



**MINNESOTA STATE**  
Board of Trustees

**AGENDA ITEM SUMMARY**

**NAME:** Executive Committee

**DATE:** January 8, 2025

**TITLE:** Proposed Committee Charter Revision: Outreach and Engagement Committee

Action

Review and Discussion

*This item is required by policy*

**PRESENTERS**

Noelle Hawton, Chief Marketing and Communications Officer

Kathy Sheran, Outreach and Engagement Committee Chair

**PURPOSE**

The charter of Outreach and Engagement Committee has been reviewed and revisions are being proposed. Suggested revisions are included below with additions in red underlining and deletions in ~~red strikethrough~~.

**Outreach and Engagement Committee Charter**

**Purpose:**

Outreach and Engagement is a committee charged with assisting the Board of Trustees in fulfilling its governance responsibilities in the arena of key stakeholder engagement and how Minnesota State tells its story, fosters a society-wide understanding of public higher education systems, and articulates its value proposition to both public and private stakeholders as an invaluable public good. It will be a communication channel for the board and an opportunity for the board to develop expectations, offer input and oversight, and receive assurances regarding stakeholder engagement. The Committee shall meet at the call of the committee chair.

The Outreach and Engagement Committee shall not act on behalf of the board unless specifically delegated to do so by the board.

**Committee Structure:**

The Outreach and Engagement Committee of the board shall consist of no fewer than five members to be appointed by the chair of the board annually.

**Authority:**

The principal elements of the Charter of the Outreach and Engagement Committee are:

1. To provide counsel regarding the approach to engaging stakeholders, such as:
  - a. Strategic messaging
  - b. Message delivery channels and coordination across the state
2. To provide advice, counsel, and make recommendations to the chancellor, chief marketing and communications officer, ~~and~~ government relations director, workforce and economic development executive director, and foundation services system director regarding critical strategic engagement, relationship-building, and cohesive, unified messaging to key stakeholders, such as:

Marketing and Communications

- a. Students, both current and prospective
- b. Families, mentors, employers, and other influencers

Value of Higher Education as a Public Enterprise

- c. Government agencies and legislators at both the state and federal level

Stewardship of Place

- d. Business / labor/**economic development** partners
- e. Business / labor community leaders
- f. Pre-K-12 partners

Advancement

- g. collegeCollege and university foundation relations and development
- h. Major foundations and other philanthropic organizations
- i. Non-profit and community organizations
- j. Residents of Minnesota