

**Minnesota State Colleges and Universities**  
**Board of Trustees Meeting Minutes**  
**June 21-22, 2016**

Present: Chair Michael Vekich, Trustees Ann Anaya, Margaret Anderson Kelliher, Duane Benson, Elise Bourdeau, Kelly Charpentier-Berg, Alex Cirillo, Jay Cowles, Dawn Erlandson, Bob Hoffman, Philip Krinkie, Maleah Otterson, Thomas Renier, Louise Sundin, Erma Vizenor, and Chancellor Steven Rosenstone

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**Tuesday, June 21, 2016**

**Call to Order**

Chair Vekich called the meeting to order at 1:30 PM. Trustees Dawn Erlandson and Erma Vizenor participated in the meeting by telephone.

Chair Vekich explained that the board will hear a summary and a recommended resolution for a branding strategy. The board will also hear a first reading of proposed amendments to Policy 3.23 Naming Colleges and Universities.

**Branding Initiative Introduction**

Chancellor Rosenstone commented that today we will reach closure on a priority that the board set several years ago. After many months of discussion, in the spring of 2014, the board instructed him to engage in the research and development needed to strengthen the Minnesota State Colleges and Universities brand and increase the understanding and visibility of our colleges and universities so we would have a platform to increase the awareness and understanding and could be used to help us grow enrollment. This priority was included in my 2014-2015 and 2015-2016 workplans. We began with research and proceeded based upon the findings from that research to sharpen our articulation of the strengths our colleges and universities uniquely share. Last spring, we reported the results of that research and outlined the work that was ahead of us. The board was enthusiastic, encouraging, and impatient in its review of phase one and repeatedly said “full speed ahead on the project.” This spring we updated you on several occasions on the progress and today we will review the brand initiative in its entirety and with your approval move to implementation this summer. Throughout the process, we have drawn upon the expertise of our presidents, and lead communicators from 17 of our colleges and universities, colleagues who served on the brand steering committee, and also relied on one of the nation’s top agencies, PadillaCRT, who brought their decades of expertise in helping organizations develop their brand strategies, visual and verbal identities, and experience that bring an organization to life for those it serves. Chancellor Rosenstone introduced Lynn Casey, the chairperson and CEO of PadillaCRT.

**Brand Initiative Update**

Chief Marketing and Communications Officer Noelle Hawton began the presentation. She introduced three members of the brand steering committee: key communicators Mary Jacobsen of Anoka Technical College and Anoka-Ramsey Community College and Scott Faust of Bemidji State University and Northwest Technical College, and President Barbara McDonald, North Hennepin Community College.

CMCO Hawton explained that over the years, the Board of Trustees often found itself debating anecdotal evidence that the name “Minnesota State Colleges and Universities” and the term “MnSCU” didn’t mean anything to our current students, prospective students, or their parents. The board directed the chancellor to do the research needed so a fact-based decision could be made on whether a brand initiative should go forward. In 2014, a Brand Steering Committee was formed, a robust RFP process was completed. Eighteen national firms responded, PadillaCRT was hired to conduct the requisite qualitative and quantitative research.

In March of 2015 the results of the Brand Steering Committee’s work and PadillaCRT’s research was presented to the Board of Trustees. The research showed that we have a problem and the facts convinced both the board and the Brand Steering Committee that we needed a different brand name and visual identity. The Brand Steering Committee was expanded and it conducted another robust and competitive RFP process, with PadillaCRT hired to do the creative development. The members of the Brand Steering Committee includes three college and three university presidents: Peggy Kennedy, Rassoul Dastmozd, Laura Urban, Dick Hanson, Dick Davenport and Earl Potter. The committee also included 17 key communicators from colleges and universities throughout the state, the two student associations, and representatives of every bargaining unit other than the IFO, who declined to participate.

In January of 2016, the board received an update on the project and the board’s response was a passionate impatience that the project wasn’t further along. Today marks the completion of all the milestones set in the timeline shared with the board last year.

