

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
JOINT MEETING OF ADVANCEMENT/DIVERSITY AND
MULTICUTURALISM COMMITTEES
MEETING MINUTES
January 16, 2008**

Joint Advancement/Diversity and Multiculturalism Committee Members Present: Trustees Duane Benson, Chair Diversity and Multiculturalism; Clarence Hightower, Vice Chair Diversity and Multiculturalism; Christine Rice, Chair Advancement; Cheryl Dickson, Vice Chair Advancement; Caleb Anderson; David Paskach; Ann Curme Shaw; Thomas Renier and Carol Wenner

Joint Advancement/Diversity and Multiculturalism Committee Members Absent:
None

Other Board Members Present: Chair David Olson, Vice Chair Ruth Grendahl, and Trustees Scott Thiss and James Van Houten

Leadership Council Members Present: Dr. Whitney G. Harris, President Anne Weyandt, President Roland Barden and Linda Kohl

A joint meeting of the Advancement and Diversity and Multiculturalism Committees was held on January 16, 2008 at Anoka-Ramsey Community College, Lower Student Center, 11200 Mississippi River Boulevard, Coon Rapids. Christine Rice called the meeting to order at 10:19 a.m.

1. Reaching the Underrepresented

Trustee Rice introduced the subject by saying that a small group has been meeting to discuss the issue of reaching the hard to reach. She said that this group has directed staff to research the answers to some of the many questions that have arisen, and she called attention to the draft document on page 199 of the board documents.

Linda Kohl discussed the staff's plan of approach to this research. Some of the strategies will be to survey campuses to determine whether their environments are welcoming, to hold focus groups for middle school and high school students and to use a secret shopper style approach of campus contact.

Dr. Harris said that the diversity division has received diversity plans from the campuses and is mining those for best practices and making them available to the campuses. The number one suggestion for the campuses to work on is creating welcoming environments, according to the Community Action Diversity Council, an advisory group appointed by the Chancellor to assist the Diversity Division in its work. This can get lost as a priority, because it is hard to measure, but it is an essential issue for underrepresented students as

well as for other students. The secret shopper method and the National Survey of Student Engagement (NSSE) and the Community College Survey of Student Engagement (CCSSE) campus climate survey measurements will provide information on how welcoming the campuses are.

In the discussion that followed it was stated that it is important to discover the true priorities of current students and what will draw them to complete their education. Other points made were that students need to be reached at early ages, late elementary rather than high school, and that customer service and staff training around creating welcoming climates is vitally important.

In response to questions, Linda Kohl said that marketing research and focus groups are used in developing and updating literature. The Public Affairs and Diversity Divisions are working together to translate the website into additional languages. The \$150,000 mentioned in the draft is to be used for the deliverables mentioned in the document, including focus group and marketing research, revamping the brochures and the translations of the website.

In response to a concern about the small size of the \$150,000 in reaching the underrepresented, it was said that this money was carved out of the \$11 million designated by the Board of Trustees for access and opportunity for underrepresented students, as was the money to fund the three centers that recently won the competitive bidding process. An additional \$200,000 has been allocated for systemwide marketing. In addition, there will be publicity aspects of some of the current allocations: campuses will be using their money to get out the message, and the newly funded centers will do so as well.

There is some interest in the Legislature about broadening the Power of You program.

Follow-up information will be presented at the May Board meeting.

The meeting adjourned at 10:55 a.m.

Respectfully submitted by Gale Rohde