Don Supalla indicated a survey of presidents could be taken to determine the benefit of the visits from their perspective.

Mary Davenport, Executive Director of Government Relations, reported on the goal of increasing the engagement of trustees with the Legislature. The following board goals were met: increasing the talking points for trustees, developing governor candidate interview videos, attending legislative meetings and hearings, and participating in meetings with the governor. It was noted that increased communication has been beneficial both to the Legislature and to trustees.

Meeting adjourned at 11:40 a.m.

Respectfully submitted,
Candi Walz, Recorder