Committee Chair Christine Rice calls the meeting to order.

(1) Minutes of May 21, 2008 (pp. 1-3)
(2) Advancement Update
(3) Proposed Policy 1A.11 College and University Names and Permanent Locations (First Reading) (pp. 4-7)
(4) Proposed Amendment 3.23 Naming Colleges and Universities (First Reading) (pp. 8-12)
(5) Connecting with Business Initiative Update (pp. 13-15)

Members
Chair Christine Rice
Vice Chair Cheryl Dickson
David Paskach
Thomas Renier

Bolded items indicate action required.
May 21, 2008

**Advancement Committee Members Present:** Trustees Christine Rice, chair; Cheryl Dickson, vice chair; David Paskach, Thomas Renier

**Leadership Council Committee Members Present:** President Roland Barden, Mary Jacquart, Linda Kohl, Maria McLemore

**Other Trustees Present:** Trustees David Olson, Caleb Anderson, Michael Boulton, Ann Curme Shaw, Scott Thiss, Ruth Grendahl, James Van Houten

The meeting was called to order at 11 a.m.

1. **Advancement Update**

Linda Kohl, associate vice chancellor for public affairs, updated the committee on the status of several publications. A new “Amazing Facts” publication is now available, updating the system’s enrollment numbers and other facts. The new strategic plan will soon be printed. The “Make College a Part of Your Future” brochure is being revamped, and brochure listing services for business is in progress.

Chair Rice brought up Trustee Van Houten’s concerns about graduation messages. He said they should be more reflective of Minnesota State Colleges and Universities as a system and not just as individual campuses. Kohl said that this could be discussed by the committee next year as commencement season approaches.

Chair Rice reported that a one-year bridge contract has been offered to the Minnesota State Colleges and Universities Foundation. The foundation’s performance toward contract goals will be reviewed after six months.

2. **State Legislative Update**

Mary Jacquart, director of government relations, provided an update on state legislative session outcomes. The legislature adjourned May 19, 2008. Jacquart reported that the Minnesota State Colleges and Universities received the largest appropriation in the first year of this biennium, which translated into faculty salary increases, investment in technology and an initiative to serving students from groups traditionally underrepresented in higher education. Tuition and accountability were major discussion points are expected to be on-going topics next session. The second year of the biennium brought the largest bonding bill that the system has seen. The Legislature was required to deal with a $935 million state deficit through budget balancing. A
larger deficit is expected to be the major focus of the 2009 session. Student financial aid is another topic expected to be reviewed and debated.

The Friends Action Network on-line advocacy continues to be developed. Pilot campuses were given localized Web sites, which could be customized to look like the colleges or university’s Web site. This project will be expanded to other colleges and universities next year.

The 2008 session outcomes included funding for repair and replacement projects and new construction through the bonding bill. Budget cuts to the Minnesota State Colleges and Universities were held to about $8 million. A policy bill directed a change in the makeup of the Board of Trustees, which will include one labor representative by 2010. A new policy requires an annual report on the 60- and 120-credit cap waiver and provides for revenue funds for the colleges and requires the Minnesota Office of Higher Education to study enrollment patterns of students of low-income families. A work group was established to study oral health and the development of a Master’s level oral health practitioner program.

Trustees raised questions about the new labor representation on the board. It was explained that the language provides for nomination of candidates by the AFL-CIO. A list of names will be forwarded from the AFL-CIO to the governor, but the governor is not required to select from the names forwarded. A concern regarding conflict of interest was raised, in the event a trustee is named who is also represented by a union within the system.

The governor’s newly appointed tax committee was discussed in terms of how it might have an impact on the state’s economy. It is expected that recommendations will be made and considered through the course of gubernatorial and legislative debate.

Trustee interaction with legislators in upcoming sessions was also discussed. Trustees will be invited to regional Friends activities, which are coordinated by presidents within a geographical region. Other meetings with legislative leadership will also be planned. A specific trustee event is under consideration.

Appreciation was expressed for the weekly legislative updates and the Chancellor’s updates. Comments were that it is very helpful and a very good service for the trustees. The Board of Trustees were complimentary to the information provided throughout the session. Mary Jacquart thanked Melissa Fahning, director of legislative communications, for this service.

The Chancellor remarked that there continues to be great unity around the capital budget request. He said that the system needs to have similar focus on what is most important with the budget request.

3. Federal Legislative Update

It was reported that both Senator Coleman and Senator Klobuchar have submitted all of the system’s federal earmark requests. In District 1, Congressman Tim Walz submitted five, Congressman Jim Ramstad had one, and Congresswoman Betty McCollum submitted four.
The U.S. Department of Education continues to appreciate Minnesota’s good work with accountability and transparency. A regional higher education summit is being planned for summer by Secretary of Education Margaret Spellings’ office. Invitations will be forthcoming.

