



ADVANCEMENT COMMITTEE
JANUARY 19, 2010
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 Christine Rice calls the meeting to order.

- (1) **Minutes of November 17, 2009 (pp. 1-2)**
- (2) Advancement Update
- (3) **St. Cloud Technical College Name Change (Second Reading)**
(pp. 3-6)
- (4) State and Federal Legislative Update (pp. 7-11)

Members

Christine Rice, Chair
Cheryl Dickson, Vice Chair
David Paskach
Thomas Renier
Louise Sundin
Terri Thomas

Bolded items indicate action required.

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
November 17, 2009**

Advancement Committee Members Present: Trustees Christine Rice, chair; Cheryl Dickson, vice chair; Jacob Englund; Louise Sundin; David Paskach.

Leadership Council Committee Members Present: Chancellor Jim McCormick, President Jon Quistgaard, Gail Olson, Linda Kohl, Mary Davenport, Maria McLemore.

Other Trustees Present: Trustees Christopher Frederick, Thomas Reiner.

The Minnesota State Colleges and Universities Advancement Committee met November 17, 2009, at the Minnesota State Colleges and Universities office in St. Paul. Chair Christine Rice called the meeting to order at 9:03 a.m.

Approval of the Advancement Committee Meeting Minutes

A motion to approve the September 8, 2009 Advancement Committee meeting minutes was made, seconded and adopted with no dissent.

1. Advancement Update

Linda Kohl, associate vice chancellor for public affairs, reported that the Public Relations division and the Diversity and Multiculturalism office printed 75,000 brochures entitled “Make College Part of Your Future” in nine languages. The publication has been very popular; there are only 14 percent of the brochures left. The Public Relations Office is working with the Diversity Office to reprint the brochure.

Mary Davenport, director of government relations, reported that Minnesota State Colleges and Universities campuses have hosted more than fifty bonding tours for state legislators. The 2010 session priorities identified: responding to the Office of the Legislative Auditor report, increasing revenue fund statutory debt, adding statutory language relating to the St. Cloud Technical College lease on the Allied Health Building, providing language changes related to retirement, reporting on the federal economic stimulus - the American Recovery and Reinvestment - funds received and confirming trustees. A member of the trustee advisory council, Tim Hubesch, was introduced. He attended the meeting to observe the board in order to make better recommendations for the process. Other items that may come up in the 2010 session include performance incentives, cost of online education, oral hygiene practitioner program, status of technical education, data privacy, doctorate education and K-12 issues, including Post-Secondary Enrollment Options, teacher education and licensure.

Davenport reported that nothing is moving at the federal level until the health care bill gets passed. This includes the Student Aid and Fiscal Responsibility Act, which was passed in the House. The Senate has not yet taken action. The Student Aid and Fiscal Responsibility Act legislation included a focus on community colleges. Chancellor McCormick will be one of 30 higher education leaders nationwide in participating in the process of creating criteria in the request for proposal of these funds. The federal appropriation process is also stalled. Congress is still working on the FY2010 appropriation bills, which contain \$1 million for system projects.

Maria McLemore, executive director for system and foundation relations, shared that the foundation is the process of developing a global internship program for college and university students. The intention is to give students opportunities to learn and work abroad. The global program would be in a partnership with leading Minnesota corporations. She also reported that the system's affiliated foundations are participating in "Give to the Max" day. The foundation is participating in GIVE MN, an online Web site. Any donations given November 17 will be matched by a percentage.

2. Proposed Amendment to Board Policy 8.3 College, University, and System Related Foundations (Second Reading)

The amendment has been circulated to the Board, IFO and other constituent groups. There have been no changes or concerns since the first reading. The committee approved the action with the recommendation of the Board to do the same.

3. Amendment 3.23 Naming Colleges and Universities (First Reading)

Linda Kohl reported that St. Cloud Technical College is seeking a name change to "St. Cloud Technical and Community College" to follow the new mission of the comprehensive college. President Joyce Helens explained that the name change was well supported in the community, with internal and external stake holders. She said that survey respondents thought it was important to build on the 60 years of history as a technical college. The second reading would be at the January board meeting.

Laura King said the system is in the process of bringing forward revenue funds covering two sessions. The current system debt is at \$193 million with a statutory maximum at \$200 million. It would be the system's intention to raise the statutory limit to fund more projects.

Adjourned 9:48 a.m.

Respectfully submitted,
Candi Walz, Recorder

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: January 19, 2010

Agenda Item: St. Cloud Technical College Name Change (Second Reading)

Proposed
Policy Change

Approvals
Required by
Policy

Other
Approvals

Monitoring

Information

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

Board Policy 3.23 outlines the procedure for changing the name of a college or university. St. Cloud Technical College is seeking to change its name to St. Cloud Technical and Community College.

