

**Communications Committee
Ohio Board of Regents
Meeting Minutes, December 14, 2000**

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

Ohio Board of Regents members:

Edmund J. Adams
Jeanette Grasselli Brown
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
Earl S. Mackey, Vice Chancellor for External Relations
Laura M. Massie, Administrator, Public Information & Media Relations
Pam Wine, Administrative Assistant, External Relations

Guests:

John Buttlewerth, Chair, Two-Year Faculty Senate
James McCollum, Executive Director, Inter-University Council of Ohio
Patricia Myers, Director of Government Relations, Kent State University
Jessica Poprocki, Director of Public Affairs, Association Independent Colleges and Universities of Ohio
William Napier, Executive Assistant to the President and Secretary to the Board of Trustees, The Ohio State University
Sally Perz, Director of Government Relations, University of Toledo
Terry Thomas, Executive Director, Ohio Association of Community

Colleges

Mark L. Rickel, Ohio Department of Development

The meeting was called to order by Regent Noe. Regent Noe motioned for approval of the November 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 that the state is preparing all agencies for reduced budget expectations. Office of Budget and Management Director Tom Johnson has announced that Ohio's budget will be tight due to concerns about K-12 funding, Medicaid, and a decline in sales tax revenue.

However, Vice Chancellor Mackey reported that Director Johnson told Board of Regents staff that he and Governor Taft have been impressed by the partnership among all of Ohio higher education and other agencies – such as the Departments of Education and Development and the Governor’s Workforce Policy Board and Technology Action Board – in crafting the FY 2002-2003 higher education operating budget.

Regent Brown reiterated that the Regents’ message about the higher education operating budget should always be tied to Ohio’s economic viability. Regent Noe mentioned that the General Assembly’s “tax cut mentality” may go away if the Ohio economy keeps slowing down.

Vice Chancellor Mackey reminded the committee that Governor Taft would give his state-of-the-state address on January 24, 2001. He also will present his budget recommendations to the General Assembly on either January 29 or 30.

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. Speakers and presenters are to be determined.

Media Update

Michael Brown, Director of Communications, reported that the release of the *State-Supported Ohio College and University Performance Report*, held Wednesday, December 13, at the Regents’ offices, garnered excellent turnout and coverage by local and statewide media. He also said that there was very good coverage of the release of a national report card on higher education, released in late November by the National Center for Public Policy and Higher Education. Both reports supported what the Regents have been saying for a long time: that Ohio is not yet a leader in effectively using its higher education institutions to prepare citizens for the competitive environment of the 21st century.

Director Brown also reported that Chancellor Chu’s visits to editorial boards around the state resulted in several editorials supportive of higher education and the Regents’ proposed budget for FY 2002-FY 2003. Each editorial lamented the continued underfunding of Ohio higher education. Papers included the Columbus Dispatch, Cleveland Plain Dealer, Toledo Blade, Akron Beacon Journal and the Cincinnati Enquirer.

Regent Noe reiterated that External Relations needs 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 Regents visited the new Ohio Success Express bus on Wednesday, December 13.

Director Brown showed committee members and attendees a revised marketing video for comment. This video will be running concurrently on the Ohio Success Express bus during school and community visits.

Rollout of the Success Express is to be held January 10, 2001, at East High School in Columbus. The event will feature remarks from Governor Taft, new Regents' Chair Jenny Brown, Chancellor Chu, State Rep. Ray Miller, Columbus City Councilman Kevin Boyce, and other state and community leaders.

Ohio's "e/Corridor" Campaign by the Ohio Department of Development

The Committee heard an interesting report from Mark L. Rickel, assistant deputy director of the office of communications for the Ohio Department of Development, on the state's "e/Corridor" campaign. The national campaign is an advertising initiative designed to attract new business to Ohio. The "e" in "e/Corridor" means much more than "electronic" and primarily stands for "enterprise, expertise and education." Mr. Rickel said Ohio's challenge is to attract business and retain graduates, goals that are similar to the Board of Regents.

Vice Chancellor Mackey, Regent Noe, Regent Brown and Regent Adams all agreed that the Board of Regents should build upon the Department of Development's campaign to use for higher education.

Adjournment