Vice Chancellor Laura King responded to questions regarding financial institutions and student loan activity. There is continued national concern about the availability of student loan funds, from both private lenders and the Federal Family Education Loan Program. Healthy relationships were reported between lenders and the colleges and universities in Minnesota. King said there should be no concerns of students getting loans this fall.

The meeting was adjourned at 11:37 a.m.

Respectfully submitted,
Candi Walz
MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES

Agenda Item Summary Sheet

Committee: Advancement
Date of Meeting: July 16, 2008
Board of Trustees

Agenda Item: Proposed Policy 1A.11 College and University Names and Permanent Locations (First Reading)

☑ Proposed Policy Change □ Approvals Required by Policy □ Other Approvals □ Monitoring
☐ Information

Cite policy requirement, or explain why item is on the Board agenda:
This is the first reading of a proposed policy that would list the names of the systems colleges and universities and their permanent locations.

Scheduled Presenter(s):
Linda Kohl, associate vice chancellor for Public Affairs.

Outline of Key Points/Policy Issues:
See attached.
Proposed Policy 1A.11 College and University Names and Permanent Locations

Background

Current board policy does not include an official list of the names and permanent locations of the colleges and universities within the Minnesota State Colleges and Universities system. This proposed policy lists the names of system institutions and their permanent locations as authorized by law.

Proposed committee motion

The Advancement Committee recommends that the Board of Trustees approve proposed policy 1A.11 College and University Names and Permanent Locations.

Proposed board motion

The Board of Trustees approves proposed policy 1A.11 College and University Names and Permanent Locations.
**Proposed Board Policy 1A.11**

**Chapter 1. System Organization and Administration**

**Section 1A. System and Office Operations**

**Proposed Policy 1A.11 College and University Names and Permanent Locations**

**Part 1. System Colleges and Universities.**

The following are the recognized Minnesota State colleges and universities and their permanent locations, as authorized by state law.

<table>
<thead>
<tr>
<th>College or University</th>
<th>Campuses, Centers</th>
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</thead>
<tbody>
<tr>
<td>Alexandria Technical College</td>
<td>Alexandria</td>
</tr>
<tr>
<td>Anoka-Ramsey Community College</td>
<td>Coon Rapids, Cambridge</td>
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<tr>
<td>Anoka Technical College</td>
<td>Anoka</td>
</tr>
<tr>
<td>Bemidji State University</td>
<td>Bemidji</td>
</tr>
<tr>
<td>Central Lakes College</td>
<td>Brainerd, Staples</td>
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<tr>
<td>Century College</td>
<td>White Bear Lake/Mahtomedi</td>
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<tr>
<td>Dakota County Technical College</td>
<td>Rosemount</td>
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<tr>
<td>Fond du Lac Tribal and Community College</td>
<td>Cloquet</td>
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<tr>
<td>Hennepin Technical College</td>
<td>Brooklyn Park, Eden Prairie</td>
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<tr>
<td>Inver Hills Community College</td>
<td>Inver Grove Heights</td>
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<tr>
<td>Lake Superior College</td>
<td>Duluth</td>
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<tr>
<td>Metropolitan State University</td>
<td>St. Paul</td>
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<tr>
<td>Minneapolis Community and Technical College</td>
<td>Minneapolis</td>
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<tr>
<td>Minnesota State College - Southeast Technical</td>
<td>Red Wing, Winona</td>
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<tr>
<td>Minnesota State Community and Technical College</td>
<td>Detroit Lakes, Fergus Falls, Moorhead, Wadena</td>
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<tr>
<td>Minnesota State University, Mankato</td>
<td>Mankato</td>
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<tr>
<td>Minnesota State University Moorhead</td>
<td>Moorhead</td>
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<tr>
<td>Minnesota West Community and Technical College</td>
<td>Canby, Granite Falls, Jackson, Pipestone, Worthington</td>
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<tr>
<td>Normandale Community College</td>
<td>Bloomington</td>
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<tr>
<td>North Hennepin Community College</td>
<td>Brooklyn Park</td>
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<tr>
<td>Northeast Higher Education District</td>
<td>Hibbing</td>
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<td>Hibbing Community College</td>
<td>Hibbing</td>
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<tr>
<td>Itasca Community College</td>
<td>Grand Rapids</td>
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<tr>
<td>Mesabi Range Community and Technical College</td>
<td>Eveleth, Virginia</td>
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<tr>
<td>Institution Name</td>
<td>Location</td>
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<td>------------------------------------------------------</td>
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<tr>
<td>Rainy River Community College</td>
<td>International Falls</td>
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<tr>
<td>Vermilion Community College</td>
<td>Ely</td>
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<tr>
<td>Northland Community and Technical College</td>
<td>East Grand Forks, Thief River Falls</td>
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<tr>
<td>Northwest Technical College</td>
<td>Bemidji</td>
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<tr>
<td>Pine Technical College</td>
<td>Pine City</td>
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<td>Ridgewater College</td>
<td>Hutchinson, Willmar</td>
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<tr>
<td>Riverland Community College</td>
<td>Albert Lea, Austin</td>
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<tr>
<td>Rochester Community and Technical College</td>
<td>Rochester</td>
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<td>Saint Paul College</td>
<td>St. Paul</td>
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<td>St. Cloud State University</td>
<td>St. Cloud</td>
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<tr>
<td>St. Cloud Technical College</td>
<td>St. Cloud</td>
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<tr>
<td>South Central College</td>
<td>Faribault, North Mankato</td>
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<tr>
<td>Southwest Minnesota State University</td>
<td>Marshall</td>
</tr>
<tr>
<td>Winona State University</td>
<td>Winona</td>
</tr>
</tbody>
</table>

