

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
July 20, 2010**

Advancement Committee Members Present: Trustees Cheryl Dickson, chair; Jacob Englund, vice chair; Clarence Hightower, Alfredo Oliveira, Christine Rice, and Louise Sundin.

Leadership Council Committee Members Present: Chancellor James McCormick, President Terry Leas, Linda Kohl, Mary Davenport, Maria McLemore.

Other Trustees Present: Trustees Scott Thiss, Duane Benson, Christopher Frederick, Dan McElroy and Thomas Reiner.

The Minnesota State Colleges and Universities Advancement Committee met July 20, 2010, at the Minnesota State Colleges and Universities office in St. Paul. Chair Cheryl Dickson called the meeting to order at 2 p.m.

Approval of the Advancement Committee Meeting Minutes

The June 15, 2010 Advancement Committee Meeting Minutes were adopted without dissent.

1. Advancement Update

Mary Davenport, executive director of government relations, presented a federal legislative update. The House Appropriations Committee has decided not to include funding for higher education; the purpose of this is to offset the supplemental budget bill which expects to backfill the Pell Grant. The supplemental funding bill was stalled at the time of this meeting. The Senate Appropriations Committee included \$300,000 for the system's Veterans Entry funding. The government relations staff is continuing to work with the Minnesota congressional offices.

Linda Kohl, associate vice chancellor for public affairs, shared that the strategic plan had been printed. The State Fair is coming up and trustees will be invited to participate. One feature in the booth is a bridge made by the engineering students at Minnesota State University, Mankato; the booth will have an emphasis on science, technology, engineering and math fields.

2. Discussion of Committee Goals

The committee reviewed the document “Advancement Committee Issues” brought forward by trustees. The discussed topics included increasing the board visibility, increasing the board outreach and advocacy, and continuing accountability measures for related foundations. These topics will be discussed again at the September Board Meeting.

3. Strategic Marketing and Communication Plan

Linda Kohl presented the strategic marketing and communication plan for 2010- 2011. Major goals are to advance awareness and understanding of the system and its value to the state and build support among lawmakers, opinion leaders and business leaders; enhance the ability of the colleges and universities to recruit students, and increase the sense of belonging to a system among the system’s employees. Trustees discussed the plan and made several suggestions: using the phrase “high tech” instead of technology, changing the acronym of Post Secondary Education Options (PSEO) program, elevating the status of bundling education services together, and measuring the timeliness of responses for those inquiring about colleges. Kohl was asked how she would spend additional resources if they became available; she responded that a campaign to recruit adult students, including dislocated workers, would assist colleges and universities recruit these students after high school enrollments begin to decline. Committee members asked for a follow-up discussion once budget decisions are made.

Meeting adjourned at 3:02 p.m.

Respectfully submitted,
Candi Walz, Recorder