

**Communications Committee
The Ohio Board of Regents
Meeting Minutes, July 20, 2000**

The meeting of the Communications Committee of the Ohio Board of Regents took place at Lorain County Community College. In attendance were the following:

Ohio Board of Regents' members:

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

Ohio Board of Regents' Staff:

Michael M. Brown; Director of Communications, External Relations
Kristina D. Frost; Director of Operations
Patty Klein; Chancellor's Office
Shannon Lee; Administrator, External Relations
Earl S. Mackey; Vice Chancellor, External Relations
Laura Massie; Administrator, External Relations

Guests:

Marcia Ballinger; Director of Marketing & Media Relations, Lorain County Community College
Larry Christman; President, Association of Independent Colleges and Universities of Ohio
Roy Church; President, Lorain County Community College
Ron Rutti; Reporter, Plain Dealer
Sandra Svoboda; Reporter, The Blade
Terry Thomas; Executive Director, Ohio Association of Community Colleges
Phyllis Thompson; Dean, University of St. Francis
Paul Unger, Owens Community College

The meeting was called to order by Regent Noe. Regent Noe motioned for approval of the June 22, 2000 meeting minutes. Minutes were unanimously approved.

Update on the Statewide Marketing Campaign

Director Mike Brown updated the committee on beginning Phase I of the Statewide Marketing Campaign. This phase will involve conducting three focus groups (inner-city, urban, and suburban). The first focus group is scheduled for July 20th at Warren High School in Marietta, Ohio. Jim Mitchell from Northlich will conduct the focus groups targeting sophomores and juniors.

Terry Thomas asked if this was the right age group to target. President Church felt that a whole continuum needs to be explored but that this age group is definitely a prime target. Larry Christman agreed that this is a good age group to analyze because they are deciding whether or not to go on to college at this point in their lives.

“Marketing the Digital Economy” Presentation

President Roy Church and Marcia Ballinger, Director of Marketing and Media Relations gave a power point presentation illustrating LCCC’s integrated marketing approach to address significant community needs and challenges. The marketing approach includes key media strategies; direct mailings of CD-ROMs, videos, and newsletters; and ongoing public opinion surveys.

President Church said that there is a deep connection between economic development, education and the quality of life. He also highlighted the partnership initiative of the computer science and engineering program between the University of Toledo and LCCC.

Legislative Activities

Vice Chancellor Mackey commented that the joint panel on K-12 education funding will be meeting on July 25th with the coalition group that filed the DeRolph case. As a side note, proficiency exams will likely become a major issue in the next legislative session.

Vice Chancellor Mackey also mentioned that discussions have continued with the Office of Budget and Management (OBM) on the use of funds for education technology included in the tobacco bill.

Vice Chancellor Mackey updated the committee on the Higher Education Funding Commission meeting. He said that four main themes are under discussion: information technology, the Ohio Plan, continued support for the performance line items funding, and emphasis on K-16 education.

Regent Adams asked if there was any legislative reaction to the Florida tobacco settlement. Vice Chancellor Mackey responded that there has been some concern as to how it would impact the funding coming into Ohio and that was one of the reasons for lowering the payout to 12 years.

Updates on Special Events

Shannon Lee gave an update on the recent Professional Development seminar for public and private college and university information officers. This conference was attended by about 50

individuals and held at Ohio University – Lancaster campus. There was much enthusiasm and interest expressed about these seminars and about the Board of Regents’ statewide marketing campaign. The next seminar will be held on October 27th at Denison University.

Shannon Lee also discussed the upcoming trustee training event to be held on October 13th on the 31st floor of the Riffe Center in Columbus. She noted that this is a one-day event involving presentations from the Board of Regents as well as the Office of the Attorney General, Office of the Auditor, and the Ethics Commission.

Mike Brown informed the committee that there will be regional community roundtable breakfasts scheduled for early fall and board members are encouraged to attend. More information will be shared once details are confirmed.

Adjournment