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i Bemidji State University and Northwest Technical College report to one president.

ii Single campus located in adjacent cities.

iii The five colleges in the Northeast Higher Education District are separately accredited but report to one president.

**Part 2. Additional Sites.**

Courses and programs are also available online and at other sites throughout the state.

**Part 3. Name Changes.**

College or university name changes and taglines must be in accordance with Policy 3.23.

Date of Adoption:  xx/xx/xx

Date of Implementation: xx/xx/xx
MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES

Agenda Item Summary Sheet

Committee: Advancement                      Date of Meeting: July 16, 2008
Board of Trustees

Agenda Item: Proposed Amendment 3.23 Naming Colleges and Universities (First Reading)

☑️ Proposed Policy Change ☐ Approvals Required by Policy ☐ Other Approvals ☐ Monitoring

☐ Information

Cite policy requirement, or explain why item is on the Board agenda:
This is the first reading of a proposed amendment to Board Policy 3.23, Naming Colleges and Universities.

Scheduled Presenter(s):
Linda Kohl, associate vice chancellor for Public Affairs.

Outline of Key Points/Policy Issues:
See attached.
BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES

BOARD ACTION

Proposed Amendment Policy 3.23 Naming Colleges and Universities

Background
This amendment adds a new Subpart D to Part 2 of the policy, which makes approval of a college or university name change an amendment to proposed Board policy 1A.11 with no further action of the board required. This will keep proposed Board policy 1A.11 consistent with future board-approved name changes.

Proposed committee motion
The Advancement Committee recommends that the Board of Trustees approve the

Proposed board motion
The Board of Trustees approves proposed amendment to Policy 3.23 Naming Colleges and Universities.
Proposed Amendment Policy 3.23 Naming Colleges and Universities

Part 1. Identification with Minnesota State Colleges and Universities System.

All state universities or colleges must clearly and prominently identify the institution as a part of the Minnesota State Colleges and Universities system in campus entrance signage, publications, advertising and marketing materials, Web site, letterhead and other forms of communication intended for external audiences. Such identification shall be in accordance with system procedures.

Part 2. Name Change.

Subpart A. Request for name change. If a state college or university requests a change to its official name, or if a new institution is created through merger or other means, the college or university president shall forward the proposed name to the Chancellor for recommendation to the Board. The Board shall establish a name after receiving a recommendation from the Chancellor.

A state college or university seeking to change its name, or a new institution seeking to create a name, must clearly state the rationale for the name change or new name. The institution must conduct market research and consult with key stakeholders within the campus or campuses and the surrounding communities. The rationale and the results of the market research and consultation must be presented to the chancellor at the time the request is made.

Subpart B. Name requirements. The proposed name may reflect the mission of the institution and should enhance the image of the college or university and Minnesota State Colleges and Universities.

The proposed name shall not reflect the name of any individual, corporation or other non-governmental entity.

Each accredited institution may have only one name, regardless of the number of individual campuses that make up the institution.

Subpart C. Name change not required. This policy does not direct any institution to change its name.
Subpart D. Policy amendment. Approval of a name change by the board under this policy shall constitute an amendment of Board policy 1A.11 to reflect the approved name, with no further action of the board required.

Related Documents:

Procedure 3.23.1 Tagline Procedure for Board Policy 3.23

Part 1. Purpose. This procedure establishes requirements for the implementation of Policy 3.23.

