

**Access and Communications Committee
Ohio Board of Regents
Minutes of the Meeting of October 16, 2003**

The meeting of the Access and Communications Committee was held at Baldwin-Wallace College in Berea, Ohio. In attendance were the following:

Ohio Board of Regents members:

Members of the Access and Communications Committee

Donna M. Alvarado (Committee Chair)

Jeanette G. Brown

Ralph E. Schey

Other Regents in attendance

Bruce R. Beeghly

Thomas W. Noe

J. Gilbert Reese

Ohio Board of Regents staff:

Jamie Abel, Assistant Director for Media Relations

Harry Andrist, Director, Research & Graduate Programs

Roderick Chu, Chancellor

Bret Crow, Assistant Director for Communications

N. Jane Fullerton, Associate Vice Chancellor for Education Linkages & Access

Deborah Gavlik, Associate Vice Chancellor for Government Relations

Darrell Glenn, Director for Performance Reporting and Analysis

Catherine Hill, Administrator, Workforce Development Projects

Jay Johnson, Assistant Director, HEI

Rich Petrick, Vice Chancellor for Finance

Jonathan Tafel, Vice Chancellor for Educational Linkages & Access

Garrison Walters, Vice Chancellor for Academic Affairs & Economic Advancement

Shaun Yoder, Legislative Liaison

Guests:

Chris Baldwin, Owens Community College

Tony Barnes, University of Akron

Linda Carr, University of Toledo

Larry Christman, Association of Independent Colleges and Universities

Larry Corrigan, Ohio University

Willie Houston, Jr., Central State University

Joe Jackson, Clark State Community College

John Kotowski, Ohio University

John McGrath, President, Stark State College of Technology

Pat Myers, Kent State University

Denise Price, Two Year College Faculty Senate – Lorain County Community College

Dwayne Wilson, Tecumseh YMCA

Sonali Wilson, Cleveland State University

The meeting was called to order by Regent Alvarado, who began by sharing her thoughts on the Governor's Commission on Higher Education and the Economy and a recent conversation she had with the Senior Vice President of the Limited Brands regarding customers: who they are and what they want. She explained that thinking about customers may provide a lesson for the higher education community: higher education is a product its customers need, but is higher education attuned to its customers' desires?

Regent Brown noted that the higher education community frequently fails to reach out to the voters of the State of Ohio. She posed the following questions to the committee: what can we do to more effectively reach the public and how can we impact them? She also stated that the higher education community needs a larger, broader marketing base in order to reach more Ohioans. She concluded by stating that the higher education community has made great strides in identifying the needs of the customers it serves, including parents and students, but more work is needed.

Regent Schey explained that more should be done to learn about Ohio's inventors of yesterday and to promote and reward Ohio's inventors of tomorrow. Regent Alvarado noted that this could be done by promoting and marketing the entire learning process. Chancellor Chu explained that Ohio needs to indeed reclaim its position as the "innovative state" – one that fosters critical thinking and invention. He elaborated that the education establishment must commit to an approach that embraces innovation and invention. Along with this approach, the education establishment must also clearly define its goals and how it will achieve those goals.

The Learn and Earn Scholarship Program – Vice Chancellor Jon Tafel and Associate Vice Chancellor Deborah Gavlik

Associate Vice Chancellor Deborah Gavlik presented an overview of the Learn and Earn Scholarship, which was included as a provision in the video lottery terminal (VLT) legislation, S.B. 99. She directed the Boards' attention to the Fiscal Note for S.B. 99 and provided a detailed funding overview of the scholarship program. In addition to providing the funding details of the Learn and Earn Scholarship, Deborah also highlighted details of the Ohio Scholars Program, which is a separate scholarship proposal also included in S.B. 99. The Ohio Scholars program impacts the top ten percent of the graduating class, while the Learn and Scholarship program is a hybrid needs-based and performance based scholarship program that begins when students start earning points for the scholarship in Kindergarten. She also noted that it is the intent of the legislature and staff of the Board of Regents to build a trust fund of more than \$1 billion in order to ensure the longevity of the program. Finally, Deborah clarified that the scholarship in its current form is flexible to allow for the inclusion of additional details as the program evolves.

Vice Chancellor Jon Tafel then explained the academic side of the Learn and Earn Scholarship. He said that the program will accomplish three things: 1) increase student aspiration, 2) promote college awareness and 3) increase academic preparation. The effectiveness of this program stems from its alignment with achievement tests and standards that are already in place for the most part.

Students earn points throughout their K-12 career for meeting the achievement test benchmarks, taking college prep coursework, participating in extracurricular activities, demonstrating good citizenship and exploring post secondary opportunities. Given the close relationship between the scholarship and the state's new academic content standards and assessments, Jon reemphasized that the Joint Council will be intimately involved in the scholarship program through the implementation process.

ECS Report: Closing the Participation Gap – Associate Vice Chancellor Deborah Gavlik

Associate Vice Chancellor Gavlik presented the findings of a recently released report from the Education Commission of the States (ECS) entitled *Closing the College Participation Gap*. The report points out that Ohio would need to enroll an additional 339,810 students (on top of base enrollment) in order to reach the enrollment levels of the top performing states of Rhode Island (ages 18-24) and California (ages 25+). To close this participation gap, the number of students age 18+ enrolled in college would need to grow 56% in 15 years. Additionally the report notes that the U.S. lags other nations in college participation, that gaps in income and race are expanding, and that other dynamics are converging to create a tough market for higher education in the future. Chancellor Chu noted that the Regents informed the Governor's Commission on Higher Education and the Economy that Ohio must work to double its enrollment. This report only confirms those numbers.

Media Report – Jamie Abel, Assistant Director of Communications

Jamie Abel directed the committee's attention to several news stories that have received media attention. Topics covered in the media included supportive editorials for the Governor's Third Frontier Initiative, the Governor's Commission for Higher Education and the Economy, scholarships, record fall enrollment levels, ECS's study on the participation gap, and campus state-of-the-university addresses. Jamie also noted that Baldwin-Wallace College is webcasting live today's Board meeting.

Communications Plan – Bret Crow, Assistant Director of Communications

Bret Crow explained that the emerging communications' plan is closely aligned to the goals of the Ohio Board of Regents, the Knowledge Economy Awareness presentation and the work of the Third Frontier. The plan is a living document, thus it remains flexible to meet the changing needs of the Board. He also pointed out that the document will be modified to incorporate Regent Brown's recommendation to consider strategies for reaching the general public on a deeper level.

Government Relations Report – Associate Vice Chancellor Deborah Gavlik

Deborah explained that S.B. 99 and S.J.R. 8, the vehicle legislation for the video lottery terminal (VLT) and Learn and Earn Scholarship Program and the ballot initiative for the VLT respectively, passed out of the Senate chamber yesterday. S.B. 2, which implements the recommendations of the Governor's Commission for

Teaching Success, also passed out of the full Senate. Separately, Deborah noted that in preparation for the upcoming Capital Budget Bill, the Government Relations team and Capital Development team have been planning and conducting on-site campus visits with legislators, legislative aides, LSC staff, and OBM staff. The meetings have been successful in exposing legislative members and their staffs to the thoughtful capital planning process employed at the university level.

Additional Announcements

In other reported news, Regent Beeghly will be serving as co-chair with the National College Access Network's (NCAN) Tina Milano on the Student Access and Success Council of Ohio. Additionally, it was learned that NCAN, Ohio College Access Network (OCAN), Indiana, and North Carolina access programs each were awarded \$1.9 million grants from the Lumina Foundation to study best practices and policies for higher education access and success.