Committee Chair Christine Rice calls the meeting to order.

(1) Minutes of July 16, 2008 (pp. 1-2)
(2) Advancement Update
(3) Proposed Policy 1A.11 College and University Names and Permanent Locations (Second Reading) (pp. 3-6)
(4) Proposed Amendment 3.23 Naming Colleges and Universities (Second Reading) (pp. 7-11)
(5) Grant Proposal Process (pp. 12-13)
(6) Federal and State Updates (pp. 14-17)

Members
Christine Rice, Chair
Cheryl Dickson, Vice Chair
David Paskach
Thomas Renier
Louise Sundin
Terri Thomas

Bolded items indicate action required.
MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES

July 16, 2008

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

Advancement Committee Members Absent: Trustee David Paskach

Leadership Council Committee Members Present: President Doug Allen, Linda Kohl, Maria McLemore

Leadership Council Committee Members Absent: Mary Davenport

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

The meeting was called to order at 10:07 a.m.

Approval of the Advancement Committee Meeting Minutes
Chair Rice called for a motion to approve the May 21, 2008, Advancement committee meeting minutes. The motion was made, seconded and adopted without dissent.

1. Advancement Update

Maria McLemore, interim executive director for system and foundation relations, reported the approval of two grant proposals. The first grant is for $200,000 from the Otto Bremer Foundation for the Higher Education Anti-Racism Team Initiative, a collaborative that works to educate organizations on how institutional change can encourage and increase access and opportunity. The second grant is for $225,000 from the Blandin Foundation in support of the Northern Minnesota College Readiness Partnership, a regional initiative designed to improve student success and build capacity among local school districts and community colleges to sustain positive long-term results. Trustee Tom Renier commented that the Blandin proposal was well written. Chair Rice requested that McLemore present a proposal at a future meeting so the board can see what goes into writing a grant proposal.

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

Linda Kohl, associate vice chancellor for public affairs, presented proposed policy 1A.11 and explained that the policy lays out the formal names and locations of each college and university
within the system as authorized in state law. Kohl explained that current board policy does not include an official list of the names and permanent locations of the colleges and universities. Kohl told committee members that this is a first reading and members will not need to vote on the proposed policy until the next committee meeting.

3. Proposed Amendment 3.23 Naming Colleges and Universities (First Reading)

Following the first reading of proposed policy 1A.11, Linda Kohl presented the proposed amendment policy 3.23 on naming colleges and universities, also a first reading. The 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 policy 1A.11 with no further action needed by the board. The committee will take action on the proposed amendment at the next meeting.

4. Connecting with Business Initiative Update

Linda Kohl introduced Dan Foote of Foote & Associates to present findings from a series of focus groups conducted with business executives. The purpose of the focus groups was to learn more about awareness of the services the Minnesota State Colleges and Universities system provides among business leaders. Findings that Foote shared with the board include that there is an opportunity to define and communicate the benefits of the system with the business community and continue to focus on using the full Minnesota State Colleges and Universities name instead of MnSCU.

The meeting adjourned at 11:00 a.m.

Respectfully submitted,
Melissa Fahning
MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES

