ADVANCEMENT COMMITTEE
NOVEMBER 17, 2009
10:00 A.M.

BOARD ROOM
WELLS FARGO PLACE
30 7TH STREET EAST
SAINT PAUL, MN

Please note: Committee/Board meeting times are tentative. Committee/Board meetings may begin up to 45 minutes earlier than the times listed below if the previous committee meeting concludes its business before the end of its allotted time slot.

Committee Chair Christine Rice calls the meeting to order.

(1) Minutes of September 8, 2009 (pp. 1-2)
(2) Advancement Update
(3) Proposed Amendment to Board Policy 8.3 College, University, and System Related Foundations (Second Reading) (pp. 3-8)
(4) St. Cloud Technical College Name Change Request (First Reading) (pp. 9-14)

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

Bolded items indicate action required.
The Minnesota State Colleges and Universities Advancement Committee met Sept. 8, 2009, in St. Paul. Chair Christine Rice called the meeting to order at 12:50 p.m.

Approval of the Advancement Committee Meeting Minutes

A correction was made to the July 21, 2009, minutes as follows:

The discussion of the proposed amendments to Board Policy 8.3 brought several board concerns to the forefront including maintaining [rather than increasing] the one-to-one return on investment requirement, the need for more specific language on financial reporting to the board, and additional measures to determine return on investment and audit compliance. The board requested that the policy be revised to address concerns raised and brought before them at the September meeting.

A motion to approve the minutes as corrected, was made, seconded, and adopted.

Meeting Minutes

1. Advancement Update

   Linda Kohl, associate vice chancellor for public affairs, thanked trustees who worked at the State Fair. The fair had record attendance this year. The latest Go Places viewbook was handed out at the fair. The new bonding book also has been published, four months earlier than in the past, and is ready to be distributed at legislative bonding tours.

2. Legislative Update

   Mary Davenport, system director for government relations, explained the U.S. House legislation, the Student Aid and Fiscal Responsibility Act. U.S. Senators Al Franken and Amy Klobuchar have been visiting campuses and talking with presidents about the upcoming session. State legislators are currently taking bonding tours this fall to learn about the system’s 2010 Capital Budget Request.
3. Proposed Amendment to Board Policy 8.3, College, University, and System Related Foundations

Maria McLemore, executive director for system and foundation relations, discussed the proposed policy changes of Board Policy 8.3. Presidents Earl Potter, Cheryl Frank and Doug Allen were in attendance representing the Affiliated Foundations Task Force.

President Doug Allen explained that the policy reflects the authority that the chancellor has with the university and college presidents. The proposed wording gives some flexibility to the Chancellor regarding the return of value expected from each related foundation and allows for a sanction for underperforming foundations.

While the new policy honors the state’s new financial audit threshold, it also reflects the chancellor’s authority to impose additional conditions on related foundations. In addition, language regarding reports to the Board of Trustees has been clarified. The policy also includes statements acknowledging the value of the foundations and of foundation board members.

4. Gates Foundation Update

President Larry Litecky presented a Gates Foundation update. During his sabbatical, he presented an idea to the Gates Foundation. He looked at both high-performing high school students and students with greater need. Unlike most foundations, proposals can be submitted to the Gates Foundation by invitation only. Last month, representatives from the Gates Foundation and from the consulting firm Education First met with representatives from the Office of the Chancellor. There was discussion that the system could be involved with two Gates programs - Improving College Readiness and Developmental Education. The emphasis of these programs is on getting high school students prepared and ready for college, specifically by having 80 percent of high school students ready for college; and having first-year students succeed and stay in college. A task force of 15 presidents has been formed to work on applying for these two grants.

Chancellor James McCormick added that the state’s P-20 council also will be looking into the completion rate of high school and successfully preparing students for college.

Meeting adjourned at 1:21 p.m.

Respectfully submitted,
Candi Walz, Recorder
Committee: Advancement  Date of Meeting: November 17, 2009

Agenda Item: Proposed Amendment to Board Policy 8.3 College, University, and System-Related Foundations (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:
Following discussion at its first reading, as well as having received input from various constituent groups, the proposed policy is being presented for its second reading and approval by the Board.

