

Minutes are intended to note (a) the date, time and place of the meeting; (b) those members of the public body who were present and those who were absent; and (c) the substance of all matters proposed, discussed and/or action was taken on. Minutes are not intended to be a verbatim report of a meeting. An audiotape recording of the meeting is available for inspection by any member of the public interested in a verbatim report of the meeting. These minutes are not final until approved by the Board of Regents at the March 2014, meeting.

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

Student Union, Ballroom A
University of Nevada, Las Vegas
4505 S. Maryland Parkway, Las Vegas
Thursday, December 5, 2013

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
Dr. Marcia Turner, Vice Chancellor, Health Sciences
Dr. Constance Brooks, Vice Chancellor, Government
and Community Affairs
Dr. Steven Zink, Vice Chancellor for Information Technology
Dr. Michael Richards, President, CSN
Dr. Stephen G. Wells, President, DRI
Dr. Mark Curtis, President, GBC
Dr. Maria Sheehan, President, TMCC

Faculty senate chair in attendance was Mr. Ron Marston, TMCC. No student body presidents were in attendance.

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

Chair Cedric Crear called the meeting to order at 8:48 a.m. with all members present except Regent Schofield.

1. Information Only-Public Comment – None.
2. Approved-Minutes – The Committee recommended approval of the minutes from the September 5, 2013, meeting (*Ref. IF-2 on file in the Board office*).

Regent Geddes moved approval of the minutes from the September 5, 2013, meeting. Vice Chair Blakely seconded. Motion carried. Regent Schofield was absent.

3. Information Only-Community College Marketing and Publicity Efforts – The Committee heard marketing and publicity presentations from representatives of the College of Southern Nevada, Great Basin College, Truckee Meadows Community College and Western Nevada College (*Refs. MPPS-3a, MPPS-3b, MPPS-3c and MPPS-3d on file in the Board office*).

Mr. David Morgan, Director of Marketing, CSN, gave a PowerPoint presentation to the Committee. Chair Crear asked about the overall budget. Mr. Morgan said in fiscal year 2013 the marketing budget was approximately \$675,000 total. The budget for fiscal year 2014 is \$650,000. Chair Crear felt CSN does an excellent job getting the message out. He noted the CSN budget is greater than most of the other institutions and it shows in brand awareness in the community, enrollment and accessibility. Chair Crear felt CSN gets a return on marketing and publicity and it is recognized. He thought the other institutions are not as aggressive, and it shows.

Mr. John Rice, Chief Development Officer at GBC, and Executive Director of the GBC Foundation, gave a PowerPoint presentation to the Committee. Marketing costs are \$98,000, of which \$20,000 is revenue generated from the GBC Media Services Department. Chair Crear noted two percent of the overall budget is not much toward marketing and advertising. Mr. Rice felt the enrollment numbers showed there is GBC brand awareness. He would like to see a more cohesive effort coming from the entire institution if more money was available.

Regent Geddes would like a report of the marketing budgets from other colleges and universities, both public and private, and the respective percentage the marketing budget is to the institution's overall budget.

Mr. Kyle Dalpe, Director, Institutional Advancement, TMCC, gave a PowerPoint presentation to the Committee. Chair Crear felt the marketing budget was low and to reduce it in the next fiscal year, as Mr. Dalpe indicated, would not produce the return TMCC is looking for. Mr. Dalpe stated TMCC is looking for additional funds to maintain its position.

Ms. Ann Hansen, Director of Information and Marketing Services, WNC, gave a PowerPoint presentation to the Committee. She indicated the operating budget was reduced by 17 percent or \$115,000 in 2013. Ms. Hanson thought the marketing was successful because the full-time equivalent was up at all WNC campuses. Vice Chair Blakely felt WNC is doing a good job with limited resources.

4. Information Only-NSHE Mission Statement (Agenda Item #5) – Chair Crear initiated a discussion of the potential revision to the mission statement for the Nevada System of Higher Education (*Handbook, Title 4, Chapter 1, Section 1*) (*Ref. MPPS-5, on file in the Board office*).

Chair Crear indicated sample mission statements were distributed to the Committee (*on file in the Board office*). He would like to suggest to the Chairman of the Board, Kevin J.

4. Information Only-NSHE Mission Statement (Agenda Item #5) – (continued)

Page to appoint a task force, headed by Mr. Daniel J. Klaich, Chancellor, and one member from each institution. The task force will review the current mission statement and make recommendations, if any, to the ad hoc Marketing, Publicity and Public Safety Committee at the March 2014, meeting.

5. Information Only-Community College Public Safety and Cyber Security (Agenda Item #4) – Dr. Michael J. Richards, President, CSN, provided an overview of CSN’s respective public safety and cyber security plans (*Incident Command System Booklet for Schools, Colleges and Universities on file in the Board*).

President Richards said at CSN security and cyber-security is an issue of gravity. He spoke to the points of: mass communication capability; internal training; external training; drills, equipment enhancement; written plans and communications; and cyber-security.

Due to a time constraint, Chair Crear requested the remainder of these presentations from GBC, TMCC and WNC be postponed to the March 2014, meeting.

6. Information Only-New Business – Regent Geddes reiterated he would like a report of the marketing budgets from other colleges and universities, both public and private, and the respective percentage the marketing budget is to the institution’s overall budget. He would also like a discussion about cookies and branding for the campuses to incorporate Nevada in the Nevada System of Higher Education, identify opportunities, and how it might work.

Chair Crear wondered if Chancellor Klaich could create a shell, or outline, creating a state-wide, cohesive branding campaign for NSHE that would extend to an overall messaging campaign. Each institution would contribute and get more bang for their bucks. Chair Crear would like something by the March 2014, meeting, if possible.

7. Information Only-Public Comment – None.

The meeting adjourned at 10:20 a.m.

Prepared by: Nancy Stone
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to the Board of Regents

Submitted for approval by: R. Scott Young
Deputy Chief of Staff to the Board of Regents