MINNESOTA STATE COLLEGES AND UNIVERSITIES  
BOARD OF TRUSTEES  
ADVANCEMENT COMMITTEE  
MEETING MINUTES  
March 18, 2008

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

Leadership Council Committee Members Present: Chancellor Jim McCormick, President Roland Barden, Mary Jacquart, Linda Kohl, Catherine McGlinch.

Other Trustees Present: Trustees Ruth Grendahl, James Van Houten.

The Minnesota State Colleges and Universities Board of Trustees Advancement Committee met March 18, 2008, at the Minnesota State Colleges & Universities office in St. Paul. Chair Christine Rice called the meeting to order at 11:08 a.m.

Approval of the Advancement Committee Meeting Minutes  
Chair Rice called for a motion to approve the January 18, 2008 Advancement Committee Meeting Minutes. A motion was made, seconded and adopted with no dissent.

1. Advancement Update  
Linda Kohl, associate vice chancellor for public affairs, reported that the system won two Paragon awards at the National Council for Marketing and Public Relations, an association of two-year college marketing and public relations professionals. One was for the “doodle” campaign with the Minnesota Office of Higher Education; another was for a magazine ad featuring a red car. In all, 12 awards were won to Minnesota two-year colleges and system.

2. Strategic Plan Summary Revision  
Trustees discussed proposed changes to the Strategic Plan summary. Because of discussion at the previous board meeting, strategic plan goal 3.2, “Support regional vitality by contributing artistic, cultural and civic assets that attract employees and other residents seeking a high quality of life,” which had been deleted, was restored. Trustee Van Houten raised a question regarding strategic direction 2, “Promote and measure high-quality learning programs and services.” He asked how the system measures quality of educational programs. Trustee Dickson made a motion to restore the words “be engaged in, add value to the region” to goal 3.3 and adopt the revisions, which was seconded and adopted. The committee agreed that the date on the document will be 2008-2012.

3. Legislative Update  
Mary Jacquart, director of government relations, provided an update on state legislative activity. She reported that the bonding bill is moving forward. The system’s request for
STEM related bonding initiatives was supported by Minnesota High Tech Association and Lifetime Alley. There was discussion about the Governor’s proposed $26.6 million cuts to the system. Efforts are being made to minimize cuts to higher education. Other legislative updates were provided related to contracts, the 60-120 credit caps, common course numbering, dental hygiene scope of practice; and data practices. Legislation to provide funding for piloting an expanded “Power of You” program was introduced with funding being allocated from the potential surplus in the state grant program.

Chancellor McCormick commented about the remarkable success the system has had in previous capital budget legislation and noted that the system strives for continuous improvement. Legislators generally have honored the Board’s priorities. President Barden echoed these remarks, noting that the current process has worked well.

4. Federal Update

Mary Jacquart provided information about the federal appropriation requests. It was noted that there is continued debate at the federal level about the value of earmarks and the transparency of requests. An appropriations bill is not expected until after the November election, perhaps as late as next year.

A delegation of trustees attended the Association of Community College Trustees Legislative Policy Summit in Washington, D.C. in February. They met with staff from the U.S. Department of Education, Governor Pawlenty’s Washington, D.C. office as well as with members of the Minnesota congressional delegation or their education staff.

5. Connecting with Business Proposal

The proposal came about from Chair Olson’s comments in January about meetings with business leaders throughout the state. Academic and Student Affairs staff will work with Public Affairs staff on this initiative.

6. EdCampus Profile

Mark Andrew and Tim Engen told committee members of their plans to develop a new national higher education prototype. They are working to develop a facility in Chaska that could house space in which numerous higher education institutions could provide instruction. This matter was referred to the Executive Committee.

Adjourned 12:00 noon.

Respectfully submitted,
Candi Walz, Recorder