

Charter of the Board of Trustees

Ad Hoc Committee on Outreach and Advocacy

Revised August 21, 2018

Purpose:

The Ad Hoc Committee on Outreach and Advocacy is charged with assisting the Board of Trustees in fulfilling its oversight responsibilities in the arena of key stakeholder engagement and how Minnesota State tells its story, fosters a society-wide understanding of higher education, and articulates its value proposition as an invaluable public good. It will be a communication channel for the board and an opportunity for the board to develop expectations, offer input and oversight, and receive assurances regarding stakeholder engagement. The Ad Hoc Committee shall meet at the call of the committee chair.

Ad Hoc Committee Structure:

The Ad Hoc Committee on Outreach and Advocacy of the board shall consist of no fewer than five members to be appointed by the chair of the board annually.

The Ad Hoc Committee on Outreach and Advocacy shall not act on behalf of the board unless specifically delegated to do so by the board.

The Ad Hoc Committee on Outreach and Advocacy will sunset June 2020 unless the board agrees to extend the timeline or considers making it a standing committee.

Authority:

The principal elements of the Charter of the Ad Hoc Committee on Outreach and Advocacy are:

1. To provide counsel regarding the approach to engaging stakeholders, such as:
 - a. Strategic messaging
 - b. Message delivery channels and coordination across the state
2. To provide advice, counsel, and make recommendations to the chancellor, chief marketing and communications officer and government relations director regarding critical strategic engagement, relationship-building, and cohesive, unified messaging to key stakeholders, such as:
 - a. Students, both current and prospective
 - b. Families, mentors, and other influencers
 - c. Government agencies and legislators at both the state and federal level
 - d. Business / labor partners
 - e. Business / labor community leaders
 - f. K-12 partners
 - g. Major foundations and other philanthropic organizations
 - h. Non-profit and community organizations
 - i. Citizens of Minnesota