Scheduled Presenter(s):
Maria McLemore, Executive Director, System and Foundation Relations

Outline of Key Points/Policy Issues:
See accompanying documents

Background Information:
The first reading was heard at the Board’s September 8, 2009 meeting. Various constituent groups have provided input into the policy which brings it to its second reading for approval.
Proposed Amendment to Board Policy 8.3 College, University, and System Related Foundations

BACKGROUND
At the request of the Board of Trustees, the Affiliated Foundations Task Force was established to address policy-related matters raised in the Office of Internal Auditing’s report, College, University, and System Foundations. The task force drafted proposed amendments to Board Policy 8.3 which were reviewed and given a first reading at the July 2009 Board of Trustees meeting. To accommodate suggestions from the Board, the Affiliated Foundations Task Force and the broader community, the policy was rewritten and given a new first reading at the September 2009 Board meeting.

RECOMMENDED COMMITTEE ACTION
The Advancement Committee recommends that the Board of Trustees adopt the following motion: The Board of Trustees adopts Board Policy 8.3 as presented in the Board packet.

RECOMMENDED MOTION
The Board of Trustees adopts Board Policy 8.3 as presented in the Board packet.

Date of Implementation: These amendments apply to any new contract with a related foundation. An existing contract with a related foundation shall be amended in accordance with these amendments at the time of any amendment to the contract or July 1, 2010, whichever is earlier.

Date of Adoption: 11/18/09
8.3 College-, University- and System-Related Foundations

Part 1. Definitions Purpose.

College-, University- and System-related foundation: A private, non-profit organization legally incorporated under IRS statutes 501(c)3 and officially recognized by the president or chancellor to support programs and activities which benefit the college, university, or system.

Administrative support: May include the use of college or university or system employees, equipment, and facilities that are needed to carry out foundation policies and authorizations. The foundation board is responsible for managing its financial resources, including authorizing fund raising strategies, budgeting the use of funds, and establishing investment policies.

Foundations and their board members play an important role in providing needed resources for the Minnesota State Colleges and Universities and their students, as well as creating public awareness of the important contributions made by our colleges and universities to students, their communities, and the state. This policy establishes the standards to be met in order to help ensure that the relationships between colleges, universities, the system and their supporting foundations are stable and long-term, productive and efficient, and foster the maximum support possible for the system and its colleges and universities. Colleges, universities, and the office of the chancellor must ensure that any public resources, including employee time, which support the activities of a related foundation are used prudently and in a manner consistent with their respective missions, board policies and system procedures.


Subpart A. Related Foundation. The chancellor and each college or university president may contract with a foundation whose primary purpose is to support the college, university or system. The college, university or system may agree to provide administrative support to the foundation. A related foundation is a private, non-profit organization whose purpose is to support a college, university, or the system through fundraising and other activities and is officially recognized by the president or chancellor through a written contract. An organization whose primary purpose is other than fundraising for a college, university, or the system is not a related foundation under this policy.
**Subpart B. Administrative Support.** The contract must require that, in return for administrative support, the foundation will contribute to the system, college, or university an amount equal to or more than the value of the administrative support provided by the system, college, or university to the foundation. This requirement may be waived for a limited time for new foundations or foundations undergoing structural or mission change pursuant to the conditions set forth in Procedure 8.3.2. Administrative support means the use of college, university, or system employees, equipment, and facilities that are needed to carry out related foundation policies and authorizations. The related foundation board is responsible for managing its financial resources, including authorizing fundraising strategies, budgeting the use of funds, and establishing investment policies.

**Subpart C. Fundraising.** The term of the contract shall not exceed three years and may be renewed at the chancellor's or a college or university president's discretion. Contracts are subject to review and approval by the system office. Copies of contracts shall be kept on file in the system office. Fundraising means direct solicitations, receipt of gifts, management of endowed funds and other activities directed at raising foundation funding on behalf of the college, university or its students.

**Subpart D.** Contracts shall provide that the Office of the Legislative Auditor and MnSCU shall have complete access to the financial records of the foundation.

**Subpart E.** Contracts shall require that the foundation annually provide to the college or university and the system office a copy of its most recent financial report filed with the attorney general pursuant to Minn. Stat. Ch. 309 (see related documents below). Foundations receiving less than $350,000 in revenues annually shall submit a copy of an external financial audit at least every three years.

