

**Communications Committee
Ohio Board of Regents
Meeting Minutes, January 18, 2001**

The meeting of the Communications Committee of the Ohio Board of Regents was held at Edison Community College, Piqua, Ohio. In attendance were the following:

Ohio Board of Regents members:

Edmund J. Adams, Acting Committee Chair
Tahlman Krumm Jr.

Ohio Board of Regents staff:

Michael Brown, Director of Communications, External Relations
Kristina D. Frost, Vice Chancellor for Operations
Catherine Hill, Administrator, Workforce Development
Earl S. Mackey, Vice Chancellor of External Relations
Laura M. Massie, Administrator, Public Information & Media Relations

Guests:

John Buttlewerth, Chair, Two-Year Faculty Senate
Larry Christman, Association of Independent Colleges & Universities of Ohio
Roy A. Church, President, Lorain County Community College
Earl D. Keese, President, Lima Technical College
Patricia Myers, Director of Government Relations, Kent State University
Sally Perz, Director of Government Relations, University of Toledo
Melissa D. Shearson, Association of Independent Colleges & Universities of Ohio
Terry Thomas, Executive Director, Ohio Association of Community Colleges
Kenneth A. Yowell, President, Edison Community College

The meeting was called to order by Regent Adams. Regent Adams motioned for approval of the December 14, 2000, meeting minutes. Minutes were unanimously approved.

Operating Budget Strategy/Advocacy

Vice Chancellor Mackey reported that Governor Taft will unveil his Executive Budget on Monday, January 29, 2001. It is expected that the Governor will not provide higher education with the funding required to respond to issues raised by the Regents in the recommended higher education budget. Although we applaud the Governor's commitment to elementary and secondary education, we are disappointed that he will be unable to provide funding for initiatives recommended by the Joint Council that are focused on producing major improvements in education results.

External Relations is actively engaged in preparing Chancellor Roderick G. W. Chu for budget testimony before the full House Finance and Appropriations

Committee, to be held February 1. Following testimony before the full committee, the higher education operating budget will be heard in March before the House Finance Committee's Higher Education Subcommittee.

Vice Chancellor Mackey reported that all but one of the members of the Higher Education Subcommittee were new members. Rep. David Goodman of Bexley chairs the subcommittee. Rep. Ann Womer Benjamin of Aurora is the only veteran of the subcommittee, having served on the subcommittee during the last biennium. The subcommittee consists of four Republicans and two Democrats.

Director Brown also reported that a brochure detailing the higher education budget for state, business and education leaders is being prepared and scheduled to be mailed in early March. Regent Krumm emphasized the brochure should be short and succinct and not too complicated for readers. Regent Adams agreed and said that in these difficult budget times, we should not overwhelm state leaders with too much information.

Statewide Trustees' Conference

Vice Chancellor Mackey reported that the agenda has been tentatively set for the Statewide Trustees' Conference, which will be held Wednesday, March 21, 2001, at The Athenaeum in Columbus. Theme of the conference is "Higher Education: Promoting Prosperity for Ohio." Featured speakers include Governor Bob Taft; former Illinois Governor Jim Edgar; Dr. Neal Lane, former White House Director of Science and Technology Policy under President Clinton; and a panel discussion on higher education featuring Sen. Richard Finan, Sen. Leigh Herington, Rep. Jack Ford and Rep. David Goodman. Speakers will focus primarily on higher education's role in a state's economic development and how science and technology are the keys to prospering in today's digital economy. Regents Adams and Krumm commended External Relations staff for organizing an interesting and information-packed program.

Statewide Marketing Update

Director Brown updated the committee on the Ohio Success Express/Statewide Marketing Campaign. The bus made its public debut at East High School in Columbus on January 10, 2001, and featured presentations by Governor Bob Taft; Regents' Chair Jeanette Grasselli Brown; Chancellor Roderick G. W. Chu; State Rep. Ray Miller of Columbus; and Columbus City Councilman Kevin Boyce. Director Brown also distributed a tentative schedule of bus visits in all corners of Ohio, particularly the Appalachian region and several urban areas. In addition, Director Brown announced the hiring of Jamie Abel as assistant director of media marketing. Mr. Abel, director of communications and marketing at Heidelberg College in Tiffin, Ohio, joins the Regents' staff February 5, 2001, and will be the primary point person on the Ohio Success Express bus.

Media Update

Director Brown and Laura Massie reported that the Chancellor's visits to several editorial boards of the state's larger daily newspapers have produced excellent results. More recent visits at the time of the board meeting included the Toledo Blade, Columbus Dispatch and the Akron Beacon-Journal.

In addition, Director Brown reported that local and state print and broadcast media were out in full force for the Ohio Success Express debut. In addition, Laura Massie took new Regents' Chair Jeanette Grasselli Brown to visit the Columbus bureau of the Cleveland Plain Dealer so she could outline her agenda for the direction of the Board.

Director Brown said he is planning for another conference of campus communications officers for May 2001. Two more conferences will be held in the summer and fall. Regent Krumm said he thought the conferences were an excellent idea and reiterated that it is always important to maintain relationships with the communications officers so we can be aligned in our messages to the public.

Adjournment