

**Communications Committee
Ohio Board of Regents
Minutes of the Meeting of June 19, 2003**

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

Ohio Board of Regents members:

Edmund Adams
Bruce Beeghly
Jeanette Grasselli Brown

Ohio Board of Regents staff:

Jamie Abel	Harry Andrist
David Barber	Rod Chu
Bret Crow	Jocelyn Frasier
Kris Frost	Jane Fullerton
Cathy Hill	Jay Johnson
Neal McNally	Rich Petrick
Char Rogge	Janet Schilk
Yavonne Stertzner	Jon Tafel
Michael Taggart	Bill Wagner

Guests:

Bob Burke, AICUO
Eric Harrell, Attorney General
Earl Keese, James Rhodes State College
Randy McCullough, James Rhodes State College
Jim Plummer, University of Cincinnati
Al Rodack, The Ohio State University
Bill Shkurti, The Ohio State University
Alice Thomas, Columbus Dispatch
Don Thornhill, Higher Education Authority of Ireland

The meeting was called to order by Regent Beeghly. The minutes of the May 2003 Communications Committee meeting were approved without objection.

Governmental Relations

Associate Vice Chancellor Gavlik briefed the committee on the status of the May edition of *The Issue*, a newsletter produced for legislators and other agenda leaders. Neal McNally presented information on the most recent issue, titled "Research Challenge." This issue explains what Research Challenge is, how the funds are appropriated, and how investment in research and spin-offs can dramatically improve a state's competitive edge. As noted by Dr. Don Thornhill at the Communities, Higher Education and the Changing Economy Conference, Ireland is an excellent example of how investment in research helps boost an economy. Activities supported by Research Challenge also provide additional societal benefits including scientific and medical advances. Mr. McNally thanked Harry Andrist for providing much of the information for this edition. Regent Brown suggested a format change to the Issue. In addition, for a possible follow-up edition, Regent Brown suggested using data that shows that the U.S. in general is falling behind other countries in terms of investment in research.

Ms. Gavlik briefed the committee on the progress of the FY2004-2005 Biennial Budget bill. The conference committee, which worked through the night, was still in session at the time of the Communications Committee meeting. Ms. Gavlik and Shaun Yoder attended the committee to obtain the final provisions of the bill and the budget numbers. Several higher education amendments were adopted, including: a) fee cap language for a total cap of 9.9%; b) additional support for Success and Access Challenge; c) a reduction to the medical line items; d) restored funding of the capital component line item; e) inclusion of the Warren County Community College language (both Regents' amendment and Rep. Raga's amendment); f) inclusion of a study of collocated campuses; and e) the "Don't Laugh at Me" program language with no additional funding. Adoption of additional amendments concerning higher education is possible as the committee continues to meet. Regent Adams expressed his profound opposition to the creation of an additional community college in Warren County at this time. While supportive of the proposal to model the Lorain County Community College University Partnership, Regent Adams said that there is no justification for a new community college at the present time. A motion to oppose the Warren County provision was unanimously approved by the Regents in attendance. The committee discussed the current level of higher education funding in comparison to the funding level for FY2003. In comparison, it would appear that the funding level in FY 2004 and FY 2005 is essentially flat. With projections of a 4.5 % growth in enrollment on top of the additional 16,000 students added in the past year, the funding per student has decreased.

Ms. Gavlik briefed the committee on the Ohio Aspires Scholarship Program. While the Regents do not have an opinion about video lottery terminals, if the legislation passes, a portion of the additional revenues could go to this new scholarship program. This program would help build K-12 student aspiration for higher education by providing a reward for students for academic

preparation. It would also provide qualified students with financial assistance toward college, and would involve students and parents early in financial planning for college. Jon Tafel and Jane Fullerton are working on a one-page document to provide more details of the program. The Chancellor testified about the concept before the Senate State and Local Government and Veterans Affairs Committee. At this time, language in the bill would set aside 30% of proceeds for higher education scholarships. A portion of this would be used for Senator Fingerhut's scholarship program which gives aid to the top 5% of high school students. The remainder of the 30% could be used for the Ohio Aspires Scholarship Program. Vice Chancellor Tafel informed the committee that the development of this particular program began more than a year ago when the idea was proposed to a joint Ohio Board of Regents/ Department of Education meeting. Regent Brown commented that the one constant in schools in which students are achieving great success is completion of math courses at a younger age. Regent Brown also stressed the importance of a true performance measure for the new scholarship program. This will be important to demonstrate the success of the program.

Vice Chancellor Jon Tafel updated the committee on the progress of Senate Bill 2, the implementation of recommendations from the Governor's Commission on Teaching Success. As staff compares the bill to the recommendations of the study there are three concerns. 1) The bill calls for a standards board to oversee teacher education but of the 17 board members, only two are from the higher education community. 2) The bill requires a prescriptive transfer and articulation process for students moving from 2-year institutions to 4-year institutions. The Transfer and Articulation council is best positioned to put these needed articulation agreements in place. 3) Pilot programs have shown that additional clinical hours are needed in teacher education. The bill calls for more pilot programs rather than actual additional clinical hours. Regents' staff continues to meet with Senator Gardner, the sponsor of the bill, to discuss the bill and Regents' concerns.

Outreach

Jocelyn Frasier updated the committee on the KEA (Knowledge Economy Awareness) initiative. To date, 238 presentations have been held. Of these, 208 were held through the EnterpriseOhio project and the remainder through OBR and/or NOCHE efforts. An estimated 5,600 individuals heard the KEA presentation, roughly 37% from the business community. A map of Ohio detailing by county the level of exposure to the presentation was shared with the committee. Regent Brown gave her thanks for a quick turn around on her request for this information. As a result of many of the presentations, some communities are moving forward with a post-conference forum and other community efforts. Phase II of the KEA initiative calls for plans to revisit these audiences with the "KEA supports the Third Frontier" theme. High impact employers and large employers are the target of this phase of the initiative.

Vice Chancellors Kris Frost and Rich Petrick briefed the committee on the Governor's Commission on Higher Education and the Economy. Katherine Canada was appointed the executive director. Don VanMeter and Bob Bolts, key staff on the Governor's Commission on Teaching Success, plan to continue their work with this commission. The announcement of summer meeting dates is expected next week. Staff continues to meet weekly with Katherine Canada.

Bret Crow briefed the committee on the status of the Board of Regents' communications plan. The communications plan was distributed at the communications committee meeting last month and is still in draft form as submission of feedback occurs. Regent Brown complimented the Regents' newsletter and weekly updates.

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