

COMMUNICATIONS COMMITTEE
Ohio Board of Regents
Meeting Minutes, July 19, 2001

The meeting of the Communications Committee of the Ohio Board of Regents was held at Wright State University. 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 of Media & Marketing, External Relations
Kristina D. Frost, Vice Chancellor of Operations and Secretary to the Board
Deborah Gavlik, Director, Budget & Resource Planning
Laura M. Massie, Administrator, Public Information & Media Relations
Charlotte Rogge, Administrator, Research & Graduate Programs
Thomas Rudd, Director of State Grants & Scholarships
Leslie J. Sawyer, Director, Access Initiatives Programs
Dr. Robert Sheehan, Associate Vice Chancellor, Performance Reporting & Analysis
Dr. Jonathan L. Tafel, Vice Chancellor for Educational Linkages & Access
Dr. E. Garrison Walters, Vice Chancellor, Academic Affairs & Access

Guests:

Dr. John Buttlerwerth, Chair, Two-Year Faculty Senate
Larry Christman, President, Association of Independent Colleges and Universities of Ohio
James McCollum, Executive Director, Inter-University Council of Ohio
Patricia Myers, Director of Government Relations, Kent State University
Jan Neiger, Office of the Ohio Attorney General, Education Section
Melissa Shearon, Government Relations Coordinator, Association of Independent Colleges and Universities of Ohio
Terry Thomas, Executive Director, Ohio Association of Community Colleges
Cindy Young, Director of Communications, Wright State University

The Communications Committee had a shortened meeting today due to the announcement of the Eminent Scholars Awards by Governor Bob Taft and Chancellor Roderick G. W. Chu from Columbus. Minutes of the June 21, 2001, communications committee were unanimously approved.

Deborah Gavlik, Director of Budget and Resource Planning and the Board's new liaison to the legislature and higher education associations, reported on recent conversations she and Chancellor Chu had with several legislative staff and legislators, including Senate President Richard Finan.

Common themes in their conversations included:

- Board of Regents' message – right on the mark – they didn't see how we could have improved on the message much
- Concerns about a “disjointed” lobbying structure – makes the entire effort less effective than it otherwise could be, meaning that the disjointed structure makes it easier to pit one sector of higher education against another
 - We need to work harder with all sectors of higher education and present a united front: “United we stand, divided we fall”
- Legislators and their staffs “feel guilty” that higher education did not receive more funding, and if money becomes available, they believe higher education would be the first priority
- Basic information about how higher education is funded is needed; must make it easier to understand
- Higher education needs a “champion” in the legislature – someone who will make sure that particular initiatives are carried out

Director Gavlik reported that Chancellor Chu asked President Finan for his “advice for the future”:

- We must understand the circumstances the legislature is in and work within those parameters
- He said there were “conflicting signals” from colleges and universities and the Board of Regents and in the end he and the Speaker “set up the deck chairs” for the higher ed budget
- He said this budget was unlike other budgets – the caucus actually went through the budget line by line, which will likely happen in future budgets
- Therefore, we'd better teach them about each line item and how they affect different campuses and how they're intertwined
- Task Force on the State Share of Instruction will be very important – they will need input from us and both the two-year and four-year sectors
- Feels that tuition increases “going OK”

Associate Vice Chancellor Robert Sheehan explained in brief about the new structure for External Relations, but will be discussed more in-depth at September meeting.

Vice Chancellor Garry Walters reported on a new “outreach” effort – called the “Full State Press” – which consists of several forums around the state to several public and business organizations to help communities understand fully the new “Knowledge Economy” and what it means for Ohio

Jamie Abel, assistant director of media and marketing, gave us a brief synopsis of the Ohio Success Express program and its results. You have a copy of the full report and an executive summary in your packets. While it is currently not funded in the current fiscal year, he gave us some data on the following:

- The bus traveled more than 10,000 miles to nearly 5,000 students at 28 high schools
- Traveled to 17 different counties around the state
- Made 11 community access stops and held 19 community leader meetings with 423 invitees and 188 attendees
- Included among Education Team volunteers 163 individuals from 61 Ohio campuses and 59 individuals from 30 partner organizations
- Drew media coverage at each stop; more than 5.8 million media impressions
- Marietta and Lima are currently developing an OCAN site, sparked by Success Express visits
- Steubenville, Dayton, Crooksville, Gallia County and Toledo among several interested areas cultivated for OCAN site development