

**Communications Committee  
The Ohio Board of Regents  
Meeting Minutes, October 19, 2000**

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

Ohio Board of Regents' members:

Edmund J. Adams  
Jeanette G. Brown  
Thomas W. Noe, Committee Chair  
J. Gilbert Reese

Ohio Board of Regents' Staff:

Michael M. Brown; Director of Communications, External Relations  
Roderick G. W. Chu, Chancellor  
Kristina D. Frost; Director of Operations  
Shannon Lee; Administrator, External Relations  
Earl S. Mackey; Vice Chancellor, External Relations  
Laura Massie; Administrator, External Relations

Guests:

Charmine Ballard, GEAR-UP, University of Akron  
John Buttlewerth, Chair, Faculty Senate  
Carol Cartwright, President, Kent State University  
Laurie Day, The Ohio State University  
Mary Ann Flowers, GEAR-UP coordinator, University of Akron  
Ron Kirksey, Director of Media Relations, Kent State University  
Eric Kreider, University of Akron  
John LaGuardia, Government Relations, University of Akron  
David Maley, Government Affairs, NEOUCOM  
Pat Myers, Kent State University  
Sally Perz, University of Toledo  
Luis Proenza, President, University of Akron  
Pat Roberts, University of Akron  
Marlesa Roney, V.P. for Student Affairs, University of Akron  
Beth Sampsel, Director for University Communications, University of Akron  
Melissa Shearon, Government Relations, AICUO  
Russ Siebert, University of Akron

The meeting was called to order by Regent Noe. Regent Noe motioned for approval of the September 21, 2000 meeting minutes. Minutes were unanimously approved.

## **Operating Budget Strategy**

External Relations is actively engaged in Community Roundtable Breakfasts and media events, a new budget publication, and gaining private sector involvement. Vice Chancellor Mackey discussed a special edition of the Regents' Report focusing on the budget as well as editorial board visits to be scheduled.

Regent Noe advised External Relations to get dates and locations confirmed for additional Community Roundtable Breakfasts. Proposed locations include Kent State University, Ohio University and the University of Cincinnati. Regent Noe also encouraged the confirmation of locations for the legislative orientation luncheons for early December.

Regent Noe inquired about IUC's activities in support of the budget. President Cartwright noted that there are many ongoing conversations in the regions and that she wouldn't be surprised if every institution didn't already have an individual plan. Regent Noe offered the support of the Ohio Board of Regents and would like to continue engaging the colleges and universities as we move forward in collaborative effort.

Regent Noe mentioned that Chancellor Chu was scheduled to make a presentation on the budget to the City Club of Cleveland. President Cartwright suggested making a connection with Brian Tucker who is a Kent State alum and now a publisher for Crain's Cleveland Business newspaper.

Regent Brown requested that there be an effort to keep the board members informed about the Chancellor's schedule by perhaps including it in the News & Information reports on the back of the Chancellor's weekly report.

## **Special Events**

The PIO Conference was held this month at Denison University and attracted over 50 attendees. Rich Petrick, Harry Andrist and Rob Sheehan from the Ohio Board of Regents gave very informative presentations regarding the budget and the proposed performance report. The next conferences are tentatively scheduled for early March, June and October, 2001.

There was a trustee training seminar held on October 13<sup>th</sup>. Regent Krumm gave opening remarks and Chancellor Chu gave a presentation on the operating budget themes. There was some discussion regarding the next Statewide Trustee Conference and

Regent Noe suggested that it be held in conjunction with the Board meeting in March or April if possible.

### **Media and Publications Update**

Michael Brown, Director of Communications, announced that the Fact Book has been very popular and is now in its second printing. The Annual Report and Regents' Profile have also been widely circulated. External Relations will soon be creating a new brochure to highlight the operating budget.

### **Statewide Marketing Campaign Update**

The community visit in Akron took place on October 17<sup>th</sup> and involved University of Akron staff and alumni, key business leaders, and key community leaders. The overall reaction was positive and many expressed an interest and a commitment to participate in the bus test site visit scheduled for November 3 at Central Hower High School. The next community visit was held October 25 in Marietta with a bus test site visit scheduled for November 8 at Warren High School.

There has been an overwhelming response to the letter announcing the Ohio Success Express. Over 1,030 letters were sent out and within 48 hours there were 350 replies. External Relations is in the process of hiring an Associate Director for this campaign. The rollout event for the bus is scheduled for December 13<sup>th</sup>.

### **Marketing an Urban University**

A presentation was given by staff members of the University of Akron. John LaGuardia, Vice President of Public Affairs & Development; Pat Roberts, Director, Alumni Association; and Beth Sampsel, Director of Communications shared marketing strategies and goals for the University of Akron. They are taking a proactive media relations approach, working on improving internal communications, releasing new publications, and airing five different public service announcements. Many of the alumni are involved as ambassadors for the university and are quite active in legislative advocacy. President Proenza also shared some of the overall marketing themes and pointed out that benchmarking studies as well as accurate research is crucial to increasing awareness.

### **Adjournment**