



**ADVANCEMENT COMMITTEE**  
**APRIL 20, 2011**  
**10:00 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 March 15, 2011 (pp. 1-2)**
- (2) Advancement Update
- (3) State and Federal Legislative Update (pp. 3-5)
- (4) Commencement Messages (pp. 6-8)

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  
March 15, 2011**

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

*Leadership Council Committee Members Present: Chancellor James McCormick, President Don Supalla, Mary Davenport, Linda Kohl, Maria McLemore.*

*Other Trustees Present: Chair Scott Thiss, Trustees Clarence Hightower, David Paskach, Tom Renier.*

The Minnesota State Colleges and Universities Advancement Committee met March 15, 2011, at the Minnesota State Colleges and Universities office in St. Paul. Chair Cheryl Dickson called the meeting to order at 2:20 p.m.

**Approval of the Advancement Committee Meeting Minutes**

*The January 18, 2011, Advancement Committee meeting minutes were adopted without dissent.*

**1. Advancement Update**

Maria McLemore, executive director for system and foundation relations, reported that the Alliss Foundation pledged \$200,000 for scholarships to the system's two-year students. Anoka Ramsey Community College, Normandale Community College, the Office of the Chancellor co-sponsored a conference Feb. 11, 2011, for the system's alumni relations professionals.

Linda Kohl, associate vice chancellor for public affairs, reported that the Public Affairs division had its annual marketing and communications conference for 60 college and university staff.

**2. Report on College-University-and System-Related Foundations**

Maria McLemore, executive director for system and foundation relations, reported on the college-, university and system-related foundations. The report is required by board policy. The report showed that the costs for supporting foundations increased, mostly because unfilled vacancies on campuses had been filled. The reported charitable giving surpassed the support received from their institutions and met the projected goals. The combined return on investment was down a bit from FY 2009 at \$2.91 and is now at \$2.40. The benefits returned from the foundation go mostly to scholarships and programs. This also holds true for the colleges and universities. The committee accepted the report.

### **3. State and Federal Legislative Update**

Mary Davenport, executive director of government relations, reported that the Legislature was half-way through the legislative session. The governor presented his proposed budget for FY 2012-13, which includes a 6 percent reduction to higher education. The House and Senate budget targets include a nearly 16 percent budget reduction to higher education. While negotiation must occur, the Legislature is working to address budget items as their first priority, after which they will move to policy items.

Chancellor James McCormick has visited nearly all the newly elected legislators. Board Chair Thiss and trustees have been on 15 visits with new lawmakers. Presidents have been meeting with their local legislators to promote the board's legislative agenda and emphasize the negative impact the budget cuts will have on college and university programs, courses, student services and other operations. The system has had several legislative hearings on topics ranging from an overview of the system, budget implications, credit transfer, and the Getting Prepared report.

At the federal level, a continuing resolution was passed by Congress to keep federal business operational. The continuing resolution expires Friday, March 18, and includes \$6 billion in cuts. Trustees Cheryl Dickson and Christine Rice, along with Mary Davenport, attended the American Community College Trustee National Legislative Summit in Washington, D.C., in February. Visits were made to Minnesota's congressional delegation. Trustee Dickson provided a summary of the summit.

### **4. Commencement Greetings**

Advancement Committee Chair Cheryl Dickson encouraged trustees to go to different campuses for commencement this year. Linda Kohl, associate vice chancellor for public affairs, shared a draft of the greetings with trustees. She encouraged ideas or suggestions to be sent to her. One point was made to emphasize the Board's commitment to maintain the quality of the student's experience. Trustees were encouraged to speak from their heart and share something personal in their remarks. Additional points to consider were having trustees speak at commencements of campuses they visited and congratulating the campus for their great president and the faculty and staff.

### **5. Progress on Committee Goals: Connecting with Campuses, Legislative Activity**

Linda Kohl reported on the committee's goals. Trustees have visited 12 campuses and have another seven visits scheduled for the Board's connecting with campuses goal.

The meeting adjourned at 3:07 p.m.

Respectfully submitted,  
Candi Walz, Recorder

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** April 20, 2011

**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:**

Review of state and federal legislative affairs and issues.

**Scheduled Presenter(s):**

Dr. Mary Davenport, executive director of government relations

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

State legislative activity

Federal legislative activity

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

<b>INFORMATION ITEM</b>
<b>State and Federal Legislative Update</b>

**STATE**

**Status of Higher Education appropriation bills**

Both the House and Senate passed their respective higher education omnibus bills after much discussion. The budgets proposed for higher education continue the downward trend in state appropriations (see comparisons below).

