



**ADVANCEMENT COMMITTEE  
SEPTEMBER 14, 2010  
11:30 A.M.**

**BOARD ROOM  
WELLS FARGO PLACE  
30 7TH STREET EAST  
SAINT PAUL, MN**

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**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 July 20, 2010 (pp. 1-2)**
- (2) Advancement Update
- (3) Discuss and Select Committee Goals (pp. 3-4)**
- (4) Trustee Visits to Campuses – Protocols (pp. 5-10)
- (5) Trustee Interaction with the Legislature (pp. 11-14)

Members

Cheryl Dickson, Chair  
Jacob Englund, Vice Chair  
Clarence Hightower  
Alfredo Oliveira  
Christine Rice  
Louise Sundin

**Bolded** items indicate action required.

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

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***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

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** September 14, 2010

**Agenda Item:** Discuss and Select Committee Goals

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

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

Board Chair has requested that committees select goals for the year.

**Scheduled Presenter(s):**

Trustee Cheryl Dickson, Advancement Committee Chair

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

See attached

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

<b>INFORMATION ITEM</b>
<b>Discuss and Select Committee Goals</b>

**BACKGROUND**

At the July 20 meeting of the Board Advancement Committee, the committee reviewed potential priority goals that had come out of interviews with individual trustees. After extensive discussion, three priorities emerged:

1. Increasing board visibility
  - Trustee visits to campuses
  
2. Increasing board outreach and advocacy
  - Trustee interaction with legislators
  - Interviews with gubernatorial candidates
  
3. Continue accountability measures for related foundations

Recommended motion:

The Board of Trustees Advancement Committee approves these goals for FY 2011: Increasing board visibility, increasing board outreach and advocacy and continue accountability measures for foundations.

Submitted: Sept. 14, 2010

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** September 14, 2010

**Agenda Item:** Trustee Visits to Campuses - Protocols

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

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

Board Chair has requested that protocols be established for trustee visits to campuses.

**Scheduled Presenter(s):**

Trustee Cheryl Dickson, Advancement Committee Chair

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

See attached

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

<b>INFORMATION ITEM</b>
<b>Trustee Visits to Campuses - Protocol</b>

**Objective**

This program is designed to establish a collective understanding among the trustees of the distinctiveness of each college and university, its unique contributions and its challenges toward achieving the System's mission and strategic plan. This understanding will provide the Board of Trustees with an informed context for making strategic and policy decisions on behalf of the System.

**Goals**

Four levels of results will be measured 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

**Evaluation measures**

- A majority of Trustees agree that they learned something new and worthwhile.
- A majority of the Trustees agree that the project was worth their time and that of the Presidents.
- A majority of the Presidents agree that the project was time well-spent.

**Guidelines**

To create an organized approach to campus visits and not overwhelm our campus leadership, the following guidelines will apply to all visits.

- All activity is coordinated through the Board Office and the Board Secretary.
- Trustees will determine a campus they wish to visit and will request approval from the Board Chair through the Board Office.
- The Chair will approve the visit unless special circumstances arise, and it is deemed to be inappropriate at the time.
- The Board Office serves as the agent to make arrangements, including making appointments, travel accommodations and Trustee reimbursement.
- The Board Office confirms the campus appointment day, date and time with the president's office, the Trustee and the Chancellor.

- Trustees should acquire a solid understanding of the college or university by:
  - Reviewing materials, such as mission, strategic plan, major programs, Web-site review or other materials identified by the president, and
  - Understanding the Accountability Dashboard, and incorporating a discussion of each indicator as it relates to the Trustees' governance oversight.
- The Trustee will be greeted upon arrival by the university/college president.
- Trustees should return all business related travel and per diem expenses for appropriate reimbursement.
- Trustees will be asked to prepare a brief (2-3 minutes) oral report about visits during Board meetings. In addition, a one-page summary should be prepared, each of which will be compiled and considered for possible institutional projects.
- Visits may be combined with trustees' participation in the spring and fall commencements with prior agreement of the campus president.
- Trustees are limited to no more than four campus visits per year. The intent is to allow each Trustee to participate easily and have access to a variety of colleges and universities.