Scheduled Presenter(s):

Outline of Key Points/Policy Issues:

See attached

Background Information:

See attached

1
2 **BOARD OF TRUSTEES**
3 **MINNESOTA STATE COLLEGES AND UNIVERSITIES**
4

BOARD ACTION
St. Cloud Technical College Name Change

5
6 **BACKGROUND**

7 St. Cloud Technical College is requesting a name change in accord with Minnesota State
8 Colleges and Universities Board of Trustees Policy 3.23, Naming Colleges and Universities.
9 The college is seeking to change its name to St. Cloud Technical and Community College

10
11 Board Policy 3.23, Part 2, Subpart A, states, “If a state college or university requests a change to
12 its official name, or if a new institution is created through merger or other means, the college or
13 university president shall forward the proposed name to the Chancellor for recommendation to
14 the Board. The Board shall establish a name after receiving a recommendation from the
15 Chancellor.

16 “A state college or university seeking to change its name, or a new institution seeking to create a
17 name, must clearly state the rationale for the name change or new name. The institution must
18 conduct market research and consult with key stakeholders within the campus or campuses and
19 the surrounding communities. The rationale and the results of the market research and
20 consultation must be presented to the chancellor at the time the request is made.”

21 President Joyce Helens has forwarded the proposed name to the chancellor (Attachment) and the
22 chancellor is recommending that the name be changed as requested.
23

24 **Rationale**

25 The name change is necessary because the college is seeking to change its mission from a stand-
26 alone technical college to a comprehensive technical and community college. The college was
27 founded in 1948 as a vocational-technical institute as part of the local school district and was
28 named *The Area Vocational School*. In 1967, its name changed to *St. Cloud Area Vocational*
29 *Technical School*. Another change occurred in 1973, when it became known as *St. Cloud Area*
30 *Vocational Technical Institute*. The North Central Association of Colleges and Universities
31 accredited the college in 1985, and in 1988 the name was changed to *St. Cloud Technical*
32 *Institute*. In 1990, the most recent name change occurred, to its present name of *St. Cloud*
33 *Technical College*. In 1995, the college became part of a newly formed state system, the
34 Minnesota State Colleges and Universities.
35

36 College officials believe the request for a new name change complements the new mission and
37 that it demonstrates the college’s commitment to technical education.
38
39
40

41 **Evidence of Internal/External Stakeholder Consultation**

42 Since 2000, the college has engaged many groups for input, comment and recommendations in
43 pursuit of the Associate in Arts degree. These early discussions and consultations led the college
44 to pursue and secure a partnership with Anoka-Ramsey Community College to offer the A.A.
45 degree in 2003. St. Cloud Technical College continued to gather input from stakeholders and
46 respond to student needs as enrollment in the A.A. degree and general education courses
47 increased. As the college continued its pursuit to become a comprehensive college, the response
48 from internal and external stakeholders has been overwhelmingly positive and supportive. The
49 consensus is that expansion to a comprehensive college is appropriate and necessary to meet the
50 increasing demand for general education from area employers and a growing need for an
51 economical transferable degree for students.

52
53 During the 2007 and 2008 academic years, discussions began in earnest to expand the college
54 mission to become a comprehensive college and to reflect a new dual purpose of providing
55 quality technical and liberal education to an ever-increasing target audience. In November 2007 a
56 college-wide gathering of approximately 250 people, including college staff, faculty, students
57 and community members, attended an all day visioning session using an Appreciative Inquiry
58 process.

59
60 In January 2008, the college’s Steering Committee met to review and synthesize the input from
61 the November gathering to find common, provocative, college-wide themes that would enhance
62 the college’s existing success and take the college to the next level of excellence. After all of the
63 background work had been accomplished, the college developed the proposed name, vision and
64 mission through a series of committee and task force meetings. Primary leadership of this
65 process has been provided from the college’s AQIP team, the committee that works with
66 continuous improvement, accreditation, and assessment. The committee conducted a college
67 wide survey seeking votes on the proposed college name, vision, and mission. Additional college
68 committees including Academic Affairs and Standards, Executive Leadership and Faculty Senate
69 continually discuss the comprehensive college mission. It is an agenda item at many in-service
70 sessions, and academic division meetings. The college’s Student Senate also has played a critical
71 role in the discussion and application process to become a comprehensive college.

72
73 Four prospective names were proposed that were in accord with Board Policy 3.23. A survey
74 tool was employed to determine the preferred name for the college. This method allowed for
75 anonymous responses and an efficient administration of the survey; about 150 people responded
76 to the survey. The following table describes the ranking and percentages; 1 to 4, with 1 being the
77 favorite name and 4 the least favorite.