CMCO Hawton reported that this has been an extremely consultative process. She traveled the state to confer with more than 150 marketers, communicators, foundation leaders, provosts and deans, as well as the presidents of all of the colleges and universities, and student leaders. Progress reports have been brought to state-level meet and confers.

CMCO Hawton summarized the qualitative and quantitative research findings completed in 2014 that are the foundation for this work.

- Prospective students do not know there is a difference between our colleges and universities, the University of Minnesota, or for-profit, and private colleges. They also do not know what “MnSCU” is.
- According to the research, many prospective students, parents, and community leaders think Minnesota State Colleges and Universities means all of the above. They do not understand which colleges and universities are the most affordable and accessible that will best prepare students for careers and for life.
- We do not have a way to help people understand that our colleges and universities are the ones that offer the most affordable, highest value, and highest quality option.

People don’t understand the value our colleges and universities offer, and meanwhile:

- Each year, Minnesota loses about 21% of its high school graduates to colleges outside our state.

- About 20,000 Minnesotans each year choose for-profit schools not understanding that they risk getting a sub-par education paired with a price tag that is five times more expensive than our colleges and universities which will leave them with a lot more debt.
- By the year 2020, 74% of jobs will require some sort of post-secondary education, but many Minnesotans do not understand that can mean a certificate, as well as an associate's or baccalaureate degree.

CMCO Hawton added that we can help Minnesotans understand that our colleges and universities are the highest value, lowest cost option with an endorsement brand strategy that works to tell the shared story of all of our colleges and universities affordability, quality, accessibility, value and talent. A good example of a well-executed endorsement brand strategy is the relationship between the NFL and the Minnesota Vikings. We love our Minnesota Vikings just as much as our neighbors to the east love their Green Bay Packers. Both of these brands are really strong brands on their own. But loyal fans to these teams also know that these teams belong to the NFL, and that being affiliated with the NFL makes their team a premier team, a credible team. NFL signifies a level of quality. But, another aspect of the NFL brand is it is not interested in undermining Minnesota's loyalty to its Vikings or Wisconsin's loyalty to its Packers, and it is not interested in inserting itself into the fan/team relationship. Similarly, our use of an endorsement strategy is designed to help prospective students and parents understand who our colleges and universities are, as well as help to increase enrollment, but not to undermine the brand loyalty students and alumni feel for their individual schools.

The research did reveal some good news that we can build upon.

- The research found that 73% of prospective students and 61% of parents who know something about our colleges and universities agreed that affordability, geographical accessibility, and talent development were good descriptors for Minnesota State Colleges and Universities.
- These attributes are what makes us different. In addition to an extraordinary education, these attributes are the pillars of the brand our students and business partners experience every day. And, these brand attributes are what prospective students and parents seek as they "shop" for a college or university.

By strengthening our shared brand, and leveraging it once we have done so, we can build upon the collective attributes people understand about us and work to:

- Increase awareness of all our colleges and universities, and help them grow enrollments by proactively and collectively telling our stories of accessibility, affordability, value, excellence, and community, and business partnerships.
- Become known more widely for our shared attributes of quality, accessibility, affordability, and talent.
- Compete more effectively by telling the powerful story of the value our colleges and universities deliver compared to other institutions.

- Communicate how our colleges and universities work together, highlighting credit transferability, degree laddering, and being able to take courses from any Minnesota State college or university.
- Leverage our advertising dollars more strategically as much of our current marketing efforts are spent competing for students from one another vs. from outside institutions.

CMCO Hawton observed that this last point creates a platform from which to create joint marketing, which will increase awareness and understanding of our colleges and universities. Investing a relatively small amount over the span of the last three years compared to the \$1.9 billion overall operating budget for this entire enterprise to grow enrollments has been very prudent and wise. In fact, if the branding effort helps our colleges and universities recruit just 58 additional students who enroll for two years at any of our colleges or universities, we will have recouped 100% of the entire branding initiative investment to date. If the branding effort recruits 200 students who enroll for two years, the increase in revenue to our colleges and universities will be approximately \$2 million.