**Part 3. Organization of Related Foundations.**
A related foundation must be legally incorporated as a nonprofit corporation under Minnesota law, in good standing, and must be qualified as a tax-exempt charitable organization under 26 U.S.C. § 501(c)(3). The governance of a related foundation is the sole responsibility of its board of directors and the related foundation must be maintained as a legal entity separate from Minnesota State Colleges and Universities. System policy and procedure establish standards to be met by foundation seeking to serve as related foundations to receive support services and recognition from colleges, universities, or the system.

**Part 4. Contracts With Related Foundations.**
A president or the chancellor may enter into a written contract with a related foundation to provide administrative support to the related foundation in accordance with board policy and system procedure and to allow the related foundation to use the name of the college, university, or system.

**Subpart A. Return of value.** The chancellor may establish the return of value ratio required for each contract with a related foundation. Before establishing the ratio for the related foundation of a college or university, the chancellor shall consult with the college or university president.
Subpart B. Contract term, approval. The term of the contract shall not exceed three years and may be renewed at the chancellor's or president's discretion. The contract is subject to review and approval by the system office. A copy of the contract shall be kept on file in the system office.

Subpart C. Access to information. The contract shall provide that the Office of the Legislative Auditor and Minnesota State Colleges and Universities shall have complete access to the financial records of the related foundation.

Subpart D. Foundation reports. The contract shall require that the related foundation annually provide to the college or university and the system office a report as set forth below. The chancellor shall establish the deadline for filing the report and any provision for filing extensions in system procedure. The annual report shall include the following information:

1. A copy of the annual report required to be filed with the attorney general pursuant to Minnesota Statutes § 309.53. A related foundation that is not required to file audited financial statements with the attorney general pursuant to Minnesota Statutes § 309.53, Subd. 3, shall submit an audited financial statement and the information in Subpart D(2) at least once every three years.

2. Any written communication from an independent auditor that discloses any material weakness in internal controls identified in conjunction with the audit of financial statements. For any material weakness reported, the related foundation shall provide a written response which includes its explanation for accepting the risks associated with the weakness or its plans to implement corrective action.

3. A report on return of value for the prior fiscal year, including the value of administrative support received and the value returned to the college, university, or system and its students.

Subpart E. Ex-officio member. The contract must provide that the president or chancellor, or their designee, serve as an ex-officio, non-voting member of the respective related foundation’s governing board and of any executive or similar committee empowered to act for the governing board.

Subpart F. Additional conditions. The chancellor may identify additional conditions that must be met by a related foundation in order to contract with a college, university, or the system for administrative support. if the chancellor determines that the conditions are needed to improve effectiveness, legal compliance or other factors affecting the operational viability or integrity of the related foundation. Before making the determination for the related foundation of a college or university, the chancellor shall consult with the college or university president.

Part 5. Annual Report. The chancellor annually shall report to the board information for each related foundation including the dollar value of administrative support provided, the dollar value of returns to the college, university, or system or its students, information on any waiver granted under System Procedure 8.3.2, and any other information the chancellor deems appropriate.
Date of Implementation: These amendments apply to any new contract with a related foundation. An existing contract with a related foundation shall be amended in accordance with these amendments at the time of any amendment to the contract or July 1, 2010, whichever is earlier.

Date of Adoption: 09/09/09

Related Documents:
- **Procedure 8.3.1** College-, University-, and System Office-Related Foundations Procedure
- **Procedure 8.3.2** Waiver to College-, University-, and System-Related Foundations Policy

To view the following related statute, go to the Revisor's Web site ([http://www.revisor.leg.state.mn.us/](http://www.revisor.leg.state.mn.us/)). You can conduct a search from this site by typing in the statute number.

- Minnesota Statute Chapter 309

Date of Implementation: 3/21/95
Date of Adoption: 3/21/95

Date & Subject of Revisions:
12/17/03 Changed Name to include “system-related.” Also amends Part 2, Subpart B, to temporarily waive the requirement to contribute an amount equal to the administrative support, for new foundations or those undergoing changes to the foundation’s mission, purpose or structure.

