

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
September 17, 2008**

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

Leadership Council Committee Members Present: Chancellor James McCormick, President Douglas Allen, Mary Davenport, Linda Kohl, Maria McLemore.

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

The Minnesota State Colleges and Universities Advancement Committee met September 16, 2008, at the Minnesota State Colleges and Universities office in St. Paul. Chair Christine Rice called the meeting to order at 11:05 A.M.

Approval of the Advancement Committee Meeting Minutes

Chair Rice called for a motion to approve the July 15, 2008, Advancement Committee Meeting Minutes. The motion was made, seconded and adopted with no dissent.

1. Advancement Update

Linda Kohl, associate vice chancellor for public affairs, presented the new *Go Places* booklet. This year's edition has an illustration on the cover rather than photograph, a different texture, and bookmarks instead of tabs in the book. College profile pages include photos specific to each of the institutions, in response to focus where participants said they wanted to see what the campuses looked like. Minnesota Online is also highlighted in the book, on page 32. The *Go Places* books will be sent to 2,000 high school counselors. Additional *Go Places* can be ordered by school counselors.

It was also reported that Minnesota will be hosting a regional marketing conference at Lake Superior College in Duluth, September 21-23.

2. Policy 1A.11 Colleges and University Names and Permanent Locations (Second Reading)

The motion was made by Trustee Dickson that the Advancement Committee recommends Board approval for proposed policy 1A.11 College and University Names and Permanent Locations as presented. The motion passed unanimously.

3. Amendment 3.23 Naming Colleges and Universities (Second Reading)

The motion was made by Trustee Cheryl Dickson that the Advancement Committee recommends Board approval for the proposed policy 3.23 naming Colleges and Universities as presented. The motion passed unanimously.

4. Amendment 3.23 Naming Colleges and Universities (Second Reading)

The motion was made by Trustee Cheryl Dickson that the Advancement Committee recommends Board approval for the proposed policy 3.23 naming Colleges and Universities as presented. The motion passed unanimously.

5. Grant Proposal Process

Maria McLemore, interim executive director for system and foundation relations, reviewed the grant proposal process. She noted that there are gaps within funding mechanisms supporting education. The foundation hopes to assist with system funding needs. The grant proposal process was summarized as:

- Awareness of funding deficiencies, system needs, funders' interest.
- Cooperation of internal divisions, campus contacts and system foundation board.
- Collaboration in funding research, proposal writing, program/budget creation and identifying partners in the community.
- Review of proposal narrative, proposed solution and evaluation methods.
- Submission to multiple funders has become the norm, though large multi-year grants should be pursued.
- Stewardship is key to building lasting relationships with funders; send acknowledgment letters, press release, narrative and financial reporting in appropriate and timely manner.

6. Legislative Update

Mary Davenport, director of government relations, provided an update on several state and federal items:

- The federal budget is not expected to be completed until after the election at the earliest, or after January or as late as March.
- One of the State of Minnesota's objectives for public higher education is to "promote democratic values and enhance Minnesota's quality of life by developing understanding and appreciation of a free and diverse society[.]" Minnesota Statutes section 135A.011 (2007). An Election Resource Guide is now available online for reference.
- The online advocacy tool, Friends Action Network, now has more than 1700 members;
- Review of issues that may be addressed during the 2009 legislative session are being identified and reviewed. These will be reported at the next meeting.

Adjourned 11:35 p.m.

Respectfully submitted,
Candi Walz, Recorder