CMCO Hawton explained that the brand promise is a concise way of describing who we are and the value we bring.

Minnesota State is a system of colleges and universities united to provide an extraordinary education that is affordable and accessible, enhancing quality of life, and ensuring prosperous communities.

These are the Minnesota State brand attributes that the brand steering committee collectively worked on. They are short, concise ways to describe all the ways our students and community experience our colleges and universities collective impact.

At the May 2016 Board of Trustees meeting, the visual identity options that the Brand Steering Committee had considered were presented. The recommended name and design, a ribbon with a star at the top and the letter “M” underneath, is bold, clean, modern, and brings forth a design element from our old identity in the evolved Northern Star.

The Brand Steering Committee has been busy working on the manual that will implement the visual identity and how the individual colleges and universities would represent their affiliation with Minnesota State.

CMCO Hawton commented that we are not changing our legal name, which is written in statute. This brand is about doing away with the name “MnSCU” and starting to refer to ourselves as Minnesota State. One way we can leverage the new logo to tell our collective story is to have the ability to add a tagline when it makes sense. This has been of particular interest to the Brand Steering Committee, and President Richard Davenport commented at the presentation in May on how important the tagline will be to telling our story. Many taglines were brainstormed, but we kept coming back to “extraordinary education, exceptional value,” descriptors we began using last year as the most accurate, inspiring way to describe the value we bring.

Examples of the letterhead that will be used for the Board of Trustees and the colleges and universities were displayed. Colleges and universities will be asked to add a sentence below their name that says “A member of the Minnesota State system” or “A member of Minnesota State.” For electronic letterhead, we would like these changes to occur by September 1, 2016.

Pre-printed letterhead with the old identity should be used up before ordering letterhead with the new identity. The colleges and universities will have two options on mailers and brochures – either a horizontal or vertical approach, depending on the space available.

CMCO Hawton noted that monument signs pose a problem as no colleges or universities have the same sign, and some colleges and universities have multiple styles of signs. Many signs also have challenges with space and landscaping. Most colleges and universities do not currently identify themselves on their monument sign as being a part of the system. For colleges and universities like Century College or Dakota County Technical College that have the MnSCU logo or identity on it, they are asked to change to the new identity by June 30, 2017. For others that do not have the logo or identity, we will work with the marketing teams at these schools to determine an appropriate approach to include our system identifier and will give them July 1, 2018 to make this change.

A small but very effective way for our students and prospects to begin to be aware of a college or university's affiliation with the system is by including our logo mark on all spirit wear and other products sold in our book stores. The presentation included illustrations of logos on jerseys, caps, water bottles, and mugs.

### **Implementation Timeline**

CMCO Hawton summarized the timeline for implementation:

#### **June 2016**

- Board resolution
- First reading of amendments to Board Policy 3.23
- Circulate draft of System Procedure 3.23.1 for consultation

#### **Ongoing**

- Use up letterhead and collateral with current MnSCU system affiliation identifier

#### **July – August 2016**

- Consultation on System Procedure 3.23.1
- System office identity change
- Develop collaborative marketing plan for October and in March/April

#### **September 1, 2016 (or earlier)**

- Implement System Procedure 3.23.1
- Presidents submit their implementation plans to the chancellor
- Revise electronic letterheads to include new system affiliation identifier
- New system affiliation identifier on newly printed mailers and brochures
- Begin to implement collaborative marketing plan

#### **October**

Second reading Board Policy 3.23, December 31, 2016 (or earlier)

- Change college and university website system affiliation identifier
- Change look of current MnSCU web site to reflect new brand

**June 30, 2017 (or earlier)**

- Change monument signs with current MnSCU identifier to new system affiliation identifier
- All logo merchandise and apparel includes Minnesota State system affiliation identifier

**June 30, 2018 (or earlier)**

- Change monument signs without current MnSCU identity to include new system affiliation identifier.

