



**ADVANCEMENT COMMITTEE
MAY 17-18, 2011
10:30 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 Cheryl Dickson calls the meeting to order.

- (1) Minutes of April 20, 2011 (pp. 1-3)**
- (2) Advancement Update
- (3) State and Federal Legislative Update (pp. 4-6)
- (4) Website Redesign (pp. 7-8)

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
April 20, 2011**

Advancement Committee members present: Trustees Cheryl Dickson, chair; Jacob Englund, vice chair; Alfredo Oliveira and Louise Sundin.

Leadership Council Committee members present: President Donald Supalla, Gail Olson, Linda Kohl, Mary Davenport, Maria McLemore.

Other Trustees present: Trustees Scott Thiss, Clarence Hightower, Christopher Frederick, Tom Renier, James Van Houten.

The Minnesota State Colleges and Universities Advancement Committee met April 20, 2011, at the Minnesota State Colleges and Universities office in St. Paul. Chair Cheryl Dickson called the meeting to order at 10 a.m.

Approval of the Advancement Committee Meeting Minutes

The March 16, 2011 Advancement Committee meeting minutes were approved without dissent.

1. Advancement Update

Maria McLemore, executive director for system and foundation relations, reported that the development division will be holding an alumni and relations professional development conference June 1-2. Paul Heaton, the newly named director of the Center for Community College Advancement at the Council for Advancement and Support of Education, will be a featured speaker.

Marshall property developer D.C. “Pat” McFarland left bequests of \$1 million each to Southwest Minnesota State University, the Southwest Minnesota State University Foundation and Pride of the Tiger Foundation, which awards scholarships to graduating seniors at Marshall High School. The bequest to the university will benefit the library and the bequest to the foundation will fund Presidential Scholarships.

McLemore also reported that Saint Paul College earned a Bill and Melinda Gates Foundation grant for developing technology to help improve college completion among low-income students. More than \$240,000 in equipment was received at Ridgewater College for students in the nondestructive testing FastTrack program. The Minnesota State Colleges and Universities Foundation has worked with the Minnesota State College Student Association and the Minnesota

State University Student Association to establish the Chancellor James and Dr. Maryan McCormick endowment.

Linda Kohl, associate vice chancellor for public affairs, reported that the Public Affairs Division hosted a meeting with student editors to discuss the use of social media in communication. Colleges in the Minnesota State Colleges and Universities won four gold, one silver and three bronze awards in the Paragon Awards sponsored by the National Council for Marketing and Public Relations, an association of two-year college marketing and communication professionals. The system also earned a gold award and best in class in a contest sponsored by the Printing Industries of Minnesota for the fall issue of the system magazine.

On the Board of Trustees goal of Connecting with Campuses, Kohl reported that 12 trustees have visited 25 campuses, with nine additional visits scheduled.

2. State and Federal Legislative Update

Mary Davenport, executive director of government relations, reported that the Legislature was on recess for Easter and Passover. Many roundtables and in district events were being conducted. The state continues to focus on budget; policy issues are a lower priority. Committees are meeting at the call of the chair. There are not many differences between the House and Senate Higher Education bill, especially without the policy mixed in. The key legislative messages are that the system has a Board of Trustees which needs the flexibility to govern the system. Trustee Jacob Englund's confirmation was postponed. The other trustee confirmations remain on the Senate floor; it is expected these will be voted on together. The veteran service center sunset has been removed; the House bill provides funds for these centers. Employee issues are moving through the House and Senate. The government relations team will continue to monitor these. There is no word yet on a bonding bill. The government relations division will continue to monitor this. The Legislative session will conclude May 23, 2011, the constitutional deadline.

At the federal level, Congress adopted a budget and diverted a federal government shut down. All federal agencies, except for defense programs, received a 2 percent cut. Some federal program cuts affect the system, including funds to adult education, TRIO, Gear Up and the Department of Labor programs that work with colleges and universities.

