

**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
JOINT DIVERSITY AND ADVANCEMENT COMMITTEE
MEETING MINUTES
May 19, 2009**

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

Diversity Committee Members Present: Trustees Duane Benson, chair; Allyson Lueneberg; Tom Renier; Louise Sundin; Terri Thomas.

Leadership Council Committee Members Present: Chancellor Jim McCormick, President Douglas Allen, Linda Kohl, Whitney Harris, Gail Olson.

Other Trustees Present: Trustee Jacob Englund

The Minnesota State Colleges and Universities Joint Advancement and Diversity Committee met in St. Paul. Chair Christine Rice called the meeting to order at 1:38 p.m.

1. Customer Service Survey Results

The customer service survey results were discussed. Last fall, the system embarked on a Customer Service Survey of the colleges and universities within the system with the assistance of Noel Levitz, a national higher education consulting firm. Noel-Levitz staff made inquiries as prospective students to system institutions and nine competitor institutions. They also reviewed institution Web sites looking at content, images and functionality that would be of interest to students of color, first-generation college goers and other underrepresented groups.

The survey had prospective students seek campus information, both online and through phone calls in English and Spanish. Each president received a detailed report on how his or her institution performed. Overall, the customer satisfaction survey report showed that the system is not doing as good as it could, but it is doing better than competitors. Three recommendations came out of the survey- ensure institutional commitment, answer the specific questions asked by students, and optimize information about admissions and financial aid.

President Don Supalla shared how his campus, Rochester Community and Technical College, conducts its own mystery shopper survey. The mystery shoppers complete a "report out" where respondents share what they experienced when they visited the campus or requested information. Faculty and staff are encouraged to attend. Dave Weber, chief of strategic operations of Rochester Community and Technical College said the campus strives for constant improvement. In one survey they conducted, 4 out of 10 mystery shoppers did not receive feedback from the campus. To become better at responding, the staff developed a workable action plan.

President Doug Allen of Ridgewater Community and Technical College told the joint committee that the presidents were behind the idea of a mystery shopper. He said that campuses can only improve if they understand where they are at currently. He said that to reach out to potential underserved students, Ridgewater has a bilingual multiculturalism officer who responds to prospective students who are Spanish speakers.

Dave Weber also said his campus has used its collected data to calculate the number of students who apply, whether they will attend classes on the campus, whether they will make it to second semester and ultimately whether they will graduate. This data has been helpful for the community to understand how important the first point of contact is. Weber added that the Internet has changed the way that prospective students seek out information. The campus has watched Web users to determine where they click or visit and also have recognized that this type of request requires a different response. Having this data allows the campus to constantly improve.

Executive Director Whitney Harris added that the desire to have information and reach out to prospective students is a new shift for diversity officers. Officers now need to work with the front-line staff, presidents and others to understand how this type of outreach works.

The meeting was adjourned at 1:55 p.m.

Respectfully submitted,
Candi Walz, Recorder