Regarding assessment, CMCO Hawton said that the first few areas will be internally focused – such as achieving brand adoption by all the colleges and universities, and then working together to more collaboratively tell stories that only our system can tell – stories that support the messages of an extraordinary education, affordability, accessibility, value, and talent development. Then, once we have brand adoption, and are delivering our messages through many different distribution channels, we can set about to measure our effectiveness benchmarked against the original research. In conclusion, CMCO Hawton commented that the most important metric is the increase in enrollments.

CMCO Hawton invited Lynn Casey to make some comments. Ms. Casey spoke about the process. PadillaCRT has been doing this work for decades. This is the most emotionally charged work that PadillaCRT gets involved in because we are talking about identity and change at a very fundamental level. It is true whether an organization is acquiring another organization or whether an organization decides to explore a collective story, as is the case in this project. There are three critical success factors for a brand assignment to go well and this project met all three. The first is fact-based. There are assignments that PadillaCRT and our peer companies have gotten involved in where a change in the name is de facto and the research phase is there to prove that out. That was not the case in this situation. Whoever set up this project to begin with broke it into two RFP processes: Phase one being the research and phase two being some kind of a deliverable if the research proved it out. The research showed that there is definitely a platform from which to build a whole that is greater than the sum of its parts, while the parts do their thing as beautifully as they have always done. The first critical success factor is fact finding without any preconceived notions. The second critical success factor is a broad based coalition. The team that came together had broad representation with day-to-day input. Additional input was sought during broader consultation throughout the state. The third factor for success is process integrity. At this point in the process, the emotions can sometimes trump the research findings. The integrity of the process is driven by what we found which is that there are definitely opportunities to tell a bigger story than the individual colleges and universities could not and should not do. The research also told us that there was a good deal of affinity in many part of this state by the people who were going to decide on a school and influence that decision for the local organizations. That is where the co-branding, sponsor-branding solution emerged.

Ms. Casey commended the brand team for their work. She also thanked the trustees, the chancellor, and CMCO Hawton.

CMCO Hawton displayed the recommended motion, which read:

The Board of Trustees endorses the branding strategy and charges the chancellor and presidents to implement the strategy. The chancellor shall establish system procedures and a brand standards manual necessary to implement the strategy.

**Discussion**

Chair Vekich asked for comments or discussion. Trustee Hoffman commented that he is opposed to the name change and that he has heard from others who are also opposed to it. He will not vote in favor of the name change. Several trustees spoke in favor of the name change.

Chancellor Rosenstone explained that there are many details on the name change. Some are in the procedure which is still in discussion. He asked the board to provide counsel with respect to the use of the word “system.”

*Trustee Cirillo moved that the Board of Trustees endorses the branding strategy and charges the chancellor and presidents to implement the strategy. The chancellor shall establish system procedures and a brand standards manual necessary to implement the strategy.*

*Vice Chair Anderson Kelliher seconded the motion carried.*

**Proposed Amendment to Policy 3.23, Naming Colleges and Universities (First Reading)**

CMCO Hawton reviewed the proposed amendments to Policy 3.23 Naming Colleges and Universities. Some of the amendments were technical such as formatting and style. The other amendments are that marketing studies are no longer required for colleges or universities considering a name change, as well as an amendment that puts in place a naming convention should a college or university be interested in changing its name.

Chair Vekich announced that the second reading of the policy will be in September.

Chair Vekich recessed the Board of Trustees meeting until 12:30 pm on June 22, 2016.

**Wednesday, June 22, 2016**

**1. Board of Trustees Meeting Reconvenes**

Chair Vekich reconvened the meeting at 12:37 PM.

Chair Vekich shared the following remarks:

The end of the fiscal year is usually a time to bid farewell to and celebrate retiring trustees and presidents. Although we do not want to dim that spirit of celebration, we must pause to honor the passing of our friend and colleague, St. Cloud State University President Earl Potter.

Earl's loss is a difficult one, both because of who Earl was as a man and what he did for his university, for his community, and for Minnesota. But one thing is certain. We are all better for Earl's time with us, and that is something we can and must celebrate.

