

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
JOINT ADVANCEMENT AND DIVERSITY AND MULTICULTURALISM
COMMITTEE
MEETING MINUTES**

July 16, 2008

Advancement and Diversity and Multiculturalism Committee Members Present:
Trustees Christine Rice, co-chair; Duane Benson, co-chair; Cheryl Dickson, co-vice chair; Clarence Hightower, co-vice chair; Thomas Renier

Advancement and Diversity and Multiculturalism Committee Members Absent:
Trustee David Paskach

Leadership Council Committee Members Present: *Presidents Doug Allen and Larry Lundblad, Linda Kohl, Maria McLemore, Whitney Harris*

Leadership Council Committee Members Absent: *Mary Davenport*

Other Trustees Present: *Trustees Jacob Englund, Allyson Lueneburg, Louise Sundin, Scott Thiss, Terri Thomas, James Van Houten*

The meeting was called to order at 11:00 a.m.

1. Reaching the Underrepresented Initiative Update

Whitney Harris, Executive Director of Diversity and Multiculturalism, presented the update on the Reaching the Underrepresented initiative, one of four initiatives identified by the Board of Trustees for fiscal year 2009. Harris presented the findings of the focus groups' research conducted with middle-school youth from groups traditionally underrepresented in higher education in an attempt to get middle-school age students thinking about and preparing for higher education, and to become more informed with advertising, public relations and marketing efforts. Some of the findings include the need to make sure parents are included in the decision to go to college because focus group participants said they want to make their parents proud. Harris said a way to do this is to reach out to parents through Hair Shop Saturdays. Other findings include the use of technology. Focus group participants said that while they expect to learn about higher education opportunities on the internet, they still want personal contact. Participants said they do not find You Tube or My Space appropriate internet sites for college information. Harris said a barrier for students include a need for students to remain faithful to family and culture yet still attend college.

Co-chair Christine Rice asked if the motivation to go to college at age 14 is to make parents proud, what is the motivation for 17-18 year olds? This question segued into the second part of the presentation, which Linda Kohl, associate vice chancellor for public

affairs, presented. Kohl talked about the “Make college a part of your future” brochure. A focus group was conducted of 17-18 year olds to collect input on the recruitment brochure. Findings from the focus group included the need for a more colorful brochure that focuses on students that represent themselves. The focus group also said they would like to see a table of contents, financial aspects and collateral materials that include; posters, newspaper ads, Web sites and videos. Kohl said that the brochure will be translated into eight languages.

After the presentation, committee members discussed the findings of the focus groups. Trustees talked about how to reach students, including those who are concerned about leaving their family to go to college. It was discussed that mentoring is very important. Trustees talked about the need for one-on-one mentoring, similar to that of the relationship between a coach and an athlete. It was discussed that recruitment of underrepresented students is important, but so also is the need for retention of students.

The meeting adjourned at 11:26 a.m.

Respectfully submitted,
Melissa Fahning