Agenda Item Summary Sheet

Committee: Advancement
Board of Trustees

Date of Meeting: September 16, 2008

Agenda Item: Proposed Policy 1A.11 College and University Names and Permanent Locations (Second 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 second 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.
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>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria Technical College</td>
<td>Alexandria</td>
</tr>
<tr>
<td>Anoka-Ramsey Community College</td>
<td>Coon Rapids, Cambridge</td>
</tr>
<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>
</tr>
<tr>
<td>Century College</td>
<td>White Bear Lake/Mahtomedi</td>
</tr>
<tr>
<td>Dakota County Technical College</td>
<td>Rosemount</td>
</tr>
<tr>
<td>Fond du Lac Tribal and Community College</td>
<td>Cloquet</td>
</tr>
<tr>
<td>Hennepin Technical College</td>
<td>Brooklyn Park, Eden Prairie</td>
</tr>
<tr>
<td>Inver Hills Community College</td>
<td>Inver Grove Heights</td>
</tr>
<tr>
<td>Lake Superior College</td>
<td>Duluth</td>
</tr>
<tr>
<td>Metropolitan State University</td>
<td>St. Paul</td>
</tr>
<tr>
<td>Minneapolis Community and Technical College</td>
<td>Minneapolis</td>
</tr>
<tr>
<td>Minnesota State College - Southeast Technical</td>
<td>Red Wing, Winona</td>
</tr>
<tr>
<td>Minnesota State Community and Technical College</td>
<td>Detroit Lakes, Fergus Falls, Moorhead, Wadena</td>
</tr>
<tr>
<td>Minnesota State University, Mankato</td>
<td>Mankato</td>
</tr>
<tr>
<td>Minnesota State University Moorhead</td>
<td>Moorhead</td>
</tr>
<tr>
<td>Minnesota West Community and Technical College</td>
<td>Canby, Granite Falls, Jackson, Pipestone, Worthington</td>
</tr>
<tr>
<td>Normandale Community College</td>
<td>Bloomington</td>
</tr>
<tr>
<td>North Hennepin Community College</td>
<td>Brooklyn Park</td>
</tr>
<tr>
<td>Northeast Higher Education District</td>
<td>Hibbing</td>
</tr>
<tr>
<td>Hibbing Community College</td>
<td>Grand Rapids</td>
</tr>
<tr>
<td>Itasca Community College</td>
<td>Eveleth, Virginia</td>
</tr>
</tbody>
</table>
| Mesabi Range Community and Technical College | }
Rainy River Community College   International Falls
Vermilion Community College   Ely
Northland Community and Technical College   East Grand Forks, Thief River Falls
Northwest Technical College\(^{i}\)   Bemidji
Pine Technical College   Pine City
Ridgewater College   Hutchinson, Willmar
Riverland Community College   Albert Lea, Austin
Rochester Community and Technical College   Rochester
Saint Paul College   St. Paul
St. Cloud State University   St. Cloud
St. Cloud Technical College   St. Cloud
South Central College   Faribault, North Mankato
Southwest Minnesota State University   Marshall
Winona State University   Winona

\(^{i}\) 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.

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

Agenda Item:  Proposed Amendment 3.23 Naming Colleges and Universities (Second 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 second 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

Chapter 3. Educational Policies
Section 3.23 System and Office Operations

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: September 16, 2008
Board of Trustees

Agenda Item: Grant Proposal Process

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

☒ Information

Cite policy requirement, or explain why item is on the Board agenda:

Inform the board on the grant proposal process

Scheduled Presenter(s):

Maria McLemore, Interim Executive Director, System and Foundation Relations and Associate Director of the Minnesota State Colleges and Universities Foundation

Outline of Key Points/Policy Issues:

An overview of the grant proposal process, particularly the vetting, planning, research, writing, and evaluation components will be provided.

Background Information:

Committee Chair Christine Rice made a request for the aforementioned information at the July Advancement Committee meeting.
BACKGROUND

The Minnesota State Colleges and Universities Foundation was the recent recipient of major grants from the Otto Bremer and Blandin Foundations. To better inform the Board of Trustees on how such funding initiatives come together, Committee Chair Christine Rice requested an overview of the grant proposal process. The overview will detail the collaborative research, writing, and planning efforts required in order to produce funding proposals.
Agenda Item Summary Sheet

Committee: Advancement
Board of Trustees

Agenda Item: Federal and State Updates

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

☒ Information

Cite policy requirement, or explain why item is on the Board agenda:
Update the Board on state and federal legislative issues

Scheduled Presenter(s):
Mary Jacquart, Director of Government Relations

Outline of Key Points/Policy Issues:
Status of the 110th Congress
2009 election activity update
Retirements from state legislative and congressional membership
BACKGROUND

110th Congress Set to Adjourn September 26
No new federal funding bills are expected to pass in the last few weeks of the 110th Congress. Continuing resolutions will provide budget authority for federal agencies and programs until regular appropriations acts are enacted.

The One Hundred Eleventh United States Congress is scheduled to begin on January 3, 2009. No calendar has yet been set.

Higher Education Opportunities Act (HEOA) Passed
On August 14th, President Bush signed the Higher Education Opportunities Act into law. The long-awaited reauthorization legislation totaled more than 1,100 pages and reflects bipartisan support from both the House and the Senate. New regulatory language must move through the Negotiated Rulemaking process under a new administration beginning next year. More than 60 new programs were included. While new programs have been authorized, they must now be included in the funding process and receive appropriations before implementation. Highlights of the reauthorization include language related to transparency in college tuition for consumers, maintenance of effort in higher education funding by states, in-state tuition rates for armed forces members and their spouses and dependent children, loan information disclosure, textbook costs, protection of student speech and association rights, drug and alcohol abuse prevention, diploma mill exposure (an effort spearheaded by Congresswoman McCollum, CD-4), and increased Federal Pell Grant authorizations beginning in the 2009-10 academic year through 2014-15.

