



MINNESOTA STATE
Board of Trustees

AGENDA ITEM SUMMARY

NAME: Board of Trustees

DATE: January 29, 2025

TITLE: Proposed Committee Charter Revision: Outreach and Engagement Committee

Action

Review and Discussion

This item is required by policy

PURPOSE

Proposed changes to the Outreach and Engagement Committee Charter were reviewed and approved by the Executive Committee at its January 8, 2025 meeting. The revised committee charter is included below. Approved revisions are noted with additions in red underlining and deletions in red strikethrough.

RECOMMENDED COMMITTEE MOTION

The Executive Committee recommends the Board of Trustees approve the proposed revisions to the Outreach and Engagement Committee charter.

Date Presented to the Executive Committee: 01/08/2025

Date Presented to the Board of Trustees: 01/29/2025

Date of Implementation: 01/29/2025



Outreach and Engagement Committee Charter

Approved ~~June 22, 2022~~ *January 29, 2025*

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