

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** June 15, 2010

**Agenda Item:** Foundation Office/Development Division Annual Performance Report  
Government Relations Annual Performance Report  
Public Affairs Division Annual Performance Report

Proposed Policy Change       Approvals Required by Policy       Other Approvals       Monitoring

Information

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

The Advancement Committee was charged by the Board Audit Committee with following up on recommendations by the Office of the Legislative Auditor in these three divisions.

**Scheduled Presenter(s):**

Maria McLemore, executive director for system and related foundations and the Minnesota State Colleges and Universities Foundation

Mary Davenport, director of government relations

Linda Kohl, associate vice chancellor for public affairs

**Outline of Key Points/Policy Issues:**

See attached

**Background Information:**

See attached

Office of the Chancellor Performance Report  
Development Division

**I. Multi-year Financial and Personnel Data**

**Development Office**

Cost Category / Financing	2008-09 Biennium		2010-11 Biennium	
	2008 Actual	2009 Actual	2010 Estimate	2011 Projected
Salaries & Benefits	\$360,034	\$271,382	\$267,886	\$273,925
Consulting Contracts	32,588	500	13,940	27,000
Other Administrative Costs	109,943	103,466	99,101	123,423
<b>Total Administrative Costs</b>	<b>\$502,565</b>	<b>\$375,348</b>	<b>\$380,927</b>	<b>\$424,348</b>
Less: External Funding (1)	\$72,000	\$57,000	\$57,000	\$57,000
<b>General Fund Financed Costs</b>	<b>\$430,565</b>	<b>\$318,348</b>	<b>\$323,927</b>	<b>\$367,348</b>
<u>Distribution of General Fund Activities</u>				
Direct Services to Colleges/Universities	0	0	0	0
Systemwide Services	\$430,565	\$318,348	\$323,927	\$367,348
Division Employee FTE	4.0	3.0	3.0	3.0

(1) Blackbaud software program purchased for college/university foundations to use.

**Alliss Educational Grant Program**

Cost Category / Financing	2008-09 Biennium		2010-11 Biennium	
	2008 Actual	2009 Actual	2010 Estimate	2011 Projected
Salaries & Benefits	0	0	0	0
Consulting Contracts	0	0	0	0
Other Administrative Costs	\$1,412,286	\$1,505,618	\$1,231,635	\$1,275,572
<b>Total Administrative Costs</b>	<b>\$1,412,286</b>	<b>\$1,505,618</b>	<b>\$1,231,635</b>	<b>\$1,275,572</b>
Less: External Funding	\$1,018,750	\$985,214	898,928	898,928
<b>General Fund Financed Costs</b>	<b>\$393,536</b>	<b>\$520,404</b>	<b>\$332,707</b>	<b>\$376,644</b>
<u>Distribution of General Fund Activities</u>				
Direct Services to Colleges/Universities	0	0	0	0
Systemwide Services	\$393,536	\$520,404	\$332,707	\$376,644

**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 duties, including: 1) compliance enforcement;

## Office of the Chancellor Performance Report Development Division

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2) leadership and policy development; 3) fundraising and stewardship; 4) education and professional development; 5) 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 required governmental and philanthropic 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 the system-related foundation's annual golf tournament.

Build relationships with local, regional and national private and corporate foundations 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 a central submission point for required financial documents for the related foundations.

Advise the Board of Trustees and chancellor (and others as necessary) on the performances of the system's related foundations.

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.

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### **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 college- or 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 any recent or planned redistribution of costs or personnel between this division and colleges/universities for this functional area.**

The Development Division, along with six colleges – Anoka-Ramsey Community College, Minnesota State Community and Technical College (Fergus Falls), Anoka Technical College, Minneapolis Community and Technical College, Northwest Technical College and Minnesota West Community and Technical College – currently partner in the Blackbaud Constituent Management System. The Blackbaud system is used to support fundraising, accounting and special events management efforts of college development/advancement offices. Participating campuses currently reimburse the central office for yearly maintenance costs, a practice that is expected to continue.

### **IV. Cite performance metrics and major accomplishments from the past year (tie to prior year division/committee work plan, if possible).**

As of June 3, 2010:

Private gifts and grants received: \$1,225,496

Funds returned to the system: \$1,021,460

Disseminated 107 alerts regarding grant, scholarship and fellowships opportunities and pertinent publications.