President Don Supalla reiterated that the presidents agree to the unified message to legislators to protect the base, opposition to a tuition cap, and to allow the Board of Trustees to govern in the the system.

3. Commencement greetings

Advancement Committee Chair Cheryl Dickson began a discussion on commencement addresses. Vice Chair Trustee Englund said that the messages should be personalized, not to upstage the commencement speaker but to make a connection with the audience, ideally sharing a few points about why the campus is unique and then moving into the provided talking points. It was suggested that the campus president reach out the trustees and share one or two paragraphs on what is happening on the campus – a winning sports team, a campus author, awards won, or acknowledge all of the faculty and the work they do to educate students. President Supalla agreed to bring this request to the presidents at leadership council.

Meeting adjourned at 10:52 a.m.

Respectfully submitted,
Candi Walz, Recorder

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: May 17, 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):

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**

INFORMATION ITEM
State and Federal Legislative Update

STATE

Status of Higher Education appropriation bills

The conference committee has met twice to-date. The proposed House and Senate appropriation level and policy language was reviewed at the first meeting in April. Testimony was taken at the second meeting of conference committee and included testimony from Chancellor McCormick, system faculty, and the Minnesota State University Student Association. Below are budget proposal comparisons for higher education:

Funding year	Base Amount (millions)
Current law FY2012-13	\$ 630.4
FY2011	\$ 605.4
FY 2003	\$ 597.1
Governor (proposed)	\$ 592.8
Senate (proposed)	\$ 546.8
House (proposed)	\$529.8

Both bills include tuition caps, setting the maximum annual increase for tuition and mandatory fees at 2% per year at the two-year colleges and 4% per year at the four-year universities in the House bill, and 3% per year at the two-year colleges and 4% per year at the four-year universities in the Senate version. 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 to conduct a comprehensive evaluation of the MnSCU system structure with recommendations for improvement to increase efficiency and effectiveness for 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.

Confirmation of Trustees

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

Important upcoming legislative dates:
May 23 Last day of session

FEDERAL

Congress is back in session and continues to work on the FY 2012 federal budget. The immediate debate is around the debt ceiling – the legal limit on borrowing by the government which today is at \$14.3 trillion. Treasury Secretary Geithner has warned that if the limit is not raised by early July, the nation may default on its debt obligations. Republican lawmakers say they need a commitment from the White House for more spending cuts in exchange for voting to raise the limit. The Administration hopes to reach a compromise on deficit reduction that could clear the way for the debt limit vote to go forward. The debt ceiling has been raised almost 100 times since the early 1900's.

The Senate Committee on Appropriations recently approved a new federal budget for the Department of Education that maintains the Pell Grant maximum at \$5,550 for a total program appropriation of \$23 billion. The 2012 budget recently approved by the House of Representatives includes a major cut to the Pell Grant program. The House budget proposal reduces the maximum Pell from \$5550 to \$3040.

The full Senate is expected to move forward with a budget resolution for fiscal 2012 as soon as this week. Another bipartisan group, known as the “Gang of Six” senators, is involved in working to reach a long-term agreement that would create a 10-year budgetary framework that would seek to cut \$4 trillion from federal spending during that time frame, similar to a proposal detailed by the Administration in April.

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

Agenda Item Summary Sheet

Committee: Advancement

Date of Meeting: May 17, 2011

Agenda Item: Website Redesign

Proposed
Policy Change

Approvals
Required by
Policy

Other
Approvals

Monitoring

Information

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

Scheduled Presenter(s):

Linda Kohl, associate vice chancellor for public affairs

Outline of Key Points/Policy Issues:

In conjunction with Students First, the system's public website is being redesigned, the first major redesign since 2004. Linda Kohl, associate vice chancellor for public affairs, will preview the new look. Materials will be distributed at the meeting.

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
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INFORMATION ITEM
Website Redesign

Background

In conjunction with Students First, the system's public website is being redesigned, the first major redesign since 2004. Linda Kohl, associate vice chancellor for public affairs, will preview the new look. Materials will be distributed at the meeting.