St. Cloud State University is better because of Earl. He was passionate about higher education. He was steadfast in his commitment to access. He was innovative, steering the university toward becoming a global university. But above all, he was dedicated to students. Students were at the core of all he did. And they knew it. Students understood that he cared deeply about them. Earl was a president students could approach, whether they were Minnesotans or from any number of countries around the world.

The city of St. Cloud is better because of Earl. As St. Cloud mayor Dave Kleis recalled last week, right from the beginning back in 2007, Earl argued that the university would not do well if the city did not do well; and city would not do well if the university did not do well. So Earl fostered greater ties between St. Cloud State and the community, and both the university and the city did extremely well.

Collectively, all of our colleges and universities are better because of Earl. Service to Leadership Council, to the Campus Service Cooperative, to Charting the Future, to the Branding Steering Committee – this is just a small sampling of Earl's leadership within our system but it had a huge impact on helping us realize the power of what we could do by working together.

Although Earl's tenure as president was cut short, his legacy lives on. St. Cloud State University will carry out the work President Potter began – making the region more prosperous and preparing students to be successful no matter where their career takes them.

I ask that we all pause for a moment to reflect on Earl's legacy that he leaves behind.

I know I speak for all of the trustees when I offer our deepest condolences to Christine Potter, their children and grandchildren, and all who knew, loved, and respected President Earl H. Potter, III.



**2. Human Resources Committee, Ann Anaya, Vice Chair**

**• Appointment of Interim President of St. Cloud State University**

*Committee Vice Chair Anaya moved that the Board of Trustees, upon the recommendation of Chancellor Rosenstone, appoint Dr. Ashish Vaidya as interim president of St. Cloud State University effective June 23, 2016, subject to the completion of an employment agreement. The board authorizes the chancellor, in consultation with the chair of the board and chair of the Human Resources Committee, to negotiate and execute an employment agreement in accordance with the terms and conditions of the MnSCU Personnel Plan for Administrators. The motion was seconded and carried unanimously.*

**3. Consent Agenda**

**a. Meeting Minutes**

- 1) Board of Trustees, April 19-20, 2016**
- 2) Executive Committee, May 11, 2016**
- 3) Board of Trustees Study Session, Strategies for Addressing the Campus Climate Challenges Facing our Students, May 17, 2016**
- 4) Board of Trustees, May 18, 2016**

**b. Approval of Contracts Exceeding \$1M for:**

- 1) Bookstore Point-of-Sale/eCommerce/Accounting Software Master Contract**
- 2) Facilities Cleaning Supplied, Equipment and Data Management System Master Contract**
- 3) MSU, Mankato Apartment Lease**
- 4) Rochester Community and Technical College/Rochester Schools CTECH Building Lease**
- 5) On-going Utility Contracts for Colleges and Universities**

**c. Minnesota State College – Southeast Technical: Change in Institution Type and Change in Name**

**d. Metro Baccalaureate Strategy**

**e. Approval of FY2017 and FY2018 Meeting Calendar**

*Chair Vekich called the question on the Consent Agenda and the motion carried.*

**4. Board Policy Decisions**

**a. FY2017 Operating Budget (Second Reading)**

*Committee Chair Cowles moved that the Board of Trustees:*

- Adopt the annual total all funds operating budget for fiscal year 2017 as shown in Attachment 3-A in the Finance and Facilities Committee materials at <http://www.mnscu.edu/board/materials/2016/june-packet.pdf>  
The chancellor is authorized, after consultation with the board chair and treasurer, to adjust the budget approved in Attachment 3-A in the Finance and Facilities Committee materials at <http://www.mnscu.edu/board/materials/2016/june-packet.pdf> to reflect any additional state appropriations received as a result of a special legislative session.*
- Approve the proposed tuition structure recommendations for fiscal year 2017 as detailed in Attachments 1A through 1E in the Finance and Facilities Committee materials at <http://www.mnscu.edu/board/materials/2016/june-packet.pdf>.*