78

	1	2	3	4
St. Cloud Technical Community College	28.9%	42.8%	14.5 %	13.8%
St. Cloud Technical and Community College	56.4%	32.7 %	6.4%	4.5%
St. Cloud Technical College a technical and community college	14.9%	17.6%	63.5 %	4.1%
St. Cloud Technical College a technical and community based college	4.0%	5.3%	14.0%	76.7%

79

80 After allowing time for feedback to the survey, results were gathered and shared during inservice
81 activities. Outside the college, media articles on both radio and in the local newspaper shared the
82 potential changes with the community.
83

84 **Conclusion**

85 The college has the support of its internal and external stakeholders to change its name and its
86 mission to a comprehensive college. The college is ready and committed to providing high
87 quality liberal arts and sciences and technical programs that meet the needs of its students and
88 community. The college is posing this name change request to honor its past history of being a
89 strong technical college for the community and system.
90

91 The Leadership Council reviewed the proposed name change at its Nov. 3, 2009, meeting. The
92 council's Advancement Committee unanimously supported the name change request.
93

94 **Recommended committee motion:** Upon the recommendation of the Chancellor, the
95 Advancement Committee recommends that the Board of Trustees change the name of St. Cloud
96 Technical College to St. Cloud Technical and Community College.
97

98 **Recommended Board of Trustees motion:** The Board of Trustees recommends changing the
99 name of St. Cloud Technical College to St. Cloud Technical and Community College.
100

101 *Date presented to the Board of Trustees, first reading: Nov. 17, 2009.*

102 *Date presented to the Board of Trustees, second reading: Jan. 20, 2010.*

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: January 19, 2010

Agenda Item: State and Federal Legislative Update

Proposed
Policy Change

Approvals
Required by
Policy

Other
Approvals

Monitoring

Information

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

On-going communication with Legislative leaders.

Scheduled Presenter(s):

Mary Davenport, Director of Government Relations

Outline of Key Points/Policy Issues:

State update

Federal update

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

INFORMATION ITEM
State and Federal Legislative Update

STATE UPDATE

2010 Legislative Session

The 2010 legislative session will convene February 4, 2010. The Governor's capital budget recommendation is tentatively scheduled to be released by January 15th; the Governor's State of the State Address is expected in February, followed by the Minnesota Management and Budget office's February economic forecast release. The 2010 legislative session is scheduled to adjourn on May 17, 2010.

Bonding Update

Lawmakers and Minnesota Management and Budget Commissioner Tom Hanson have made more than 50 visits to Minnesota State Colleges and Universities campuses this fall while traveling the state to gain a better understanding of the bonding projects being requested this upcoming session.

Bonding presentations will begin in January at the Capitol. The Minnesota State Colleges and Universities system is scheduled to present its \$396.8 million bonding request to the Senate Higher Education Budget and Policy Division Tuesday, Jan. 12. The system is scheduled to be before the House Higher Education and Workforce Development Finance and Policy Division January 26th. Once the higher education committees hear the bonding request, they will make a recommendation to their respective Capital Investment committees.

Legislators have said they hope to pass a large bonding bill early in the 2010 legislative session in order to help the state's slumping economy. Some lawmakers have expressed the desire to pass a capital investment bill early in the session, resulting in more jobs created and/or more jobs maintained in the Minnesota construction and related industry.

2010 Legislative Session Issues

In addition to the 2010 capital budget agenda, several policy issues are anticipated:

1. Office of the Legislative Auditor report on the Office of the Chancellor
2. Revenue fund statutory debt authorization increase
3. St. Cloud Technical College's lease of the Allied Health Building
4. Eliminate the requirement that the SBI select and monitor the funds in the Defined Contribution Retirement program and allow the system to contract with the SBI or other qualified third party to provide these services.
5. ARRA reporting
6. State grant shortfall

Other legislative interests related to Minnesota State Colleges and Universities may emerge during the 2010 session and might include:

1. Chancellor and president performance incentives
2. Cost of on- line education
3. Oral Hygiene Practitioner Dental education
4. Status of career and technical education
5. MGDPA Educational Data - make income to public employees from outside sources public information
6. Expanded fields for doctorate education
7. K-12 issues (PSEO, teacher education, licensure)
8. Board of Trustees confirmation (Trustee Frederick)
9. Trustee Candidate Advisory Council process and recommendations

FEDERAL UPDATE

FY2010

On December 16, President Obama signed the FY2010 consolidated appropriations bill that combines the Transportation; Commerce, Justice, Science; Financial Services; Labor-Health-Education; Military Construction, Veterans Affairs; and State Foreign Operations Appropriations bill.

