

**Communications Committee
The Ohio Board of Regents
Meeting Minutes, May 18, 2000**

The meeting of the Communications Committee of the Ohio Board of Regents took place at Kent State University Trumbull campus. In attendance were the following:

Ohio Board of Regents' members:

Edmund J. Adams
Jeanette G. Brown
Thomas W. Noe

Ohio Board of Regents' Staff:

Michael M. Brown, Director of Communications, External Relations
Roderick G. W. Chu, Chancellor
Jack Connell, Academic and Access Programs
Shannon Lee, Administrator, External Relations
Earl S. Mackey, Vice Chancellor, External Relations

Guests:

John Buttelwerth, Chair, Faculty Senate
Ray Cumiskey, Vice President of Academic Affairs,
Jefferson Community College
Ron Kirksey, Director of Media Relations, Kent State University
Patricia A. Myers, Director of Government Relations, Kent State University

The meeting was called to order by Regent Noe. Regent Noe motioned for approval of the March 23, 2000 meeting minutes. Minutes were unanimously approved.

Update on Statewide Marketing

Regent Noe and Chancellor Chu updated the committee regarding the current contract discussions underway concerning the statewide marketing campaign. The current strategy is to take a multi-phase approach. The first phase would focus on researching the target audience of high school sophomores and juniors not planning on going to college. An additional goal is to develop community outreach. The Chancellor also mentioned the necessity for performance measures, media strategy and advance work.

Regent Brown noted that during the community outreach phase, certain regions need to be visited to see what already is being done, for example, the Cleveland Scholarship program.

Presentation on Media and Marketing Strategies at Kent State University

Ron Kirksey, Director of Media Relations at Kent State University gave a very informative presentation regarding KSU's current comprehensive, proactive integrated marketing campaign. He also discussed the media event for the May 4th anniversary of the tragic shooting event that happened 30 years ago.

Mr. Kirksey mentioned the current studies, surveys and focus groups focusing on various issues to help develop themes and target audiences. Mr. Kirksey shared the latest updated material, logo change, and publications with the committee that clearly demonstrated the integrated approach being used.

The Chancellor, Regent Noe, and Regent Brown commended Mr. Kirksey on his impressive campaign efforts. Chancellor Chu stressed that the most impressive niche for Kent State is their liberal education approach combined with the focus on applied and practical education. Regent Noe noted that Kent State's regional conferences featuring keynote speakers of high profile alumni have been very successful. Regent Brown mentioned that there has been visible increase in number of the Cleveland Scholarships going to Kent State and that KSU now ranks third after Cleveland State University and John Carroll University.

Capital Bill

Vice Chancellor Mackey gave a brief update on the capital bill. It is expected to go to the Senate floor the week of May 22nd.

SB 286

Vice Chancellor Mackey informed the committee that this bill will go to the full House the week of May 22nd. The legislation relates to clarifying faculty interests in research developed at campuses.

Education Technology Funding - Tobacco Settlement

Chancellor Chu updated the committee on recent discussion with IUC, OACC and AICUO on this issue. There is a developing consensus among the organizations to dedicate these funds to preparing K-12 teachers in using the new technologies in the classroom. He commended those institutions that would not directly benefit from this effort for being far-sighted and for engaging in this effort to address critical state needs.

Fact Book

Vice Chancellor Mackey talked about the new Fact Book being designed for distribution to the candidates for the General Assembly, congressional delegation, media and other constituents. This Fact Book will consist of 6 – 8 pages with information regarding the Ohio higher education system. External Relations is also working on scheduling regional orientation luncheons for the new legislative candidates. Board members will be invited to these luncheons as well.

Ohio Congressional Delegation Visit

Vice Chancellor Mackey met with a number of congressional House Appropriations Committee staff on a visit to Washington, D.C. He shared the Regents' outreach messages. Vice Chancellor Mackey said the congressional staff members are receptive to meeting with the Chancellor and others to discuss higher education priorities in Ohio. A later meeting would be scheduled with the delegation. Regent Brown suggested determining two high priority items to take back to the delegation.

Chancellor Chu added that there is also the need for a SHEEO presence in Washington, D.C. He noted there is a lack of lobbying on behalf of higher education.

Changing the State of Mind

Mike Brown, Director of Communications, updated the committee on current media efforts with Gear-Up, EcomOhio, ONN interviews, and Board meeting coverage. He discussed the themes being developed for the Annual Report. He plans to have a hard copy draft for the next communications committee with a target publication date of late June.

Adjournment