

**Communications Committee  
The Ohio Board of Regents  
Meeting Minutes, December 16, 1999**

The meeting of the Communications Committee of the Ohio Board of Regents took place at the OBR conference room in Columbus. In attendance were the following:

Ohio Board of Regents' members:

Edmund Adams  
Thomas W. Noe

Ohio Board of Regents' Staff:

Mike Brown, Director of Communications, External Relations  
Roderick G.W. Chu, Chancellor  
Matthew Filipic, Senior Vice Chancellor  
Kris Frost, Director of Operations  
Shannon Lee, Administrator, External Relations  
Earl Mackey, Vice Chancellor, External Relations  
Laura Massie, Administrator of Public Information and Media Relations, External Relations  
Garry Walters, Vice Chancellor, Academic and Access  
Pam Wine, Administrative Assistant, External Relations

Guests:

Sally Angel, OFSCTC, Lima Technical College  
John Buttlewerth, Chair, Faculty Senate  
Larry Christman, President, AICUO  
Laurie Day, Office of the President, The Ohio State University  
Jim McCollum, Executive Director, IUC  
Pat Myers, Government Relations, Kent State University  
William Napier, Office of the President, The Ohio State University  
Randi Thomas, Institutional Relations, Miami University  
Terry Thomas, Executive Director, OACC  
Margaret Trent, Ohio Department of Education  
Nancy Wyche, OFSCTC, Lima Technical College

The meeting was called to order by Regent Adams. Regent Adams motioned for approval of the November 18 meeting minutes. Minutes were unanimously approved.

**Update on Senate Bill 192 (tobacco settlement)**

Vice Chancellor Earl Mackey updated the committee on the tobacco bill. He mentioned that the House kept the Biomedical Trust Fund

and the Education Technology Trust Fund in the bill. The House members also restored the original term of 26 years.

### **Capital Bill**

Senior Vice Chancellor Matt Filipic talked to the committee about the capital bill process and explained that this is the third cycle for the new process in which campuses are held financially accountable for funding. He also commented that this is a good process and allows for better decision making by campus officials. Dr. Filipic also reported that the Office of Budget and Management has asked the Board of Regents to keep our overall capital request at \$500 million. There was a brief discussion regarding deferred maintenance on campuses and how this would impact the capital bill in future years. Chancellor Chu commented that the Board of Regents is in the process of preparing a report for the Director of Office of Budget and Management and the Governor regarding long-term problems with campus infrastructures.

### **Governor Taft's request for performance report**

Senior Vice Chancellor Filipic spoke to the committee about performance reports and noted that the Board of Regents is committed to broad consultations with campuses to determine the format and substance of these reports. He mentioned that the Board of Regents has already been meeting with the two-year colleges to develop a format. Dr. Filipic also commented that reactions have been mostly open and positive and there is a strong sense of willingness to be accountable on our campuses.

Jim McCollum noted that the universities have begun to put together a group of financial research officials and research officers to work on the report card process. He mentioned that the universities are quite willing to work on this but that there needs to be consideration of different missions for different types of institutions. Dr. Filipic stressed that the Governor has recognized such differences in his letter.

### **Statewide Marketing - RFP**

The timeline for moving on the Statewide Marketing Request for Proposals (RFP) effort was shared with the committee. Regent Noe said that he is very excited about this endeavor and he would like to move forward as quickly as possible. The deadline for RFP responses from competitive vendors is February 10, 2000. Regent Noe commented that he hopes this effort will make a serious impact on increasing public awareness about higher education.

### **Communication Initiatives**

Mike Brown discussed ongoing communication efforts, specifically the latest media event with Gear-Up in Cleveland, Ohio. He noted that External Relations is going to continue efforts on getting enthusiastic participation at press conferences and to develop ongoing partnerships with media, legislators, school officials, faculty and the public.

### **Trustee Training Seminar**

Shannon Lee informed the committee that the Trustee Training Seminar held at the OSU Faculty Club on December 9 had a good attendance and was a successful program. Jim McCollum commented that the new format was greatly improved and that he heard good feedback about the seminar. Terry Thomas praised Chancellor Chu on a very good overarching presentation and said that the panels were an excellent format for delivering relevant information.

### **Public Information Officers Meeting**

Shannon Lee mentioned that there would be a public information officers' meeting, for both private and public institutions, on January 21, 1999, to be held at Columbus State Community College. Mike Brown noted that this is an effort to foster closer working relationships with key resources.

### **Discussion with Representative Kevin Coughlin**

Representative Kevin Coughlin, Chair of the Higher Education Subcommittee, visited the Communications Committee and shared his thoughts about the capital process. He told the committee higher education does a good job of keeping legislators informed. He stressed that it is critical for the higher education community to tie their efforts to developing a quality workforce in Ohio. Representative Coughlin mentioned that he would find it helpful to visit campuses with a focus on their capital planning and financial history. Representative Coughlin also noted that he is a strong advocate of higher education.

### **Adjournment**