

**Communications Committee  
Ohio Board of Regents  
Minutes of the Meeting of October 17, 2002**

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:

Donna Alvarado  
Edmund J. Adams  
Jeanette Grasselli Brown  
Gerald M. Miller  
Ralph Schey

Ohio Board of Regents staff:

Jamie Abel	Randall Edwards
Jocelyn Frasier	Kris Frost
Deborah Gavlik	Yavonne Stertzler
Garry Walters	

Guests:

John Buttelerwerth, Ohio Faculty Senate  
Linda Carr, University of Toledo  
Laurie Day, The Ohio State University  
Gena Miller, AICUO  
Bill Napier, The Ohio State University  
Pat Roberts, University of Akron  
Robert Sheehan, University of Toledo  
Tracey Young, AICUO

The meeting was called to order by Regent Miller. The minutes of the September 2002 Committee meeting were approved without objection.

**Communications**

Vice Chancellor Frost briefed the committee on the development of the Board of Regents communications plan. The plan is in development to correspond with the three themes arrived at from the Regents retreat. As part of the development, information was gathered internally about our current communications efforts. One conclusion from the information gathering session was the number of publications that come from the Board of Regents office with no distinguishing mark or design tying it OBR. As the development continues, staff has looked at audiences, channels, publications, and partners as part of the communication plan. The first step of the development is to

attempt to inventory the many communication efforts. One conclusion of this analysis tells us that we have done little to reach the Congressional delegation with the Third Frontier Network Partnership as a first attempt. Continuing to cultivate the message, developing publication template, and improving internal communications are some of the next steps. A draft plan will be available in November. Donna Alvarado asked if the Regents monthly newsletter was still produced and added that she liked the sound bites that were made available in these publications. Many suggestions were given by Regents, staff, and guests to add to the document Inventory of Communication Efforts and Products.

Mr. Jamie Abel briefed the committee on the Ohio Higher Ed Update including the following topics:

- Four year graduation success
- Enrollment: A release was prepared for the report to the Board of a 3.7% increase realized this year
- Full State Press presentation coverage
- Curriculum guidelines / Joint Council
- OBR Budget / ODE Budget

## **Outreach**

Ms. Jocelyn Frasier updated the committee on the Knowledge Economy Awareness Initiative. Since the previous Board meeting, there have been three additional presentations. Eight presentations are scheduled for October and November. The second phase of the initiative is beginning with efforts to build community leader group.

Vice Chancellor Garry Walters updated the committee on Compact 2010. In the past several months, Compact 2010 has been developed as a sustained budget strategy. This strategy will involve key Ohio leaders to look at Ohio's situation and set goals for the sectors of high education that extent beyond the current biennium. Compact 2010 has been endorsed by the Funding Commission and the idea will be brought to the Governor's office. The Statewide Economic Summit in conjunction with the Trustees conference planned for spring of 2003 is thought of as the ideal avenue to start this strategy. Many aspects of the Compact 2010 are to be determined therefore updates will continue at future communications committee meetings. Regent Miller suggested a timeline drafted by OBR showing Compact 2010 development from now until October and hold the future commission to this timeline.

## **Governmental Relations**

Associate Vice Chancellor Gavlik briefed the committee on the October edition of the "The Issue," a newsletter produced for the legislators and other agenda leaders. The most recent issue was titled "How Does the State Share of Instruction Formula work?" and gave the reader an overview of the basic

concepts of the formula. The descriptions of the fifteen different models are shown with the corresponding range of actual costs incurred by the campuses. The Issue provides a step by step walk through of the calculation showing the reader how the formula uses the various models and enrollment. The Regents expressed interest in a notebook of past issues for use as reference material.

Ms. Gavlik gave an update to the committee on the Federal relations including the work on the congressional earmarks to higher education Congressman Regula, chairman of the Subcommittee on Labor, Health and Human Services, and Education, has one of the thirteen bills passed. This bill deals with larger close to home issues including education. In past years this is often one of last and most controversial bills passed.

A recent article from the Chronicle gives statistics on earmarks for higher education. Ohio has the seventh largest population but ranks 14<sup>th</sup> for higher education earmarks. The Ohio State University, University of Cincinnati, Case Western Reserve University, Heidelberg College, and Stark State Community College are among Ohio's top recipients of non-shared federal earmarks. Through the Third Frontier Network Partnership, Ohio is hoping to receive a first time state earmark. The lobbying efforts so far include visits with the delegation and staff in both Ohio and Washington D.C. as well as written communication and telephone calls. With the bill currently in the appropriations committee there is additional time for more lobbying efforts. These efforts have also brought attention to some of Ohio's other higher education issues. The developing communications plan will address the need for some sort of on-going communication with the congressional delegation. The Regents suggest continued dialogue at the Federal level and partnering with other governmental relations individuals.

Deborah Gavlik briefed the committee on the OhioLINK 10<sup>th</sup> year celebration. The Voinovich Award for Information Innovation will be presented at the celebration dinner on November 6. A symposium follows the next day with presentations on the future of society, higher education, libraries, and the State of Ohio.

Ms. Gavlik updated the committee on legislation affecting higher education with a 124<sup>th</sup> General Assembly wrap-up. Most bills have not gone far. It was asked if the campuses get a list of legislation affecting higher education.