### **Campus Protocol**

The following will be expected of Trustees and Presidents.

- Trustees are not to get directly involved in procedural, supervisory or management activity of any kind during the visit. Recommendations, such as staffing levels, termination, promotion, etc., are not appropriate. ~~Presidents should feel comfortable to caution the Trustee if the conversation is inappropriate.~~ This is planned as a listening session.
- A suggested period of time for the visit is no longer than a morning or afternoon. The suggested format is one hour privately with the president, one hour for campus tours and one hour as mutually determined by the president and visiting Trustee. (This last hour could be used to have the Trustee meet with the president's cabinet, faculty, student groups or community leaders.)
- Under this program, no president (or campus) will be visited any more frequently than once every six months.
- If two or more Trustees visit a campus together, it will count as one visit. An exception will be made for a Trustee visiting with a newly elected Trustee and acting in a mentorship role.



- The Board does not want the campus or president to incur any special costs to host the visit.
- It is not required or expected that gifts be given to the visiting trustee. If a college or university would like to present a memento of the visit, a modest gift, such as a pen, pin, t-shirt or a mug, is appropriate.
- Trustee visits should be scheduled when classes are in session and students are present.
- Inopportune times for presidents and staff are during the first and last two weeks of a term. Trustees should avoid visiting during these times.
- A suggested outline of questions will be developed to add structure to the conversation with the president and allow some time for preparation.

### **Suggested Questions**

- What are 3-5 trends in higher education that we as a system will need to address in the future?
- What are the 3-5 most important issues facing your university/college?
- What are the 3-5 most important issues facing the system?
- What are 3-5 strategic "fixes" you would make to change things for the better?
- Are there any student issues or concerns that are unique to your college/university?

**Suggested report template**

Name of trustee:

Date of visit:

Name of institution/campus visited:

Name of institution president:

Briefly describe the visit – who did you meet with, what did you do/see, is any follow-up action needed, impressions of the campus, what was most memorable.

Evaluation questions:

Did you learn something new and worthwhile?	Yes	No
Was the visit worth your time and that of the president's?	Yes	No

Discussion questions for the president:

- What are 3-5 trends in higher education that we as a system will need to address in the future?
  
  
  
  
  
  
  
  
  
  
- What are the 3-5 most important issues facing your university/college?
  
  
  
  
  
  
  
  
  
  
- What are the 3-5 most important issues facing the system?
  
  
  
  
  
  
  
  
  
  
- What are 3-5 strategic "fixes" you would make to change things for the better?
  
  
  
  
  
  
  
  
  
  
- Are there any student issues or concerns that are unique to your college/university?

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** September 14, 2010

**Agenda Item:** Trustee Interaction with the Legislature

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

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

Review of Board goal: actively engage trustees with the legislative process to increase familiarity with the process and to advance the system and the 2011 Minnesota State Colleges and Universities legislative agenda.

**Scheduled Presenter(s):**

Mary Davenport, director of government relations

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

Review of goal outcomes, activities, outcome measures and target completion dates.

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

**INFORMATION ITEM**

**Trustee Interaction with the Legislature**

**Board Goal for 2010-2011**

Actively engage trustees with the legislative process to increase familiarity with the process and to advance the system and the 2011 Minnesota State Colleges and Universities legislative agenda.

