



**ADVANCEMENT COMMITTEE
MARCH 21, 2012
10:45 A.M.**

**MCCORMICK ROOM
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 June 21, 2011 (pp. 1-3)**
- (2) Report on Connecting with Campus Initiative (pp. 4-6)
- (3) First Impressions of Minnesota State Colleges and Universities Advancement (pp. 7)
- (4) Draft of New Member Orientation Plan: The Big Picture (pp. 8-9)

Members

Cheryl Dickson, Chair
Jacob Englund, Vice Chair
Brett Anderson
Duane Benson
Christine Rice
Scott Thiss

Bolded items indicate action required.

**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

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: March 21, 2012

Agenda Item: Report on Connecting with Campus Initiative

Proposed
Policy Change

Approvals
Required by
Policy

Other
Approvals

Monitoring

Information

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

Review progress on Connecting with Campus Initiative

Scheduled Presenter(s):

Trustee Cheryl Dickson

Outline of Key Points/Policy Issues:

Initiative undertaken to establish collective understanding among trustees of unique contributions of each campus and provide informed context for decision making.

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

INFORMATION ITEM
Report on Connecting with Campus Initiative

BACKGROUND

The Connecting with Campus Initiative was introduced by Chair Scott Thiss and launched in the fall of 2010. It was designed to establish a collective understanding among the trustees of the distinctiveness of each college and university, and their unique contributions and challenges toward achieving the system's mission and strategic plan. This understanding will provide the trustees with an informed context for making strategic and policy decisions on behalf of the System.

GOALS

There were four levels of results to determine success of this program.

- Level 1 – Each Trustee will visit one campus. Result: fifteen visits.
- Level 2 – Each Trustee will visit two campuses. Result: thirty visits.
- Level 3 – Each President will receive at least one visit. Result: thirty-two visits.
- Level 4 – Each campus within the system will be visited once. Result: all fifty-four campus/campus locations visited.

Trustees visited campuses throughout the year and periodic updates were presented to the Advancement Committee, chaired by Trustee Cheryl Dickson. At the end of the first year, and reported during a Study Session of the Board on July 2011, 30 colleges and universities had not been visited. The board agreed to continue the initiative in FY2012, with the goal to “visit all of them.”

PROGRESS

After the study session, Trustee Dickson revised the guidelines which were sent to the trustees along with a list of the remaining colleges and universities to be visited. As of February 29, 2012, trustees had visited 15 more institutions. Three more campus visits are scheduled in March, and several trustees have indicated their preferences for visits later in the spring. It is expected that the goal of “visiting all of them” will be achieved by June 30, 2012, the end of the current fiscal year. A list of the campuses that have not yet been visited is attached to this report.

**Connecting with Campus Initiative
Year Two, FY2012**

Visits to be scheduled:

Anoka-Ramsey Community College, Cambridge

Anoka-Ramsey Community College, Coon Rapids

Bemidji State University

Dakota County Technical College

Hennepin Technical College, Eden Prairie

Inver Hills Community College

Lake Superior College

Metropolitan State University

Minnesota State Community and Technical College, Detroit Lakes

Minnesota State Community and Technical College, Moorhead

Minnesota State Community and Technical College, Wadena

Northwest Technical College

St. Cloud Technical and Community College

South Central College, Faribault

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: March 21, 2012

Agenda Item: First Impressions of Minnesota State Colleges and Universities Advancement

Proposed
Policy Change

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Required by
Policy

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

Update from new Vice Chancellor for Advancement on first impressions of the system and the new Advancement Division.

Scheduled Presenter(s):

Mike Dougherty, Vice Chancellor for Advancement

Outline of Key Points/Policy Issues:

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: March 21, 2012

Agenda Item: Draft of New Member Orientation Plan: The Big Picture

Proposed
Policy Change

Approvals
Required by
Policy

Other
Approvals

Monitoring

Information

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

Review draft of New Member Orientation Plan

Scheduled Presenter(s):

Trustee Cheryl Dickson

Outline of Key Points/Policy Issues:

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

INFORMATION ITEM

Draft of New Member Orientation Plan: The Big Picture

BACKGROUND

In anticipation of up to six new trustees joining the board effective July 1, 2012, Trustee Cheryl Dickson, chair of the committee, in consultation with Cabinet members and the Leadership Council, has drafted an outline for committee discussion. Materials for review will be distributed at the March 21 meeting.