

**BOARD OF REGENTS and its  
ad hoc MARKETING, PUBLICITY AND PUBLIC SAFETY COMMITTEE  
NEVADA SYSTEM OF HIGHER EDUCATION**

Fitness Center  
Great Basin College  
1500 College Parkway, Elko  
Thursday, September 5, 2013

Video Conference Connection from the meeting site to:  
System Administration, Las Vegas  
5550 W. Flamingo Road, Suite C1, Conference Room  
and  
System Administration, Reno  
2601 Enterprise Road, Conference Room

Members Present: Mr. Cedric Crear, Chair  
Mr. Robert J. Blakely, Vice Chair  
Dr. Mark W. Doubrava  
Dr. Jason Geddes  
Dr. Jack Lund Schofield

Others Present: Mr. Daniel J. Klaich, Chancellor  
Mr. Scott Young, Deputy Chief of Staff to the Board of Regents  
Ms. Crystal Abba, Vice Chancellor, Academic and Student Affairs  
Ms. Marcia Turner, Vice Chancellor, Health Sciences  
Ms. Constance Brooks, Assistant Vice Chancellor, Government  
and Community Affairs  
Dr. Stephen G. Wells, President, DRI  
Mr. Bart Patterson, President, NSC  
Dr. Neal Smatresk, President, UNLR  
Dr. Carol Lucey, WNC  
Mr. John Kuhlman, NSHE

Faculty senate chairs in attendance were Dr. Alan McKay, DRI; Mr. Thomas Reagan, GBC; Ms. Dani Chandler; System Administration; Mr. Ron Marston, TMCC; Dr. Swatee Naik, UNR; and Ms. Holly O'Toole, WNC. Student body presidents in attendance were Mr. Deuvall Dorsey, NSSA- NSC; Ms. Stephanie Prevost, SGA-TMCC; Mr. Michael Gordon, GPSA-UNLV; Mr. Ziad Rashdan, ASUN-UNR; and Ms. Alejandra Leon, ASWN-WNC.

*For others present, please see the attendance roster on file in the Board office.*

Chair Cedric Crear called the meeting to order at 8:09 a.m. with all members present except Regent Schofield.

1. Information Only-Public Comment – None.
2. Information Only-Welcome and Introductions – Chair Crear facilitated Committee introductions and welcomed members.

Chair Crear said his professional field is in advertising. He felt the marketing and publicity brand for NSHE institutions should contain more of a message with more exposure. He is hoping the Committee will provide assistance to the campuses to achieve this goal.

Chair Crear said security issues were addressed in the Cultural Diversity & Security Committee some years ago, but now there are new issues to be addressed. He would like to keep ahead of important safety matters rather than just reacting to circumstances when they occur.

Vice Chair Blakely asked Mr. Scott Young, Deputy Chief of Staff to the Board of Regents, to enlighten the Committee about the marketing, publicity and public safety codes currently in place (*on file in the Board office*). Vice Chair Blakely suggested there might be processes and techniques from the Cultural Diversity Committee that could be brought forward.

Regent Schofield entered the meeting.

3. Information Only-Discussion of Committee Charge – Chair Crear led a discussion concerning the organization and charge of the Committee.

Regent Geddes agreed there have been issues with marketing; there have been many plans, but none were cohesive. He would be interested to see a marketing plan tie in with K-12.

Regent Geddes felt security issues should not be taken for granted and encouraged taking a fresh look at what is in place.

Regent Schofield thought the area of publicity and marketing has fallen down. He recommended reaching out to the athletic community to raise awareness.

Mr. Daniel J. Klaich, Chancellor, asked the type of marketing the Committee would like and how to go about it because the brand for each institution is different. He would appreciate guidance from the Committee.

Vice Chair Blakely recommended the institutions present their current marketing approaches, and then see what the Committee can do from that point. He felt a baseline view was necessary before proceeding.

3. Information Only-Discussion of Committee Charge – (continued)

Regent Doubrava thought marketing would help with the identity of each individual institution. The second effect will reflect on K-12 being informed of a higher level of education.

Dr. Michael Richards, President, CSN, is looking forward to sharing CSN's marketing/public relations efforts. He was not sure if institutions are prepared if an emergency should occur and questioned what should be done, day-to-day, to ensure safety. President Richards stated CSN has the Incident Command System which is a powerful tool to acquaint faculty, staff and students with the procedures to follow in an emergency situation.

Regent Geddes thought it was beneficial for each institution to have a marketing plan. He thought it more valuable to build on being a System-community because it establishes a consistent brand, with each institution making up the strength of the System. He felt if one institution does not fit a student's requirements it is best to have other alternatives to offer within the unity of the System. Regent Geddes believed the community is not aware of the huge impact the System has on the state. Chair Crear agreed and felt it was important to point out the value of the state's institutions.