- *Tuition rates are effective summer term or fall term 2016 at the discretion of the president. The chancellor or designee is authorized to approve any required technical adjustments, and is requested to incorporate any approvals at the time fiscal year 2018 tuition recommendations are presented to the Board of Trustees.*
- *The Board of Trustees continues the policy of market-driven tuition for closed enrollment courses, customized training, and non-credit instruction, continuing education, and contract postsecondary enrollment option programs.*
- *Approve the Revenue Fund and related fiscal year 2017 fees for room and board, student union, wellness and recreation facilities, and parking ramps/surface lots as detailed in Attachments 2A through 2E, including any housing fees that the campuses may charge for occupancy outside the academic year.*
- *Approve Student Life/Activity fee (\$117.36 per term) for St. Cloud State University.*
- *Authorized the chancellor or designee to enter into an agreement with the Learning Network of Minnesota to provide the funding appropriated to the organization in Minnesota Laws Chapter 69, Article 1, Section 4, Subdivision 4, in the amount of \$4,115,000.*

*The motion was seconded and carried unanimously.*

**b. Proposed Amendments (Second Readings)**

- **Policy 3.21 Undergraduate Course Credit Transfer**
- **Policy 3.37 Minnesota Transfer Curriculum**

*Committee Chair Cowles moved that the Board of Trustees approve the amendments to board policies 3.21 Undergraduate Course Credit Transfer, and 3.37 Minnesota Transfer Curriculum. The motion carried unanimously.*

**5. Chair's Report, Michael Vekich**

- Proposed Amendments to Policy 1A.4, System Administration, Appointment of Administrators (First Reading)  
Chair Vekich reviewed the proposed amendments to Policy 1A.4, System Administration, Appointment of Administrators. Chair Vekich made a correction to include the words "of the" on line 72 as follows: *The Audit Committee "of the" Board of Trustees may terminate the employment of an individual serving as executive director of Internal Auditing in accordance with the MnSCU Personnel Plan for MnSCU Minnesota State Colleges and Universities Administrators.* This will be presented for a second reading and approval at the October meeting.

**6. Chancellor's Report, Steven Rosenstone**

Chancellor Rosenstone expressed his gratitude to several people for their work on the legislative requests. He thanked Governor Dayton for his trips to Rochester Community and Technical College; South Central College; St. Cloud State University; and Minnesota State University Moorhead. The Governor highlighted the importance of the projects not just on those campuses but at all colleges and universities across the state.

Chancellor Rosenstone reported that Chair Vekich, Vice Chancellor Laura King, and Associate Vice Chancellor Brian Yolitz attended a legislative meeting on bonding chaired by Representative Paul Torkelson. At the meeting, Associate Vice Chancellor Yolitz thanked the representatives and senators for their work to bring a bonding bill forward. Chancellor Rosenstone stated that the work continues with the Governor and the legislature in the weeks ahead and he remain optimistic.

Chancellor Rosenstone stated that on the heels of the tremendous success of the Access to Excellence scholarship campaign, he appointed a scholarship planning committee chaired by Associate Vice Chancellor Phil Davis and several leading chief development officers to plan the next phase of the campaign. The campaign will start at Metropolitan State University on June 29 during the annual development officer's conference. The kickoff event will feature the announcement of our scholarship goal of \$50 million. Joining the development officers for the kickoff will be foundation presidents, college and university presidents, and other community leaders. Mary Brainerd, president and CEO of HealthPartners, will be the keynote speaker. We will honor Travelers for its work in support of career pathways for our students; and we will hear from a student recipient of the Travelers EDGE scholarship, which supports students who transfer from our colleges to our universities.

Chancellor Rosenstone thanked the members of the Leadership Council for their work this past year. He thanked the Leadership Council's executive committee, Doug Allen, Joyce Ester, Richard Hanson, and Earl Potter. Chancellor Rosenstone congratulated presidents Anne Blackhurst, Joyce Ester, Connie Gores, and Barbara McDonald, recently elected to serve on the executive committee.

Chancellor Rosenstone concluded with recognizing and thanking Trustees Benson, Charpentier-Berg, Krinkie, Otterson, and Renier, whose terms will end on June 30, or until their replacements are named. He also recognized and thanked retiring presidents Richard Hanson, Larry Lundblad, Devinder Malhotra, Avelino Mills-Novoa, and Margaret Shroyer.

