



**Outreach and Engagement Committee
Meeting Minutes
May 16, 2023**

A meeting of the Outreach and Engagement Committee of the Board of Trustees was held on May 16, 2023, in the McCormick Room, 4th Floor.

Committee members present: Dawn Erlandson, Chair; Jerry Janezich, Vice Chair; Alex Cirillo, Jim Grabowska, and Cheryl Tefer.

Other board members present: Victor Ayemobuwa, Jay Cowles, Tim Huebsch, Roger Moe, April Nishimura, Kathy Sheran, and George Soule.

Staff present: Devinder Malhotra, Chancellor; Noelle Hawton, Chief Marketing and Communications Officer, and Barbara Hein, Director of Marketing.

The meeting materials for this meeting are available [here](#), starting on page 44. An audio recording of the meeting is available [here](#).

Committee Chair Erlandson called the meeting to order at 11:00 a.m.

Agenda Item 1: Approval of the Meeting Minutes for April 18, 2023

Committee Chair Erlandson asked if there are any changes or amendments to the minutes then asked for a motion to approve. Trustee Grabowska made the motion and Trustee Cirillo provided a second.

The minutes were approved unanimously.

Agenda Item 2: Brand Outreach and Engaging Adult Learners

Committee Chair Erlandson invited Noelle Hawton, Chief Marketing and Communications Officer, along with Barbara Hein, Director of Marketing, to present on Minnesota State brand research and marketing approaches, as detailed in the meeting materials.

Committee Chair Erlandson invited Audrey Bergengren, Vice President of Strategic Enrollment and Marketing, and Laura Lindahl, Director of Marketing and Communications, at Metro State University, to present on reaching the contemporary learner, as detailed in the meeting materials.

Chair Erlandson invited Jeffrey Wild, Vice President of Advancement and Outreach, and Nichole Aber, Director of Marketing and Communications, at Alexandria Technical and Community College, to present on adult learner initiatives, as detailed in the meeting materials.

The meeting materials for the Minnesota State, Metro State and Alexandria Technical and Community College presentations begin on [page 19](#).

This being an informational item, there was no vote taken.

Adjournment

The committee chair adjourned the meeting at 11:50 a.m.