Higher Education on Presidential Candidate Agendas
Higher education has seldom made its way to the top of presidential candidates’ agenda. But in recent months, references have been made to access and affordability by the two major party candidates. Both candidates include references to a higher education agenda on their official platform web site.

Obama/Biden: Propose 1) a “Create the American Opportunity” tax credit, a fully refundable credit for the first $4,000 of a college education, estimating the credit will cover two-thirds the cost of tuition at the average public college or university and make community college tuition completely free for most students. The intent is to make the tax credit available to families at the time of enrollment by using prior year's tax data to deliver the credit when tuition is due; and 2) a simplified application process for financial aid through a streamlined financial aid process that eliminates the current federal financial aid application and enables families to apply simply by
checking a box on their tax form, authorizing their tax information to be used, and eliminating the need for a separate application. Source: [http://www.barackobama.com/issues/education/](http://www.barackobama.com/issues/education/)

McCain/Palin: Propose to 1) improve information for parents, 2) simplify higher education tax benefits, 3) simplify federal financial aid application, 4) improve the federal government’s support for university research by eliminating earmarks, 5) expand lender-of-last resort capability of the federal student loan system and demand the highest standard of integrity for participating private lenders. Source: [http://www.johnmccain.com/Informing/News/PressReleases/ed12978d-a54f-471e-aeed-65c65bca6da.htm](http://www.johnmccain.com/Informing/News/PressReleases/ed12978d-a54f-471e-aeed-65c65bca6da.htm)

**Election Resource Guide**

Under a relatively new state law, our colleges and universities have a responsibility 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). To assist our colleges and universities in complying with this law, an election resource guide is available on the Minnesota State Colleges and Universities website at [www.mnscu.edu/about/legislative/electionguide/2008/index08.html](http://www.mnscu.edu/about/legislative/electionguide/2008/index08.html).

The resource guide was created to easily assist new and returning voters in the election process and to provide campus communities with information on the upcoming election. The site provides information that explains how to register for the upcoming election, provides information on local candidates and facts about the Minnesota State Colleges and Universities system, lists election-related activities your campuses and helps users locate their polling place. Also, students, faculty and staff can find new ideas about how to promote voting this fall. There are also guidelines for hosting on-campus election-related events.

**2008 Lawmaker Retirements**

The Minnesota House of Representatives has 15 retirements this year:

- Rep. John Berns (R-Wayzata) 33B
- Rep. Chris DeLaForest (DFL-Andover) 49A
- Rep. Brad Finstad (R-Comfrey) 21B
- Rep. Bud Heidgerken (R-Freeport) 13A
- Rep. Scott Kranz (DFL-Blaine) 51A
- Rep. Mike Jaros (DFL-Duluth) 7B
- Rep. Frank Moe (DFL-Bemidji) 4A
- Rep. Mark Olson (R-Big Lake) 16B (running for state Senate)
- Rep. Dennis Ozment (R-Rosemount) 37B
- Rep. Erik Paulsen (R-Edem Praire) 42B (running for 3rd U.S. Congressional district)
- Rep. Aaron Peterson (DFL-Appleton) 20A
- Rep. Connie Ruth (R-Owatonna) 26A
- Rep. Dean Simpson (R-Perham) 10B
- Rep. Kathy Tinglestad (R-Andover) 49B
- Rep. Neva Walker (DFL-Minneapolis) 61B

The Minnesota Senate will see two retirements this year:

- Sen. Dan Larson (DFL-Bloomington) 63
- Sen. Betsy Wergin (R-Princeton) 16
While congressional House members are all up for reelection, only the 3rd congressional district has an open seat this year, due to the retirement of Congressman Jim Ramstad.

**2009 Legislative Session**
The 2009 legislative session will convene January 6, 2009. In addition to the 2010-2011 Biennial operating budget, legislative initiatives affecting Minnesota State Colleges and Universities may come up during the 2009 session. Review of such issues is underway and may include changes to current statute, whether it's housekeeping in nature, such as fixing inconsistent language, or new policy.