<b>Funding year</b>	<b>Base Amount (millions)</b>
Current law FY2012	\$ 630.4
FY2011	\$ 605.4
FY 2003	\$ 597.1
Governor (proposed)	\$ 592.8
Senate (proposed)	\$ 546.8
House (proposed)	\$529.7

Both bills include tuition caps. The House bill sets the maximum annual increase for tuition and mandatory fees at 2 percent per year at the two-year colleges and 4 percent per year at the four-year universities. The Senate version caps the maximum tuition rate increase for all tuition rates at 3 percent per year at the two-year colleges and 4 percent per year at the four-year universities. The House bill mandates that 1% of the FY2013 campus appropriation is contingent on meeting three of five goals focused on increased completion rates, increased number of students of color served, increased student enrollment in online or blended courses or sections, increased persistence rates, and a decrease in total energy consumption. The House bill establishes the salary of the chancellor, vice chancellors and presidents at or below the governor's salary of \$120,000 and prohibits performance pay. The House bill also requires the Board of Trustees to do a comprehensive evaluation of the Minnesota State Colleges and Universities system's structure with recommendations for improvement to increase efficiency and effectiveness of delivering postsecondary education. Both bills set the age eligibility for the senior citizen higher education program at 62 years, reversing the 2010 change in law to increase the age to 66.

The next step in the process is conference committee, where the House and Senate will meet to work through the differences between the two bills. At this time, conferees have been announced in the House and include Rep. Bud Nornes, R-Fergus Falls; Rep. Bob Dettmer, R-Forest Lake; Rep. Kurt Daudt, R-Crown; Rep. Pat Mazorol, R-Bloomington; and Rep. David Hancock, R-Bemidji.

### **Confirmation of Trustees**

Trustee Jacob Englund will have completed his confirmation hearing in the Senate by the time of this meeting. The Senate Higher Education committee recommended trustees Duane Benson, Phil Krinkie, Alfredo Oliveira, Thomas Renier and Michael Vekich for confirmation earlier this session. The confirmation of all trustees is to be taken up next by the full Senate.

### **Upcoming dates:**

**April 26**      Passover/Easter break ends; legislators return to St. Paul  
**April 29**      Policy bills are to be out of the committee of origin  
**May 6**         Policy bills must pass out of both bodies  
**May 23**        Last day of session

### **FEDERAL**

The status of the FY2011 federal budget remains tenuous. An update will be provided.

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

**Agenda Item Summary Sheet**

**Committee:** Advancement

**Date of Meeting:** April 20, 2011

**Agenda Item:** Commencement Messages

Proposed  
Policy Change

Approvals  
Required by  
Policy

Other  
Approvals

Monitoring

Information

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

From time to time, members of the Board of Trustees Advancement Committee have reviewed proposed remarks for college and university commencements. This is an opportunity for committee members to discuss key points they wish to make during their greetings at commencements.

**Scheduled Presenter(s):**

Linda Kohl, associate vice chancellor for public affairs

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

See attached.

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

<b>INFORMATION ITEM</b>
<b>Commencement Messages</b>

**Background**

From time to time, members of the Board of Trustees Advancement Committee have reviewed proposed remarks for college and university commencements. This is an opportunity for committee members to discuss key points they wish to make during their greetings at commencements.

The proposed messages are attached.



# Commencement Greeting Key Messages

Member of the Board of Trustees  
Minnesota State Colleges and Universities

Spring 2011

The suggested greeting for trustees speaking at commencement ceremonies includes key system messages that emerged during a discussion recently among trustees. These key messages will help students, parents and guests know that the institution is part of a system that has a significant impact on Minnesota.

Trustees are encouraged to add brief personal comments, such as personal connections to the college or university, views on the importance of higher education, interesting programs or people they have met on the campus, or advice for the graduates. Keep in mind that the presidents emphasize it's best to be brief.

Key messages:

- **We want to be sure you know that (name of institution) is part of something much bigger, the Minnesota State Colleges and Universities system. This system is composed of 32 state universities and community and technical colleges that work together efficiently and effectively.**
- **You have received a world-class education, which is supported by the people of Minnesota who have a longstanding belief in higher education. You could have paid more to attend a college or university elsewhere, but you could not have received a better education. Thank you, faculty and staff, for your dedication to your students.**
- **What drives our decisions as members of the Board of Trustees is our commitment to maintaining the quality of the student experience and to keeping our colleges and universities affordable and accessible. This is a top priority, especially during these difficult economic times.**
- **You may help support public colleges and universities on behalf of those who come after you.**
- **Our students represent many different backgrounds and often are the first in their families to graduate from college.**
- **Each year, we graduate nearly 35,000 students, and more than 80 percent of them stay in Minnesota to work or continue their education.**
- **Collectively, you represent the future. As graduates, you will contribute to the quality of life in Minnesota and build the workforce to keep the state and nation strong and competitive.**