

**Communications Committee
Ohio Board of Regents
Minutes of the Meeting of March 21, 2002**

The meeting of the Communications Committee was held at the Ohio Board of Regents in Columbus, Ohio. In attendance were the following:

Ohio Board of Regents members:

Edmund J. Adams
Jeanette Grasselli Brown
Gerald M. Miller

Ohio Board of Regents staff:

Jamie Abel	David Barber
Rod Chu	Deborah Gavlik
Jane Fullerton	Tom Rudd
Leslie Sawyer	Robert Sheehan
Yavonne Stertzner	Jon Tafel
Garry Walters	

Guests:

House Representative Jean Schmidt
Pres. Earl Keese, Lima Technical College
Patrick Roberts, University of Akron
Bill Napier, Ohio State University
Laurie Day, Ohio State University
Tracey Young, AICUO
Melissa Shearon, AICUO
Cindy McQuade, IUC
Jim McCollum, IUC
John Buttlerwerth, Two-Year Faculty Senate

The meeting was called to order by Regent Miller. The minutes of the January 2002 Committee meeting were approved without objection.

Full State Press / Knowledge Economy Awareness Initiative

Vice Chancellor Garry Walters briefed the committee on the Full State Press presentation of the Knowledge Economy. The preliminary version of the presentation is finished. The pilot region steering committee has begun to meet. Use of focus groups will fine-tune the presentation further. The development of a comprehensive FAQs database will help better prepare presenters.

Media Update

Associate Vice Chancellor Rob Sheehan reported on several recent articles related to higher education:

- Budget shortfall forecast of \$230 million
- Mediation appears to have failed on the DeRolph case
- Tuition increases
- Student auto accidents (4 institutions, 12 deaths)
- Evolution/Creation debate
- Name Changes:
 - Ohio Dominican College to Ohio Dominican University
 - Lima Technical College to James Rhodes State College

Governmental Relations

Director Gavlik briefed the committee on “The Issue,” a newsletter produced for legislators and other agenda leaders. The most recent issue was titled “Cost Containment at Ohio Public Colleges and Universities,” and served as a synopsis of a history of steps taken to contain campus costs. Committee members discussed mailing *The Issue* to trustees, various agencies, and business people to increase their knowledge of what has been done to make higher education more efficient. Chancellor Chu recommended a personal letter to accompany the newsletter when it is sent to the business community. The Regents agreed and will provide a list of individuals for expanded distribution.

Ms. Gavlik also updated the committee on increased requests for information from legislators and legislative staff. Such requests include information concerning tuition, Regents sources of data for various tables and charts, the State Share of Instruction formula, the Challenge line items, enrollments, and the Ohio Aerospace Institute. Regent Brown requested that the information also be shared with the Regents.

Director Gavlik briefed the committee on the K 16 issues workshop given for the aides of the members of the Education and Finance Committees. The Full State Press slide show was presented by Vice Chancellor Garry Walters as well as presentations on the Ohio Learning Network, the Ohio Resource Center, OSI Discovery and College Tech Prep. More workshops of this nature are planned. Regent Brown suggested that the Ohio College Access Directive be included in a future workshop.

Director Gavlik updated the committee on several bills before the General Assembly, including

- HB 516 (limiting tuition increases to 6% per year);
- HB 524 (Reappropriations Bill – \$509 million of GRF debt funds for capital projects at state-supported colleges and universities);
- SB 242 (Tobacco Settlement Bill – appropriates \$51 million to the Biomedical Research and Technology Transfer Commission);
- SB 180 (capital venture tax credits);
- HB 482 (restricts electronic commerce by government entities).

IUC/OBR Retreat

The retreat was focused on how to communicate the Higher Education message to legislators and business entities.

Conversation with Representative Jean Schmidt

Rep. Schmidt currently serves as the Vice Chair of the Higher Education Subcommittee of the House Finance and Appropriations Committee. Rep. Schmidt was asked to provide insight about higher education's role in the Knowledge Economy, legislators' concerns about universities, two-year colleges, and private colleges, and the General Assembly's view of higher education's FY2002-2003 budget goals.

Rep. Schmidt offered the following observations and comments:

- The budget for higher education was not stellar;
- Higher education needs to be smarter with limited dollars;
- Less duplication of programs such as law schools, medical schools, and biomedical programs is needed;
- Creative ways for additional funds are needed;
- Higher education representatives need to contact the General Assembly on a more regular basis.