Led efforts to amend Board Policy 8.3 and institute new reporting practices to ensure systemwide accountability measures for fundraising.

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Hosted a two-day, systemwide conference for development and alumni relations professionals.

**V. Identify major division/committee work plan activities planned for upcoming year.**

Through the combined efforts of the foundation and the Development Division, raise at least \$1 million to support scholarships, programs and systemwide initiatives.

Ensure a return on investment of at least \$1.50 for every \$1 in public funds provided to the Minnesota State Colleges and Universities Foundation.

Provide at least 30 hours of professional development to the system's college and university presidents and to the alumni relations and development professionals.

Provide at least eight hours of orientation/training for the volunteer board members serving the system's college-, university- and system-affiliated foundations.

Oversee the submission of audit reports, tax documents and other finance-related and assist in the elimination or reduction of identified material weaknesses.

Office of the Chancellor Performance Report  
Government Relations Division

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**I. Multi-year Financial and Personnel Data**

Cost Category / Financing	2008-09 Biennium		2010-11 Biennium	
	2008 Actual	2009 Actual	2010 Estimate	2011 Projected
Salaries & Benefits	\$406,806	\$426,630	\$426,331	\$430,775
Consulting Contracts	59,747	24,112	0	0
Other Administrative Costs	65,152	61,928	103,500	84,513
Total Administrative Costs	\$531,705	\$512,670	\$529,831	\$515,228
Less: External Funding	0	0	0	0
General Fund Financed Costs	\$531,705	\$512,670	\$529,831	\$515,228
<b>Distribution of General Fund Activities</b>				
Direct Services to Colleges/Universities	\$412,049	\$423,037	\$353,947	\$417,335
Systemwide Services	119,656	89,633	83,024	97,893
Division Employee FTE	4.0	4.0	4.0	4.0

**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.

Coordinate and manage campus bonding tours between Legislature/legislative staff and campus.

## Office of the Chancellor Performance Report Government Relations Division

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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.

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.

**III. Cite any recent or planned redistribution of costs or personnel between this division and colleges/universities for this functional area.**

None

**IV. Cite performance metrics and major accomplishments from the past year (tie to prior year division/committee work plan, if possible).**

2010 bonding request outcome: \$106 million.

FY2010 Federal appropriations: \$2.45 million.

As of May 2010, more than 920 legislative contacts have been made in FY2010.

**V. Identify major division/committee work plan activities planned for upcoming year.**

Prepare for and promote Board of Trustees legislative agenda for FY2011, including the FY2012-13 biennial budget agenda, bonding agenda, and/or legislative policy changes if needed.

Continue to build positive relationships between the system and Legislature.

Build positive relationships between state and federal elected officials, state and federal agencies and others.

Office of the Chancellor Performance Report  
Public Affairs Division

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**I. Multi-year Financial and Personnel Data**

Cost Category / Financing	2008-09 Biennium		2010-11 Biennium	
	2008 Actual	2009 Actual	2010 Estimate	2011 Projected
Salaries & Benefits	\$642,046	\$681,035	\$658,099	\$656,815
Consulting Contracts	452,072	753,093	385,149	30,000
Other Administrative Costs	461,411	480,553	278,561	265,591
Total Administrative Costs	\$1,555,530	\$1,914,681	\$1,321,780	\$952,406
Less: External Funding (1)	0	0	0	0
General Fund Financed Costs	\$1,555,530	\$1,914,681	\$1,321,780	\$952,406
<b>Distribution of General Fund Activities</b>				
Direct Services to Colleges/Universities	\$689,931	\$1,021,947	\$647,672	\$466,679
Systemwide Services	865,599	892,734	674,108	485,727
Division Employee FTE	7.0	7.75	6.0	6.0

**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.



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### Public Affairs Division

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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 Web site; 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 any recent or planned redistribution of costs or personnel between this division and colleges/universities for this functional area.**

No changes planned.

#### **IV. Cite performance metrics and major accomplishments from the past year (tie to prior year division/committee work plan, if possible).**

Published 11th edition of *Go Places*, the system's viewbook, and distributed more than 90,000 copies. The viewbook continues to be in demand by school counselors, and system enrollment continues to grow.

Produced system publications to support the bonding request to the Legislature, updated *Amazing Facts*, published two issues of the *Minnesota State Colleges and Universities* magazine that publicizes news and features from the campuses, and in collaboration with academic and student affairs published a brochure to promote biosciences education.

