MINNESOTA STATE COLLEGES AND UNIVERSITIES  
BOARD OF TRUSTEES  
ACADEMIC AND STUDENT AFFAIRS COMMITTEE  
JUNE 17, 2009  

**Academic and Student Affairs Committee Members Present:** Chair Dan McElroy; Trustees Christine Rice, Duane Benson, Cheryl Dickson, James Van Houten, Louise Sundin and Jacob Englund. 

**Other Board Members Present:** Trustees David Olson, Scott Thiss, Ruth Grendahl, David Paskach, Thomas Renier and Clarence Hightower. 

**Leadership Council Committee Co-Chairs Present:** Senior Vice Chancellor Linda Baer and President David Danahar. 

The Minnesota State Colleges and Universities Academic and Student Affairs Committee held a meeting on June 17, 2009 at Wells Fargo Place, 4th Floor, Board Room, 30 East 7th Street in St. Paul. Chair McElroy called the meeting to order at 9:47 am. 

1. **Minutes of May 19, 2009**  
   *The minutes from the May 19, 2009 Academic and Student Affairs Committee Meeting were approved as written.*  

2. **Metropolitan Area Planning**  
The Minnesota State Colleges and University system is working on a strategy for building its capacity in the metropolitan region to keep pace with the growing population and to meet emerging workforce needs.  

   Senior Vice Chancellor said while the metropolitan area is being well served in terms of the availability of two-year programming, a key challenge in the future will be meeting the needs for more baccalaureate and graduate-level programming. She said the goal is for the system to remain competitive now and in the future in meeting the needs of students.  

   Past studies have shown that adults in the metropolitan area enroll most in baccalaureate-level offerings in business, health care, computer sciences and social sciences. Graduate-level offerings in business education and health fields were the most popular in surveys.  

   The study also showed that adult learners prefer opportunities for baccalaureate and graduate programs close to their home.  

   In order to expand access to baccalaureate and graduate programs in the Twin Cities metropolitan area, Senior Vice Chancellor Baer asked the board to approve the following motion:
The Board of Trustees directs the Minnesota State Colleges and Universities to expand access to baccalaureate and graduate programs in the Twin Cities metropolitan area through immediate action and long-range planning. The Board approves the following core strategies to guide continuing work by the Office of the Chancellor and universities and colleges serving the metropolitan area:

1) Strengthened partnerships between Metropolitan State and the ten metropolitan colleges.
2) Additional partnerships between metropolitan area colleges and carefully chosen non-metropolitan state universities when necessary to supplement the program capacity of Metropolitan State University.
3) Online delivery and collaborate programs and services that conserve resources and expand resources.
4) Marketing that promotes the strength and power of the system to offer the full range of programs – associate, baccalaureate and graduate degrees – in the metropolitan area.
5) Students First and other information technology improvements that aid institutional partnership and student mobility by creating common administrative processes at system institutions.
6) Facilities on the campuses of Metropolitan State University and the metropolitan area colleges to support expanded opportunities for baccalaureate and graduate education
7) Development by Metropolitan State University of a Master Facilities Plan which incorporates a metropolitan-wide programming strategy to guide facilities planning.
8) Selected learning when on-campus facilities are not available or appropriate to serve the student market.
9) Investment of additional resources at Metropolitan State University to accelerate its growth in programs and facilities, when feasible, within the constraints to meeting other system obligations.

Trustee Englund said the Students First portal, which would help streamline administrative processes between the system’s colleges and universities, would be a valuable and attractive option for students and asked when it will be implemented.

Students First is a top priority for the Enterprise Investment Committee, Senior Vice Chancellor Baer said. Chair McElroy asked if Trustees could receive a timeline for the project.

Trustee Rice said marketing of the system’s program is important, especially considering the marketing done by for-profit schools in the metropolitan area. She asked how the system will market when the system’s budget for such efforts is minimal.

Senior Vice Chancellor Baer said Metro Alliance schools have marketing staffs and they are working on a more coordinated marketing strategy.
Chancellor McCormick said he would like the Trustees to keep the marketing investment on future allocation agendas since it is important for the system to tell its story.

Trustee Benson said he is concerned that the planning strategies presented don’t adequately nurture partnerships that are developing on campuses between out-state universities and metro colleges. He said he does not want to see those partnerships dampened.

Chair McElroy said the strategies do support the partnerships that are emerging between colleges and outstate universities. What is not being promoted is the building of a new public university in the metropolitan area. Students have different needs and desires, and a multi-layered approach will best meet their needs.

Senior Vice Chancellor Baer pointed out that for decades there has been a balancing act between institutions wanting to serve the Twin Cities market. It will be important to encourage and support emerging partnerships to address capacity issues in the future, she said.

Trustee Dickson said she sees the developing partnerships as a sign of improvement. The system can support the alliances growing between colleges and universities, while at the same time encouraging the one four-year, public institution the system has in the Twin Cities as a way to meeting growing needs.

Trustee Van Houten said marketing should include going directly to the customer to find out his or her preferences. For example, metropolitan students from two-year colleges could be asked if they would prefer the opportunity to earn a bachelor’s degree from MSU, Mankato, St. Cloud State University or Metropolitan State University.

Metropolitan State University President Hammersmith said the university did a study that showed that their major competition is from private universities, not public universities in Mankato or St. Cloud. Students surveyed indicated that they would have preferred to earn a baccalaureate degree from Metropolitan State University, but weren’t able to because of university limitations, such as when the classes were offered.

The Metro Area Plan being presented is designed to meet the needs of the two year college students and ensure that other institutions are allowed to operate in the Twin Cities, she said.

Trustee Van Houten said another important thing for Trustees to consider is the change in the economic climate since metropolitan area planning discussions began in 2007. Planning goals were drafted when the state’s finances were drastically different. He said evaluation and final decisions should take into
consideration whether programs can be offered less expensively in the Twin Cities area by other universities rather than by creating a new program at Metropolitan State University.

Chair McElroy asked Trustees if they wanted to vote on the Board recommendation with the nine stated strategies, or add language pertaining to cost efficiency of programming.

Trustee Sundin said she didn’t think a new goal needed to be added to the plan. Trustees take into consideration fiscal implications of each action. Trustees Dickson and Rice agreed. Trustee Dickson said shrinking resources are forcing the board is to work more efficiently.

Trustees Benson, Dickson, Rice and Benson indicated they preferred to move ahead with the motion. Trustees Englund and Van Houten indicated they preferred the recommendation be redrafted.

Chair McElroy said he was concerned about the motion as written and since the timing of the approval of the plan is not urgent, he asked that the motion be redrafted to state that all university programs approved in the Twin Cities should show that they offer the best value in terms of cost and quality.

The redrafted motion will be brought back for consideration at the July committee meeting.

The meeting adjourned at 10:30 am
Respectfully submitted,
Margie Takash, Recorder