

**Communications Committee
Ohio Board of Regents
Meeting Minutes, September 20, 2001**

The meeting of the Communications Committee of the Ohio Board of Regents took place at John Carroll University in University Heights near Cleveland. 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
Jeanette Grasselli Brown, Chair, Ohio Board of Regents

Ohio Board of Regents staff:

Jamie Abel, Assistant Director, Media & Marketing
Dr. Harry Andrist, Director of Research and Graduate Programs
Michael M. Brown, Director of Communications
Jack Connell, Administrator, Degree Programs, Private
Institutions and Tuition Reciprocity
Kristina D. Frost, Vice Chancellor for Operations and Secretary to the
Board
Deborah Gavlik, Director of Budgets and Governmental Relations
Cathy Hill, Administrator, Workforce Development
Thomas Rudd, Director, State Grants and Scholarships
Leslie Sawyer, Director, Access Initiatives Programs
Dr. Robert Sheehan, Associate Vice Chancellor for Performance
Reporting and Analysis
Dr. Jonathan Tafel, Vice Chancellor, Educational Linkages and Access
Dr. Garry Walters, Vice Chancellor for Academic Affairs and Economic
Advancement

Guests:

Dr. Christa Adams, President, Owens Community College
Chuck Mann, Vice President for Finance, Owens Community College
John Buttlewerth, Chair, Two-Year Faculty Senate
Larry Christman, Director, , Association of Independent
Colleges and Universities of Ohio (AICUO)
Sally Perz, Government Relations, University of Toledo
Patricia Myers, Director of Government Relations, Kent State University
Jan Neiger, Assistant Attorney General, Attorney General's Office
Melissa Shearon, Government Relations Coordinator, AICUO
Robert Hickey, , Government Relations, Wright State University
Dr. James T. Harris, President, Defiance College

The meeting was called to order by Regent Miller. Regent Miller motioned for approval of the July, 2001 minutes. The minutes were unanimously approved.

Director Deborah Gavlik led a discussion about several government relations outreach efforts. She reported enthusiastic support from Senate and House members assigned to the new Ohio Plan Study Committee. The first meeting of this group, with OBR and other higher education officials, has been scheduled for October 2. The Study Committee is to report its recommendations to the Governor and the General Assembly no later than December 31, 2001..

The DeRolph III decision was briefly reviewed. State leadership response to the release by the State Supreme Court has been mixed. Governor Bob Taft formally asked the Supreme Court to reconsider the amount of funds, more than \$1.2 billion, that is apparently needed to make the funding system constitutional. Senator Richard Finan has publicly ruled out new taxes or additional cuts to state agencies in an effort to respond to the Supreme Court.

Efforts are underway to create a new outreach publication that will support the upcoming Capital Budget effort. Deborah Gavlik and Michael M. Brown, Director of Communications, are leading this effort that targets outreach efforts to key stakeholders starting with legislators. A final product will be completed in late October. Ohio campuses have a high percentage of buildings in need of capital improvements including technology concerns. Director Gavlik defined the issues of block obsolescence as well as the question, "Is Ohio overbuilt?" Regent Adams led a discussion about including the total amount of square footage at Ohio's campuses. He also asked that the term "over-built" be clarified. Regent Miller stated that he was interested in the comparison between community colleges and four-year universities. Regent Krumm suggested that a comparison between Ohio, Michigan, and Pennsylvania would be valuable. There were other concerns about geographic distribution. Associate Vice Chancellor Sheehan mentioned that former Governor Rhodes had closely addressed the statewide distribution issue in the 1960s.

On the issue of establishing a presence with the Ohio Congressional delegation, Regent Tahlman Krumm commented that other states such as New York, are aggressive in this arena He said that Ohio hasn't been assertive in the past. The committee favored an increased and strategic presence targeted at specific, refined messages. Regent Krumm suggested that Ohio be unified in this new effort and to make "an ask" with a strategic purpose. One possible avenue is seeking support for medical education programs in Ohio, he said, rather than a "shopping list" of many options. Vice Chancellor Walters commented that aspects of The Ohio Plan might be options for Ohio's Congressional leaders to consider. Director Gavlik reported that Senator Mike DeWine has already called OBR to inquire about the Ohio Plan.

Senate Bill 116 was discussed at length. Regent Tom Noe and other Regents voiced concerns about the language of the bill. There is concern that proprietary schools other than Phoenix and DeVry could be considered under this proposed legislation. The committee discussed the implications of the language and the intent and members asked for changes to be suggested to the

sponsor. A key concern was the use of the word “govern” to describe the Board of Regents’ role. Other concerns targeted the need to remain institution specific and the economic implications of the bill.

Vice Chancellor Sheehan said that due to time constraints, there would be no discussion of communications and media outreach other than distribution of a new service. A comprehensive index of all recent newspaper coverage will be attached each month to samples of supportive and analytical editorial messages.

Vice Chancellor Garry Walters briefly outlined the developing Full State Press outreach and marketing effort. He reported that sector leadership sources have participated eagerly in the construction of a grass-tops outreach program that will result in statewide presentations. He reported that there are many people in Ohio not aware of what the Knowledge Economy is and Ohio’s precarious position in the Knowledge Economy. He said the Full State Press effort would entail a tremendous amount of work to schedule and accomplish what he called “thousands of presentations” around the state.

The meeting was adjourned at 11 a.m.