Chancellor Klaich encouraged the Committee to view the definition of marketing to include messaging, which will be extremely instrumental with the legislative body. He said reports are prepared and sent to the Legislature constantly, however, there is no consistent format to the covers of those reports. He thought consistency and repetitiveness will help with messaging. He recommended finding support to help with that effort.

Dr. Neal J. Smatresk, President, UNLV, felt it important to know the goal. The students should have the best education possible to produce the workforce for the state. He would like the core values of the System continuously reiterated because marketing stems from beliefs, and it is easier to sell what you believe in. While every institution is part of the System, the accountability of each is to maintain their identity. The essential theme should be on communications and consistency in those efforts.

President Smatresk believed the issue was funding adequacy and what Nevada wants. Nevada appears to want many things, but Nevada has to pay for what it wants. He said the real audiences to impact are the decision makers and donors who drive what happens in the state. He felt the Board should speak as a unified voice on how to progress as a System in order to serve the state knowing there will be problems with the growth of the population in the coming years.

4. Information Only-Marketing and Publicity Planning – The Committee discussed the necessary steps and decisions to be made in the planning process for marketing and publicity goals and timelines for that decision process.

Chair Crear does not think many institutions set money aside for marketing and branding. Marketing begins with the budget. The next step is to assign an internal or external agent to take control of the brand and brand development. Chair Crear does not see a lot of this happening within the System. He felt CSN understands its market and who its audience is. The number of full-time equivalent (*FTE*) enrollment is proof of CSN's marketing success and brand recognition.

Chair Crear thought it vitally important for NSHE to have System-wide branding and to ensure there is consistent messaging while still maintaining the unique identities of each institution. The message has to be geared towards encouraging students to attend an NSHE institution.

Chair Crear would like to review each institution's budget for advertising and marketing, including samples of what has been done, at the next meeting. He is looking for relevant input. The Committee can then determine a course of action. Chair Crear indicated Mr. John Kuhlman, Manager of Public Information, will provide information on what other systems are doing in regard to communication efforts.

Regent Geddes believed in the differentiation of each institution as part of the overall branding. He requested a presentation on the criteria forming the *US News & World Report* annual college rankings because so many parents use this report as a guide. Similarly, he would like an explanation regarding the differences with RU/VH: Research Universities (very high research activity), RU/H: (high research activity), DRU: Doctoral/Research Universities, and a presentation on the NSHE Bubble Map web project.

Mr. Bart J. Patterson, President, NSC, expressed enthusiasm about the Committee putting the spotlight on these issues. Public institutions are often criticized for utilizing marketing dollars. A small institution has to be creative to get the message out, but a larger brand for higher education will help.

Dr. Stephen Wells, President, DRI, is concerned about funding and hoped there may be creative ways to support the marketing. Chair Crear felt perhaps DRI would advertise on a federal level for federal research dollars, for example. President Wells said, to that point, it is critical given that research institutions are looking to have greater partners with industry, which is a different type of marketing. This may be an opportunity for the Committee to look to the future to increase the ability of partnering with industry and to determine what kind of marketing strategies and capabilities it will take. President Wells would like this to be one of the top aspects for the Committee to look at.

President Wells thought it important for the faculty to understand the perceptions of the brand and marketing. Chair Crear agreed some institution college departments manage

4. Information Only-Marketing and Publicity Planning – (continued)

in silos – many do not appreciate the needs of the others. President Wells felt the opportunity for the System to brand itself revolves around a comparison with the University of California (UC) system. The UC system spends millions of dollars to compete institution against institution. He noted Nevada has a System that interacts and works together in a very fluid and effective way – it distinguishes the System.

Chancellor Klaich said to be mindful of who the natural partners and natural helpers might be. There are many ties wanting the System and the state to succeed. Chancellor Klaich recommended asking these people to help. Chair Crear agreed, but indicated the specifics have to be set and in place first.

Chair Crear stated public relations is different than marketing and advertising. A press release is not the end of public relations. He recommended future discussion about sports and athletic marketing. Athletics is a gateway to the institution. Gateways tie into the overall brand of the university.

5. Information Only-Public Safety Planning – The Committee discussed the necessary steps and decisions to be made in the planning process for public safety goals and timelines for that decision process.

Chair Crear would like the public safety and security plans to be reviewed. He would also like the security chiefs to give a presentation at the December 2013, meeting. Examples of the discussion would include sexual harassment, harassment of gays, lesbians and trans-genders, hate crimes, and how they affect the campus.

Regent Geddes would like the security chiefs to address shared services, how they work with each other in a geographical area, how they interact with the police and fire departments and what the interaction with the entire emergency management community is in the region. He would like to hear their 20 year plan.

6. Information Only-New Business – Chair Crear indicated the new business items were all those points mentioned throughout the meeting to be placed on the next agenda or agendas to follow.

7. Information Only-Public Comment – None.

The meeting adjourned at 10:14 a.m.

Prepared by: Nancy Stone  
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