The bill includes \$17.495 billion to maintain the discretionary portion of the maximum Pell Grant award at \$4,860, which, combined with a mandatory supplement of \$690, is a \$5,550 maximum Pell Grant in FY2010. This is an increase of \$200 over FY2009 levels. \$853 million is appropriated for TRIO programs (\$5 million increase) and \$323 million for GEAR UP (\$10 million increase) to assist approximately 1.6 million disadvantaged and first-generation students prepare for, enter, and complete college.

The Perkins Career and Technical Education Act funding remained flat at FY2009 levels. Adult Education received \$628 million (an increase of \$74 million). The bill provides nearly \$7 billion (\$436 million increase) to the National Science Foundation for scientific research. The National Institutes of Health received \$31 billion for biomedical research.

The bill includes nearly \$110 billion to meet veterans' needs, including the expansion of the GI Bill education benefits. There is also funding to help veterans transition to civilian workforce, including \$6 million for a new college-based Centers of Excellence for Veterans Success initiative by the Education Department to provide academic, counseling and support services for veterans seeking to use their new GI education benefits.

Dislocated Worker Employment and Training programs were funded at \$1.4 billion, a 5.3 percent increase over last year, for training and support services for workers affected by mass layoffs and plant closures. \$125 million is included for competitive grants to community colleges and local adult education providers to prepare workers for careers in high-demand and emerging industries. Also included is \$103 million for YouthBuild and \$1.7 billion for Job Corps, to provide training, counseling and educational opportunities to low-income kids.

The bill includes \$400 million for the Teacher Incentive Fund, which supports school districts and states aimed at rewarding effective teachers and schools through compensation systems tied to student achievement results. Also included is \$256 million to support the start-up of over 1,300 new charter schools in FY2010. And \$250 million is included to transform Striving Readers into a new comprehensive literacy initiative from pre-K through grade 12 to help struggling students build their literacy skills and improve the integration of reading initiatives across the Department of Education.

The Health Resources and Services Administration estimates that the nation's nursing shortage will grow to more than one million nurses by the year 2020. The bill includes \$244 million for nurse training (an increase of \$73 million).

The Labor, Health and Human Services and Education section of the appropriations bill includes funding for the veterans re-entry education project, and for projects at Anoka Ramsey Community College, Lake Superior College and Metropolitan State University. The Commerce-Justice-Science section of the bill includes funding for Winona State University. The table below lists the projects included in the appropriation bill. Rep. Betty McCollum serves on the House Appropriations Committee.

Institution	Project	Amount Requested	Final Appropriation	Sponsor(s)
Winona State University	National Child Protection Training Center	\$3,000,000	\$1,000,000	Rep. Walz Senator Klobuchar
Anoka Ramsey CC	Biomedical Device Manufacturing	\$1,000,000	\$800,000	Rep. Paulsen Sen. Klobuchar Sen. Franken
Systemwide	Veterans re-entry education	\$2,300,000	\$300,000	Congressman Walz Sen. Klobuchar Sen. Franken
Lake Superior College	Center for Advanced Aviation	\$2,500,000	\$200,000	Rep. Oberstar Sen. Klobuchar Sen. Franken
Metropolitan State University	New Faculty Model for Addressing Nursing Shortage	\$975,000	\$150,000	Sen. Klobuchar Sen. Franken

FY2011

The House will convene with the first day legislative business beginning January 12th, and the Senate on January 20th. Top legislative priorities with elements related to higher education to watch in 2010 include Student Aid and Fiscal Responsibility Act (HR 3221), Jobs for Main Street Act of 2010 (HR 2847) and the Workforce Investment Act reauthorization.

Requests for special appropriations from the federal FY2011 budget are being finalized. Project requests that received congressional interest will be continued along with several new projects initiatives that have received member interest. These include:

District 1

National Child Protection Training Center Winona State University
Center for Family Health Promotion Minnesota State University, Mankato
Minnesota State Modeling & Simulation Center Minnesota State University, Mankato
Center for Transportation Studies, Minnesota State University, Mankato

District 3

(pending January 25 meeting between Congressman Paulsen and District 3 Presidents)

District 4

Nursing Initiative, Metropolitan State University
Advanced Dental Hygiene Practitioner Metropolitan State University Demonstration Project

District 5

Power of You to Close the Achievement Gap, Minneapolis Community & Technical College

District 6

Science Express, St. Cloud State University

District 7

Regional Science Center Road, Minnesota State University Moorhead
Nursing Education Program on White Earth Indian Reservation, Northland
Maintenance Technician Trainer Program for UAVs, Northland

District 8

Center for Advanced Aviation, Lake Superior College
Corrosion Training Simulation Program, Pine Technical College
Geothermal Heating & Cooling Project, Northeast Higher Education District
Center for the Young Child, Pine Technical College

Statewide

Veterans Re-entry Education Program
International Renewable Energy Technology Institute
E-folio