

**Communications Committee  
Ohio Board of Regents  
Meeting Minutes, April 19, 2001**

The meeting of the Communications Committee of the Ohio Board of Regents was held at The Ohio State University's Mansfield Campus. 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

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  
Earl S. Mackey, Vice Chancellor for External Relations  
Laura M. Massie, Administrator, Public Information & Media Relations

Guests:

John Buttlewerth, Chair, Two-Year Faculty Senate  
Larry Christman, President, Association of Independent Colleges and Universities of Ohio  
Patricia Myers, Director of Government Relations, Kent State University  
Jessica Poprocki, Director of Public Affairs, Association of Independent Colleges and Universities of Ohio  
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 March 22, 2001, minutes. Minutes were unanimously approved.

Regent Miller announced that the committee meeting would be only a half hour in length due to a "Committee of the Whole" meeting that would be held at 11 a.m. to discuss serious developments in the higher education budget hearings.

The brief meeting was highlighted by the debut of the Statewide Marketing Campaign's "Community Leaders" video, which was presented by Michael Brown, Director of Communications. The video features former astronaut and U.S. Senator from Ohio John Glenn; Columbus City Councilman Kevin Boyce; Wayne White, Executive Director of the Ohio Appalachian Center for Higher Education; Maria Boss of the Cleveland Scholarship Programs; Jeanette Grasselli Brown, chair of the Ohio Board of Regents; and Regents' Chancellor

Roderick G. W. Chu. The committee discussed the idea of duplicating the video and sending it to all members of the General Assembly. Regent Miller added that the video illustrated a compelling story of why Ohio needs a better educated citizenry.

Michael Brown also discussed a “Next Steps” plan, which involves a timeline for an assessment of the first year of the campaign to be presented at the May meeting. Chancellor Chu advised the External Relations staff to continue to ask the Regents’ various stakeholders if the campaign has begun to have an impact. In addition, Director Brown discussed the need to better reach parents and other important constituencies. He also reported that there already has been a consistent, positive response to the Ohio Success Express from students and community leaders.

Several Ohio College Access Network (OCAN) sites were either strengthened or initiated directly from bus visits and community leaders’ meetings. Regent Miller said he believes that the \$500 million campaign has made a distinct difference in raising the public profile of higher education issues, particularly in areas with underserved populations. Regent Adams agreed, and said he hopes that by raising the profile at the grassroots level, we also raise it with our legislators.

Despite the state budget crunch, Regent Miller stated that he felt the need to continue and to expand the Ohio Success Express program and the overall marketing campaign. Regent Miller said he also believed that the campaign has gained momentum but there is still a huge remaining challenge to get more students into college and change the state’s mindset about higher education.

Regent Miller asked for some outcome documentation in preparation for the May meeting, where assessment of the program will continue.

The meeting was adjourned at 11 a.m.