

Communications Committee Meeting
Gerald Miller, Chair
Minutes of November 15, 2001

The meeting of the Communications Committee of the Ohio Board of Regents was held at the Regents' offices on the 36th floor. In attendance were the following:

Ohio Board of Regents members:

Gerald M. Miller, Committee Chair
Tahlman Krumm Jr.
Jeanette Grasselli Brown, Chair, Ohio Board of Regents

Ohio Board of Regents staff:

Jamie Abel, Assistant Director of Media & Marketing, External Relations
Harry Andrist, Director, Research & Graduate Programs
Michael M. Brown, Director of Communications, External Relations
Kristina D. Frost, Vice Chancellor of Operations and Secretary to the Board
Deborah Gavlik, Director, Budgets & Resource Planning
Laura M. Massie, Administrator, Public Information & Media Relations
Charlotte Rogge, Administrator, Research & Graduate Programs
Robert Sheehan, Associate Vice Chancellor, Performance Reporting & Analysis

Guests:

John Buttlewerth, Chair, Two-Year Faculty Senate
Larry Christman, Executive Director, Association of Independent Colleges and Universities of Ohio
Jim McCullom, Executive Director, Inter-University Council
Pat Myers, Director of Government Affairs, Kent State University
Terry Thomas, Executive Director, Ohio Association of Community Colleges
Tracey Young, Director of Public Affairs, Association of Independent Colleges and Universities of Ohio

The meeting was called to order by Regent Miller. Regent Miller motioned for approval of the October 18, 2001, minutes. Minutes were unanimously approved.

- The Communications Committee was briefed by Deborah Gavlik on House Bill 405, the Fiscal Year 2002-2003 budget deficit bill, and the Governor's and General Assembly's proposed plans to address the deficit.
 - Since last month, the House and the Senate Finance Committees passed their versions of House Bill 405
 - Higher education wasn't cut any further in either version
 - However, some of the money from the tobacco settlement was taken, and most of the tax increases proposed by Governor Taft were eliminated

- This action threatens the biotechnology funding originally allocated from tobacco settlement money
 - Primary and secondary education's budget was reduced by \$43 million
 - Jeanette G. Brown, chair of the Board of Regents testified last week before Senate Finance
 - Chair Brown had a difficult job to do, because the room was full with others wanting to testify and she ended up testifying some two hours after the session began
 - Her delivery was personal and resonated with legislators; she answered some difficult questions very effectively
 - Chair Brown also suggested to association leaders that they get the message out to the public about how their campuses are cutting costs to counter the argument of rising tuition
 - Mr. Miller suggested that campuses also publicize how they are distributing additional financial aid
- Dr. Harry Andrist of Regents' staff gave an update on the recent activities of The Ohio Plan Study Committee
 - Dr. Andrist and Dr. Garry Walters, along with business leaders from Procter & Gamble, Timken Company and Cleveland Tomorrow, were to give a presentation before the study committee on November 15th
 - Dr. Andrist said the message of business leaders to the study committee is "Go Big or Go Home"
 - Chairman Miller told the committee that it was important to get across to the Ohio Plan Study Committee that Ohio must get the right people and the right talent
 - Chair Brown commented that Ohio has very little in resources compared to Austin, Texas, in terms of eminent faculty and endowment funds
- Garry Walters and Chancellor Roderick Chu met with Ohio Congressman Ralph Regula in Washington about The Ohio Plan
 - Dr. Walters reported that Representative Regula was very receptive to The Ohio Plan and seemed interested in the federal government providing matching funds
 - Congressman Regula emphasized that much work needs to be done before he can present anything concrete to his colleagues, and cautioned that we should also talk to the rest of the Ohio Congressional Delegation
 - Chancellor Chu emphasized to the Congressman that Ohio has not received its fair share of congressional earmarks
- Deborah Gavlik discussed with the committee a brochure design illustrating the Regents' capital planning issues. The brochure will be sent to legislators.
 - Brochure is more personal, has student "stories" to put a face on the issues
 - The brochure will be accompanied by several one-pagers providing data on block obsolescence, the number of public and private institutions and square feet per full-time equivalent student, compared to national averages, the Regents' capital funding formula, and the actual capital budget request.

- Rob Sheehan updated the committee on personnel changes in External Relations
 - Laura Massie has accepted a position at Case Western University. Ms. Massie was thanked by the Regents for her contributions to the Board.

- Dr. Garry Walters gave the committee an update on the work of the “Full State Press” community outreach initiative
 - Per Regent Brown’s previous request, the steering group is now working closely with several localized higher education associations, including the Northeast Ohio Coalition on Higher Education
 - Dr. Walters emphasized that we want to make this a positive message, not negative
 - Chairman Miller agreed with this sentiment, stressing that most people want to bet on a winning team