Click here for additional 8.3 [HISTORY](#)
MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES

Agenda Item Summary Sheet

Committee: Advancement
Date of Meeting: November 17, 2009

Agenda Item: St. Cloud Technical College Name Change Request (First Reading)

Proposed Approvals

Policy Change
X Approvals Required by Policy

Other Approvals

Monitoring

Information

Cite policy requirement, or explain why item is on the Board agenda:
Board Policy 3.23 outlines the procedure for changing the name of a college or university. St. Cloud Technical College is seeking to change its name to St. Cloud Technical and Community College.

Scheduled Presenter(s):
St. Cloud Technical College President Joyce Helens

Outline of Key Points/Policy Issues:
See attached

Background Information:
See attached
BOARD OF TRUSTEES
MINNESOTA STATE COLLEGES AND UNIVERSITIES

BOARD ACTION

St. Cloud Technical College Name Change Request

BACKGROUND
St. Cloud Technical College is requesting a name change in accord with Minnesota State Colleges and Universities Board of Trustees Policy 3.23, Naming Colleges and Universities. The college is seeking to change its name to St. Cloud Technical and Community College.

Board Policy 3.23, Part 2, Subpart A, states, “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.”

“...”

President Joyce Helens has forwarded the proposed name to the chancellor (Attachment) and the chancellor is recommending that the name be changed as requested.

Rationale
The name change is necessary because the college is seeking to change its mission from a stand-alone technical college to a comprehensive technical and community college. The college was founded in 1948 as a vocational-technical institute as part of the local school district and was named The Area Vocational School. In 1967, its name changed to St. Cloud Area Vocational Technical School. Another change occurred in 1973, when it became known as St. Cloud Area Vocational Technical Institute. The North Central Association of Colleges and Universities accredited the college in 1985, and in 1988 the name was changed to St. Cloud Technical Institute. In 1990, the most recent name change occurred, to its present name of St. Cloud Technical College. In 1995, the college became part of a newly formed state system, the Minnesota State Colleges and Universities.

College officials believe the request for a new name change complements the new mission and that it demonstrates the college’s commitment to technical education.
Evidence of Internal/External Stakeholder Consultation

Since 2000, the college has engaged many groups for input, comment and recommendations in pursuit of the Associate in Arts degree. These early discussions and consultations led the college to pursue and secure a partnership with Anoka-Ramsey Community College to offer the A.A. degree in 2003. St. Cloud Technical College continued to gather input from stakeholders and respond to student needs as enrollment in the A.A. degree and general education courses increased. As the college continued its pursuit to become a comprehensive college, the response from internal and external stakeholders has been overwhelmingly positive and supportive. The consensus is that expansion to a comprehensive college is appropriate and necessary to meet the increasing demand for general education from area employers and a growing need for an economical transferable degree for students.

During the 2007 and 2008 academic years, discussions began in earnest to expand the college mission to become a comprehensive college and to reflect a new dual purpose of providing quality technical and liberal education to an ever-increasing target audience. In November 2007 a college-wide gathering of approximately 250 people, including college staff, faculty, students and community members, attended an all day visioning session using an Appreciative Inquiry process.

In January 2008, the college’s Steering Committee met to review and synthesize the input from the November gathering to find common, provocative, college-wide themes that would enhance the college’s existing success and take the college to the next level of excellence. After all of the background work had been accomplished, the college developed the proposed name, vision and mission through a series of committee and task force meetings. Primary leadership of this process has been provided from the college’s AQIP team, the committee that works with continuous improvement, accreditation, and assessment. The committee conducted a college wide survey seeking votes on the proposed college name, vision, and mission. Additional college committees including Academic Affairs and Standards, Executive Leadership and Faculty Senate continually discuss the comprehensive college mission. It is an agenda item at many in-service sessions, and academic division meetings. The college’s Student Senate also has played a critical role in the discussion and application process to become a comprehensive college.

Four prospective names were proposed that were in accord with Board Policy 3.23. A survey tool was employed to determine the preferred name for the college. This method allowed for anonymous responses and an efficient administration of the survey; about 150 people responded to the survey. The following table describes the ranking and percentages; 1 to 4, with 1 being the favorite name and 4 the least favorite.