## **7. Joint Council of Student Associations**

### **a. Minnesota State College Student Association**

Tim St. Clair, president, and Dylan Kelly, incoming president, addressed the board.

### **b. Students United (formerly Minnesota State University Student Association)**

Joe Wolf, state chair, addressed the board. Mr. Wolf announced that their name has changed to *Students United*.

## **8. Minnesota State Colleges and Universities Bargaining Units**

### **a. Minnesota Association of Professional Employees**

Jerry Jeffries, statewide chair, addressed the board.

### **b. Minnesota State College Faculty**

Kevin Lindstrom, president, addressed the board.

### **c. Minnesota State University Association of Administrative and Service Faculty**

Tracy Rahim, president, addressed the board.

**9. Board of Trustees Standing Committees**

**a. Finance and Facilities Committee, Jay Cowles, Chair**

- 1) Report of Allocation Framework Redesign Effort  
Committee Chair Cowles reported that the committee heard a report on the allocation framework redesign effort.
- 2) 2016 Legislative Summary Including Bonding Bill Outcome  
Committee Chair Cowles reported that the committee heard the 2016 legislative summary and bonding bill outcome.
- 3) Proposed Amendment to Policy 5.12 Tuition and Fee Due Dates, Refunds, Withdrawals, and Waivers (First Reading)  
Committee Chair Cowles reported that the committee heard a first reading of the proposed amendment to Policy 5.12 Tuition and Fee Due Dates, Refunds, Withdrawals and Waivers. This will be presented for a second reading and approval at the October meeting.

**b. Audit Committee, Robert Hoffman, Chair**

- 1) Executive Director Search Update  
Committee Chair Hoffman provided an update on the search for the executive director of Internal Auditing.
- 2) Annual Audit Plan for Fiscal Year 2017 Update  
Committee Chair Hoffman reported that the annual audit plan update is postponed to the October meeting.
- 3) Itasca Community College Internal Control and Compliance Audit  
Committee Chair Hoffman reported that the committee heard a report on the Itasca Community College Internal Control and Compliance Audit.
- 4) Hennepin Technical College Internal Control and Compliance Audit  
Committee Chair Hoffman reported that the committee heard a report on the Hennepin Technical College Internal Control and Compliance Audit.

**c. Diversity, Equity, and Inclusion Committee, Duane Benson, Chair**

- Consultation on the Chief Diversity Officer  
Committee Chair Benson reported the committee heard an overview of the consultation process on the chief diversity officer position.

**d. Joint Meeting, Diversity, Equity and Inclusion and Human Resources Committees, Duane Benson and Ann Anaya, Co-chairs**

- Minnesota State Colleges and Universities Faculty and Staff Diversity: Current Demographics and Strategies  
Committee Co-chair Benson reported that the joint committees heard a report on the Current Demographics and Strategies of the Minnesota State Colleges and Universities Faculty and Staff Diversity.

**10. Trustees Reports**

Trustee Anderson Kelliher reported that she spoke at the Executive Leadership Development Program graduation ceremony. Trustee Cirillo reported that three Normandale students will attend the annual community college innovation project in Washington, D.C.

Retiring Trustees Benson, Charpentier-Berg, Krinkie, Otterson and Renier reflected on their service on the board.

**11. Other Business**

• **Election of Officers**

**Chair**

Trustee Cowles announced that Trustee Michael Vekich was a candidate for the position of chair. There were no other nominations.

*Trustee Cowles moved the nomination of Trustee Vekich for the position of chair.*  
The motion carried unanimously.

**Vice Chair**

Trustee Cowles announced that Trustee Margaret Anderson Kelliher was a candidate for the position of vice chair. There were no other nominations.

*Trustee Cowles moved the nomination of Trustee Anderson Kelliher for the position of vice chair.* The motion carried unanimously.

**12. Adjournment**

Chair Vekich adjourned the meeting at 1:55 PM.