

**Communications Committee
Ohio Board of Regents
Meeting Minutes, November 16, 2000**

The meeting of the Communications Committee of the Ohio Board of Regents was held at the Health Care Research Center, Procter & Gamble Pharmaceuticals, Mason, Ohio. In attendance were the following:

Ohio Board of Regents members:

Edmund J. Adams
Thomas W. Noe, Committee Chair
Tahlman Krumm Jr.
J. Gilbert Reese

Ohio Board of Regents staff:

Michael Brown, Director of Communications, External Relations
Roderick G. W. Chu, Chancellor
Kristina D. Frost, Vice Chancellor for Operations
Earl S. Mackey, Vice Chancellor for External Relations
Laura M. Massie, Administrator, Public Information & Media Relations

Guests:

John Buttlewerth, Chair, Two-Year Faculty Senate
Larry Christman, Executive Director, Association of Independent Colleges and Universities of Ohio
Lynn Hailey, Northlich
Betty Hull, Northlich
Marty Miller, Center for Urban Progress
Patricia Myers, Kent State University
Jan Neiger, Office of the Ohio Attorney General
Tammy Staley, Groundswell
Terry Thomas, Ohio Association of Community Colleges

The meeting was called to order by Regent Noe. Regent Noe motioned for approval of the October 19, 2000, meeting minutes. Minutes were unanimously approved.

Operating Budget Strategy

External Relations is actively engaged in advancing higher education's budget themes around the state. Vice Chancellor Mackey discussed several initiatives that External Relations is putting in place, including a new publication on the budget for handout to legislators and other public and business constituencies. In addition, External Relations is planning two orientation luncheons for new legislators. The first luncheon will be held on Monday, December 11, 2000, at Cincinnati State Technical and Community College and Wednesday, December 13, 2000, at the Ohio Board of Regents' offices in Columbus.

Regent Adams and Chancellor Chu will be keynote speakers at the luncheon in Cincinnati; Regent Krumm and Chancellor Chu will speak at the Columbus luncheon. Purpose of the luncheons is to introduce the representative- and senator-elects to the Chancellor, Regents and staff.

As part of a budget advocacy program, the staff is setting up editorial board visits to major newspapers for Chancellor Chu and senior staff. In addition, plans are underway for the Chancellor and senior staff to get on the agendas of local rotary and other civic clubs, including chambers of commerce. Chancellor Chu will meet with the editorial boards of the Cleveland Plain Dealer, Columbus Dispatch, Cincinnati Enquirer and Toledo Blade in December. The other senior staff will begin their visits in earnest in January.

Special Events

Vice Chancellor Mackey reported that the next statewide conference for college and university trustees has been scheduled for Wednesday, March 21, 2001, in Columbus.

As reported earlier, orientation luncheons for new legislators will take place the second week of December.

Media Update

As previously mentioned, Michael Brown, Director of Communications, reported that the Chancellor, Regents and senior staff are currently being scheduled for meetings with several large and midsize newspaper editorial boards across the state. In addition, the Chancellor and Vice Chancellors will be scheduled for speaking engagements at civic organizations. Local media covers most of those meetings and External Relations will be notifying media of appearances by Chancellor Chu and the senior staff.

Laura Massie, Administrator of Public Information and Media Relations, reported that the first civic organization appearance in support of the higher education budget will be made by Vice Chancellor for Finance Richard Petrick as keynote speaker at the Springfield Rotary Club near Dayton on December 4.

Regent Noe advised External Relations to keep the Regents informed of appearances by the Chancellor and senior staff in their areas so they can put the event on their own calendars.

Statewide Marketing Campaign Update

The marketing team from Northlich/Groundswell presented a project update to the Communications Committee. Lynn Hailey, Betty Hull and Tammy Staley of Northlich/Groundswell, and Marty Miller of the Center for Urban Progress reported on the work completed to date:

Phase I Research of the target audience (sophomores, juniors and community leaders in rural and urban areas

Phase II Test Markets in Akron, Marietta (opinions of students, volunteers, community leaders collected)

Ms. Hailey reported on what worked well in the first two phases, including the overall program content being given high marks; the success of venues where assemblies were held; concept of the video; the message that college is affordable and financial aid is available; and that personal stories of fellow students are effective. In addition, the students preferred small breakout groups of 6-10 people.

Test site visits were held November 3 and 8 with students and community leaders at Akron Central Hower High School in Akron and Warren High School in Marietta, respectively.

Ms. Hailey also reported what did not work well with the target audience, including a need for more detailed advance work by the staff and more support from school administrators. Adjustments also will be made to the overall program, including the simplifying of content; holding speakers to time limits; incorporating local graduates; and avoiding repetition. Much more emphasis must be placed on the Web site, www.ohiosuccessexpress.com.

The Northlich/Groundswell team showed committee members and attendees the video for comment. Regent Reese asked if there will be another video geared toward returning adult students. Director Brown said there is a plan in the works for such a video. Regent Adams suggested that the video be a bit more "action-oriented" instead of primarily conversational. Director Brown also said that this video was a "rough draft" and that there will be substantial editing of the project to ensure delivery of key messages, including the increased importance of students attending a two-year public community or technical college. In addition, he reported that the music on the video will be updated to be more appealing to students.

Regent Noe suggested that the video also include a "famous" Ohioan as a possible spokesperson who attended and graduated from an Ohio college or university. Some Ohio sports celebrities were mentioned, including Dave Burba and Kenny Lofton of the Cleveland Indians, and Robert Smith of the Minnesota Vikings. Burba and Smith graduated from Ohio State University and Smith attends OSU's medical school in the offseason. Lofton does charity work for Cleveland Scholarships Inc.

Ms. Hailey, Vice Chancellor Mackey and Director Brown said every effort would be made to try and get a celebrity spokesperson to appear in the video.

Director Brown showed the committee a draft of the Ohio Success Express bus wrap design for comment. All who viewed the design commented that it was an interesting design and approved it. Rollout of the Success Express has been changed from December 13, 2000, to January 10, 2001, at East High School in Columbus.

Adjournment