<table>
<thead>
<tr>
<th>Name</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Cloud Technical Community College</td>
<td>28.9%</td>
<td>42.8%</td>
<td>14.5%</td>
<td>13.8%</td>
</tr>
<tr>
<td>St. Cloud Technical and Community College</td>
<td>56.4%</td>
<td>32.7%</td>
<td>6.4%</td>
<td>4.5%</td>
</tr>
<tr>
<td>St. Cloud Technical College a technical and community college</td>
<td>14.9%</td>
<td>17.6%</td>
<td>63.5%</td>
<td>4.1%</td>
</tr>
<tr>
<td>St. Cloud Technical College a technical and community based college</td>
<td>4.0%</td>
<td>5.3%</td>
<td>14.0%</td>
<td>76.7%</td>
</tr>
</tbody>
</table>
After allowing time for feedback to the survey, results were gathered and shared during inservice activities. Outside the college, media articles on both radio and in the local newspaper shared the potential changes with the community.

Conclusion

The college has the support of its internal and external stakeholders to change its name and its mission to a comprehensive college. The college is ready and committed to providing high quality liberal arts and sciences and technical programs that meet the needs of its students and community. The college is posing this name change request to honor its past history of being a strong technical college for the community and system.

The Leadership Council reviewed the proposed name change at its Nov. 3, 2009, meeting. The council’s Advancement Committee unanimously supported the name change request.

Recommended committee motion: Upon the recommendation of the Chancellor, the Advancement Committee recommends that the Board of Trustees change the name of St. Cloud Technical College to St. Cloud Technical and Community College.

Recommended Board of Trustees motion: The Board of Trustees recommends changing the name of St. Cloud Technical College to St. Cloud Technical and Community College.

Date presented to the Board of Trustees, first reading: Nov. 17, 2009.
October 27, 2009

Dr. James McCormick, Chancellor
Office of the Chancellor
Minnesota State Colleges and Universities
Wells Fargo Place, 30 7th Street E.
St. Paul, MN  55101

Dear Chancellor McCormick;

St. Cloud Technical College is requesting a name change, in accord with Minnesota State Colleges and Universities Board of Trustees Policy 3.23, Procedures 3.23.1: Naming Colleges and Universities. The college community has chosen the following name:

*St. Cloud Technical and Community College*

During the 2007 and 2008 academic years, discussions began in earnest to expand the college mission to become a comprehensive college and to reflect a new dual purpose of providing quality technical and liberal education to an ever-increasing target audience. In November 2007 a college-wide gathering of approximately 250 people, including college staff, faculty, students, and community members, attended an all day visioning session using an Appreciative Inquiry process. That same month, at one of its bi-weekly meetings, the SCTC Curriculum Committee (AASC) unanimously approved SCTC’s intent to apply for its own AA degree.

In January 2008, the college’s Steering Committee met to review and synthesize the input from the November gathering to find common, provocative, college-wide themes that would enhance the college’s existing success and take SCTC to the next level of excellence. From these themes, four Provocative Proposals (Action Plans) were developed. Proposal number three was “SCTC Owns Its Own AA Degree. Surveys of alumni, discussions with industry advisory groups, and media articles sought input from the broader community. Overall coordination of this process came from the SCTC AQIP team, which represent a broad cross-section of the college and includes the college President, Vice Presidents, Deans, Faculty and Staff.

Four prospective names were proposed that were in accord with policy 3.23. A survey tool administered to 150 stakeholders was employed to determine the preferred name for the college (see attachment for survey results). After allowing time for feedback to the survey, results were gathered and shared during in-service activities in January 2009. The AQIP Team analyzed the comments from these surveys to arrive at the current Mission change, Vision change, and Name change proposals.
This mission change, vision change, and name change serve notice to students and employers in our service area of a new spotlight on liberal arts alongside the concurrent focus on technical education. SCTC’s leadership has met with various contingents of the community, including the Chamber of Commerce, service clubs, area business & industry leaders, the Stearns/Benton Employment and Training Board, area superintendents, and program advisory committees. The response from these groups has been overwhelmingly positive and supportive. SCTC has the encouragement of its internal and external stakeholders to change its name and its mission to a comprehensive college. SCTC is ready and committed to providing high quality liberal arts and sciences and technical programs that meet the needs of its students and community.

We are positioning “technical” in front of “community” to honor the strong 61 year history of providing technical education for the community and system. St. Cloud Technical and Community College’s new name would take effect in the Spring of 2010.

Sincerely,

Joyce Helens, President

attachment