

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
ADVANCEMENT COMMITTEE
MEETING MINUTES
November 18, 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 Jim McCormick, President Douglas Allen, Linda Kohl, Mary Davenport and Marie McLemore.

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

The Minnesota State Colleges and Universities Advancement Committee met September 16, 2008 at the Minnesota State Colleges & Universities office in St. Paul. Chair Christine Rice called the meeting to order at 3:09 p.m.

Approval of the Advancement Committee meeting minutes

Chair Rice called for a motion to approve the Sept. 16, 2008, Advancement Committee meeting minutes. A motion to approve the minutes was made, seconded, and adopted.

Chair Christine Rice asked if there was a tracking of the Election Resource Guide. From Oct. 1 to Nov. 18, 2008, there were 4,855 unique page views of this site. This was the sixth most visited area of the www.mnscu.edu site.

1. Advancement Update

Mary Davenport, director of state and federal government relations, reported on two emerging issues: Governor Pawlenty is planning a state fly-around to announce goals related to online education; and discussions are taking place at the federal level regarding economic stimulus proposals, which may include education-related funding such as increasing Pell Grant funding, increased funding for the National Institutes of Health, and funding for campus infrastructure. Further work on a stimulus package is not expected until January at the earliest.

Linda Kohl, associate vice chancellor for public affairs, reported that a new brochure, *Open for Business*, has been published and distributed with business magazines. The brochure, *Make College Part of Your Future*, has been published and will be part of a student recruitment campaign that will use advertising on buses and light rail, bus shelters and in minority newspapers.

2. Commencement speeches

Greetings that board members will give at upcoming commencements were discussed. In June the committee had asked for discussion about the key messages for these speeches. A handout with a variety of potential messages was presented and discussed. The public affairs division will use the points made during the discussion to craft fall and spring semester commencement greetings.

3. Foundation Update

Maria McLemore, interim director for system and foundation relations, informed the board of recent leadership changes on the Minnesota State Colleges and Universities Foundation board of directors. John Schweers, formerly board treasurer, was appointed board chair and Nancy McMorran was appointed treasurer. The board will concentrate its fundraising efforts on programs that reflect the system's strategic directions and goals, particularly access and opportunity, STEM, and healthcare education. Chancellor McCormick stated that he had an opportunity to meet with Schweers and that the foundation board wants to work towards greater accountability.

4. 2009 Legislative Session

Mary Davenport reported on election outcomes. Chancellor McCormick already has been meeting with newly elected officials. A majority of the visits are expected to be completed by the start of session.

Anticipated legislative issues include online education, dental hygiene education, and the 60-120 credit limit for degrees at two- and four-year institutions. A capital budget bill may be considered as a means for job creation.

Efforts for advocacy collaboration with constituent groups will continue throughout the session, as will advocacy through the Friends Action Network. A strong voter turn-out effort by students was made by students and appreciation for their efforts was expressed.

Adjourned 3:33 p.m.

Respectfully submitted,
Candi Walz, Recorder