

**Communications Committee  
Ohio Board of Regents  
Meeting Minutes, June 21, 2001**

The meeting of the Communications Committee of the Ohio Board of Regents was held at The Ohio State University. In attendance were the following:

Ohio Board of Regents members:

Gerald M. Miller, Committee Chair  
Edmund J. Adams  
Tahlman Krumm Jr.  
Thomas W. Noe, Vice Chair, Ohio Board of Regents  
Jeanette Grasselli Brown, Chair, Ohio Board of Regents

Ohio Board of Regents staff:

Michael M. Brown, Director of Communications, External Relations  
Roderick G. W. Chu, Chancellor  
Kristina D. Frost, Vice Chancellor of Operations and Secretary to the Board  
Dr. Jane Fullerton, Director, Education Initiatives & Grant Development  
Deborah Gavlik, Director, Budget & Resource Planning  
Earl S. Mackey, Vice Chancellor for External Relations  
Laura M. Massie, Administrator, Public Information & Media Relations  
Dr. Robert Sheehan, Associate Vice Chancellor, Performance Reporting & Analysis  
Dr. Jonathan Tafel, Associate Vice Chancellor, Academic Affairs & Access

Guests:

Larry H. Christman, President, Association of Independent Colleges and Universities of Ohio  
James McCollum, Executive Director, Inter-University Council of Ohio  
Cindy McQuade, Inter-University Council of Ohio  
Patricia Myers, Director of Government Relations, Kent State University  
Jan Neiger, Office of the Attorney General, Education Section  
Sally Perz, Director of Government Relations, University of Toledo  
Melissa Shearon, Government Relations Coordinator, Association of Independent Colleges and Universities of Ohio  
Terry Thomas, Executive Director, Ohio Association of Community Colleges

The meeting was called to order by Regent Miller. Regent Miller motioned for approval of the April 19, 2001, minutes (no committee meeting held in May). Minutes were unanimously approved.

Vice Chancellor Earl Mackey presented his perspective of the legislative outlook for Ohio higher education. He focused primarily on the impact of term limits and how the dynamics of committee structures change and the responsibility the Board of Regents and Ohio higher education has to develop new strategies to address that change.

Vice Chancellor Mackey suggested that perhaps the Higher Education Funding Commission begin its meetings on the budget earlier and engage the Governor and members of the General Assembly earlier as well so they will be better educated about the issues relating to higher education and its relationship to the economy. State leadership must “buy into” higher education’s message and be part of it.

Vice Chancellor Mackey also suggested that in the upcoming years the Board of Regents again engage future gubernatorial candidates on issues of concern to higher education. The higher education coalition, made up of two- and four-year public and independent colleges and universities must remain united to deliver a coordinated message and develop a stronger grassroots strategy involving presidents, trustees, faculty, alumni, students and parents. There are also issues related to restructuring the committee process in the General Assembly that would enhance higher education’s efforts to put forth its mission before the public.

Given that today is Vice Chancellor Mackey’s final day with the Ohio Board of Regents, several Regents, staff and guests expressed appreciation for his legislative overview and his four years of service to the Board. “I would like to add my appreciation for all Earl has done and I think the words you leave with us are really a framework for our marching orders to move forward as it relates to communications with the legislature and the executive branches,” Regent Miller said.

Michael Brown, Director of Communications, updated the Committee on the communications efforts of the Board. In particular, he mentioned a conversation with the Youngstown Vindicator editorial board. The newspaper discussed a meeting it had with Brian Hicks, Governor Taft’s chief of staff, in trying to put together a series of statewide forums to discuss Ohio’s economic status and that higher education should be a part of those discussions. The connection between higher education and economic development is apparent to the people in (higher education), but it certainly is not apparent to the people of Ohio and our legislators, Regent Miller said.

The meeting was adjourned at 10:50 a.m.