Part 2. Implementation. Colleges and universities must use the phrase "A member of the Minnesota State Colleges & Universities System" as a tagline, as provided in this procedure.

Subpart A. Publications. Publications intended for external audiences, including, but not limited to, student recruitment materials, annual reports, alumni magazines, legislative publications, brochures, newsletters, news releases and event programs, shall include the tagline on the front or back cover, or other prominent position.

Subpart B. Stationery. Letterhead stationery shall include the tagline. Use on stationery items such as envelopes, fax cover sheets, note cards and business cards is optional.

Subpart C. Advertising and marketing materials. All print and visual advertising, such as newspaper, magazine and television ads, shall include the tagline. The tagline is optional for radio advertising, billboards and other outdoor advertising.

Subpart D. Web site. The college or university Web site home page or other prominent page shall contain the tagline.

Subpart E. Entrance signs. The main entrance sign for each campus, center or other ongoing location of the college or university at which signage is used shall contain the tagline.

Subpart F. Campus construction project signs. A sign erected to identify a capital construction project shall contain the tagline.

Part 3. Exigent circumstances. The Office of the Chancellor may waive the tagline requirement under limited circumstances, such as extraordinary expenses, space limitations or use of alternate methods of system identification.


Approval Date: 03/18/03,

Effective Date: Effective date: Subparts A. through D and F are effective for materials published or printed after April 1, 2003. Materials prepared, printed or published before the effective date that do not include the tagline may continue to be used after April 1, 2003. Subpart E is effective January 1, 2004.

Date & Subject
of Revisions:
Date of Implementation: 10/18/94,
Date of Adoption: 10/18/94,

Date & Subject of Revisions: 06/19/02 - deleted all previous language
MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES

Agenda Item Summary Sheet

Committee: Advancement  Date of Meeting: July 16, 2008
Board of Trustees

Agenda Item: Connecting with Business Initiative Update

☐ 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
Dan Foote, president, Foote & Company, marketing and advertising

Outline of Key Points/Policy Issues:
See attached.
BACKGROUND
In March, the Advancement Committee reviewed a proposal for an initiative called Connecting with Business. Linda Kohl, associate vice chancellor for public affairs, will update the committee on the initiative. Dan Foote, of Foote & Associates, will present findings from a series of focus groups he conducted with business executives.

The Connecting with Business proposal is attached for the committee’s information.
Connecting with Business
An initiative of the
Minnesota State Colleges and Universities Board of Trustees

Purpose: The Minnesota State Colleges and Universities system produces about 33,000 graduates each year, 80 percent of whom stay in Minnesota to work or continue their education. The system also provides customized training to 6,000 employers each year and train 140,000 employees. Yet some Minnesota employers do not have strong relationships with the colleges and universities in the system. This initiative will build awareness of the services the system provides among business leaders.

Research:
- Review past and current market research (Volkart May, iSEEK, others) and surveys of employers to determine the current awareness levels and perception among employers of the services offered by the Minnesota State Colleges and Universities. Determine if further research needs to be conducted.

Strategy and tactics:
- With the help of an outside agency, develop and implement an integrated marketing and public relations plan to build awareness among a target audience of Minnesota employers and those who influence them.
- Develop and publish, both in a publication and on the Web, a catalogue of services for employers that customized training representatives and others can use to inform business leaders about the opportunities and value the Minnesota State Colleges and Universities system can bring to their organizations.
- Mobilize the 32 presidents and system leaders to make at least 10 visits each to employers to learn about their training needs and to inform them of opportunities that might benefit their organizations.
- Determine, based on research, whether additional tools and services are needed to better serve the future needs of business.

Deliverables and timeline:
- Select a consultant and begin implementation of a sustainable integrated marketing communications campaign directed at business and opinion leaders (first phase of a three-year campaign completed by June 2008)
- Publish a print and online catalogue of services and opportunities available from the colleges and universities to employers (completed spring 2008)
- Plan and coordinate a series of visits to business and industry representatives (visits start in summer 2008, completed by December 2008)
- Enhance existing Web site for business and industry by adding Web-based tools and services (first phase completed by June 30, 2008)

Budget: Existing FY 2008 funds will be used for first phase. Budget for FY 2009 and 2010 to be determined based on available funds.

Evaluation: The success of the initiative will be measured in a number of ways, including analysis of an evaluation instrument to receive feedback from college, university and system leader visits; assessment of expectations of employers for system products and services; and increased awareness of the Minnesota State Colleges and Universities system among employers. The following goals will be monitored over a three-year period:
- Increase the number of new customers of system services for employers
- Increase the number of visits to business and industry-oriented Web site
- Increase number of employers visited by college, university and system leaders