<b>Outcome</b>	<b>Activity</b>	<b>Outcome Measure: Participation</b>	<b>Outcome Measure: Value</b>	<b>Targeted Completion</b>
<p>1. Trustees will increase their individual advocacy efforts on behalf of the system regarding the system’s goals and legislative agenda.</p>	<p>Prepare brief talking points that communicate key system issues for trustee reference when attending election related events.</p> <p>Prepare brief talking points that communicate 2011 legislative objectives for trustee reference when speaking with policy influencers within the broader community.</p>	<p>Trustees:</p> <ul style="list-style-type: none"> <li>• I referred to the talking points provided (Yes/No)</li> <li>• If yes, talking points were used (quantify).</li> </ul>	<p>Trustees:</p> <ul style="list-style-type: none"> <li>• The talking points were a valuable reference (agreement/disagreement scale).</li> </ul>	<p>September 21, 2010</p> <p>December 17, 2010</p>
<p>2. Trustees will increase their familiarity with gubernatorial candidate perspectives on higher education, especially as</p>	<p>Host gubernatorial candidate discussion(s). Format will be 15 minute taped interview sessions with each candidate (MnSAT) posted online for viewing.</p>	<p>Trustees:</p> <ul style="list-style-type: none"> <li>• Viewed and/or participated in gubernatorial candidate events.</li> </ul> <p>Candidate Participation.</p>	<p>Trustee Participants:</p> <ul style="list-style-type: none"> <li>• The gubernatorial candidate events were helpful (agreement/disagreement scale).</li> </ul> <p>Candidate Participant:</p> <ul style="list-style-type: none"> <li>• The candidate event was of value (yes/no)</li> </ul>	<p>October 31, 2010</p>

related to the system.				
3. The Board of Trustees will increase their advocacy to legislative leaders regarding the system's goals and legislative agenda.	Host legislative leader reception with trustees (format TBD).	Trustees: <ul style="list-style-type: none"> <li>Identify trustees who participated in legislative reception.</li> </ul> Legislator: Participation: <ul style="list-style-type: none"> <li>Names of participants</li> <li>% attendees of those invited</li> </ul>	Trustees Participants: <ul style="list-style-type: none"> <li>The legislative leader reception was of value (agreement/disagreement scale).</li> </ul> Legislator Participant: <ul style="list-style-type: none"> <li>The reception with the Board of Trustees was of value (yes/no).</li> </ul>	April 2011 (strategic timing TBD)
4. The Board of Trustees executive leadership will promote support for the system's 2011 legislative agenda within the governor's office.	Establish meeting with newly elected governor; identify meeting objectives and review outcomes as related to advancing the system and the 2011 legislative agenda. (One or more trustees attend with Chancellor McCormick.)	Meeting(s): <ul style="list-style-type: none"> <li>Identify participants/dates.</li> </ul>	Trustee Participants: <ul style="list-style-type: none"> <li>The legislative meeting with the Governor was of value (agreement/disagreement scale).</li> </ul>	January 31, 2011
5. Trustees will increase their familiarity with newly elected legislators, congressional delegate and/or newly appointed executive branch officials and them with the system goals.	Establish meetings for trustees (1 each) with newly elected legislators, congressional delegates or select new executive branch officials; identify meeting objectives and review outcomes as related to advancing the system and the 2011 legislative agenda. (Attend with Chancellor McCormick.)	Trustees: <ul style="list-style-type: none"> <li>Identify participants/meetings (dates, % of Board members participants).</li> </ul>	Trustee Participants: <ul style="list-style-type: none"> <li>The meeting was of value (agreement/disagreement scale).</li> </ul> Newly elected/appointed participant: <ul style="list-style-type: none"> <li>The meeting was of value (yes/no)</li> </ul>	March 2011

<p>6. Trustees will increase their understanding with the legislative process as related to system issues.</p>	<p>Identify legislative hearings of interest to system and facilitate trustee attendance (1 each) for observation.</p> <p>Facilitate trustee hearing participation and testimony for budget request presentation and/or other hearings as needed.</p>	<p>Trustees: Participants/Hearings (dates, % of Board members participants).</p>	<p>Trustee Participants:</p> <ul style="list-style-type: none"> <li>• Attending the hearing was of value (agreement/disagreement scale).</li> </ul>	<p>May session adjournment</p>
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