Conducted the "Make college a part of your future" campaign in collaboration with the Diversity and Multiculturalism division to reach out to groups traditionally underrepresented in higher education and to increase enrollment within these groups. The campaign included brochures and counselor posters printed in nine languages, ads run in state minority newspapers and an outdoor transit campaign on metro area and outstate buses, light rail trains and transit shelters. A new three-month round of ads began this May.

- The campaign generated 39 million impressions during a six-month campaign in 2009.
- High school and middle school counselors have ordered more than 100,000 of the brochures and posters.
- Enrollment of new students from underrepresented groups rose by 22 percent or 7,300 new students in fall 2009 over the previous fall.

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### Public Affairs Division

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Supported the system's Super Weekend initiative outreach initiative to underrepresented communities by developing talking points and updating handouts that were given out at the places of worship where the chancellor, presidents and top administrators spoke about the benefits of attending college.

Continued an advertising and outreach campaign focused on making employers aware of the system's resources for business. The ad series has been placed in regional business publications in Minnesota, regionally targeted ads in national news and business magazines, and online ads in a network of business-related Web sites and search engines. The campaign includes a 25-page resource guide, *Open for Business: Your Guide to Training, Education and Business Services*. Following an initial rollout in winter 2009, when copies were poly-bagged with the state's two largest business magazines, Twin Cities Business and Minnesota Business, and mailed about 48,000 subscribers, a second insertion in Twin Cities Business magazine was mailed in March to about 20,000 subscribers.

Wrote and issued 46 news releases generating hundreds of stories. Responded to at least 300 media inquiries leading to stories that included or focused on the system and individual institutions. Notable examples this year include a story in the Chronicle of Higher Education on how the system serves a growing number of underrepresented students; stories in a wide variety of news outlets on the annual farm business report and on the system's unprecedented enrollment growth; and favorable columns about college completion and other issues in the Star Tribune opinion section.

Published News Watch, a twice-weekly online internal publication providing a sampling of news stories about the system and its institutions with about 250 subscribers.

Handled at least 100 requests for information from the public and more than 200 requests for information or assistance from campus communicators or other campus staff.

Prepared remarks and background information for more than 100 public speaking engagements by the chancellor and trustees.

Planned and hosted a spring Marketing and Communications conference attended by about 70 communications and marketing professionals from the state colleges and universities.

Planned and executed, with curator Martin Springborg, the fifth-annual faculty and student art exhibit in the Office of the Chancellor and a March luncheon and presentation by artists in the previous year's display.

Coordinated and executed the Minnesota State Colleges and Universities exhibit at the State Fair, visited by more 600,000 fair-goers in the Education Building. Officials of the system

## Office of the Chancellor Performance Report Public Affairs Division

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met with visitors and gave out thousands of Go Places guides and prospective student brochures from all 32 state colleges and universities.

Coordinated and executed the annual National College Fair system exhibit in Minneapolis, where the system and state colleges and universities meet with 26,000 prospective students and parents and distribute thousands of Go Places and state college and university brochures.

Upgraded system-related Web sites include:

- Minnesota Transfer to improve access to articulation agreement information;
- Minnesota Online to improve academic program searches and enhance college and university information; the
- Veterans Education Transfer System application to determine how military training can count for credit in system institutions
- System Web site additions such as a System Presidents section, short-term program information for dislocated workers and comprehensive systemwide program information updates.

Attracted more than 1.3 million Web visits to [www.mnscu.edu](http://www.mnscu.edu) and related top-level pages from 193 countries and territories, with 39 percent going directly to job opportunities, and another 30 percent to campus profile pages, the academic program search and other prospective student-related pages.

Generated requests from about 7,500 prospective students who sought information from system colleges and universities through the electronic reply card, generating about 30,000 leads that were forwarded to the institutions. Another 2,320 requested an electronic application or the Go Places publication.

Explored social media as a vehicle for publishing and sharing system news, collaborating with stakeholders and forming cost-effective communities of interest. More than 3,200 friends currently follow the system on Twitter, Facebook and YouTube and have read or viewed articles and videos an estimated 15,000 times.

### **V. 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, increase use of social networking and other new technologies where appropriate to reach prospective students, and use limited marketing dollars strategically. The complete Public Affairs communications plan is available on request.