
**MINNESOTA STATE COLLEGES AND UNIVERSITIES
BOARD OF TRUSTEES
DIVERSITY AND MULTICUTURALISM COMMITTEE
MEETING MINUTES
January 19, 2010**

Diversity and Multiculturalism Committee Members Present: Trustees Duane Benson, Chair; Clarence Hightower, Vice Chair; Christopher Frederick, Louise Sundin; Terri Thomas

Diversity and Multiculturalism Committee Members Absent: Tom Renier,

Other Board Members Present: Trustees Cheryl Dickson, David Paskach, Christine Rice, Scott Thiss, James Van Houten.

Leadership Council Members Present: Dr. Whitney Harris, Executive Director; President Phil Davis.

A meeting of the Diversity and Multiculturalism Committee was held on January 19, 2010, at Wells Fargo Place, 4th Floor Board Room, 30 7th Street East, St. Paul. Chair Benson called the meeting to order at 12:34 p.m.

1. Minutes of the November 17, 2009 Diversity and Multiculturalism Committee

The minutes of the November 17, 2009 meeting were approved as written.

2. Diversity and Multiculturalism Update

1) Planning

- The staff of the Diversity and Multiculturalism division completed 17 campus meetings/work sessions since the last Board meeting. The purpose of those sessions is to help campuses develop accountability measures and implement their diversity and anhe

recruitment program that includes the brochures and web site in multiple languages and also the bus ads. The National Association of Diversity Officers in Higher Education has invited Whitney Harris and Linda Kohl to present on this program as a webinar on January 29, 2010, as an example of cooperative ventures between public relations and diversity.

- As mentioned in an earlier meeting, Raúl Ramos, Senior Access and Opportunity Specialist, is currently at an event in Washington, D.C., where he is a featured panelist

3. Final Report of Male Access and Success at Minnesota State Colleges and Universities Study Group

About eighteen months ago, the Diversity and Multiculturalism division established a study group to

coordination between programs and assists with evaluation of the activities as a way to further identify the most promising practices.

Trustee Hightower suggested that there be two or three clear directives for action. He sees that the work of the committee as broadening the base of students that attend system institutions, not just attracting those who are already predisposed toward college.

Dr. Harris said the system has to find ways to address the lack of interest and preparation in higher education.

4. American Indian Initiative Update

This issue was not addressed at the meeting.

The meeting adjourned at 1:20 p.m.

Respectfully submitted by Gale Rohde

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INFORMATION ITEM
FOLLOW-UP TO OLA EVALUATION OF THE SYSTEM OFFICE

BACKGROUND

Mr. David Olson, Chair, and James McCormick, Chancellor, of the Minnesota State Colleges and Universities requested that the Minnesota Legislative Audit Commission authorize the Office of the Legislative Auditor to conduct an organizational evaluation of the Office of the Chancellor. The final report was released in February 2010. The Diversity and Multiculturalism division of the Office of the Chancellor was included in the assessment.

Chair Olson has charged each committee with developing a strong response to this report as it concerns the role of the committee. This information item provides a framework for responding to the OLA report.

OLA Recommendation: Efficiency and Effectiveness

“There may be opportunities for administrative efficiencies through multi-campus or centralized delivery of some services” (page 28 of report). The report included a list of possible areas of study (page 30 of the report).

“Table 2.5: Examples of Campus Administrative Services That Could be Candidates for Multi-Campus or Centralized Service Delivery” (page 30 of the report)

1) “Campus Diversity Training and Recruiting” (page 30 of the report)

The Diversity and Multiculturalism division currently provides training in both multi-campus and centralized formats. The Diversity and Multiculturalism division has sponsored numerous multi-campus diversity training activities. These include

services from MinnesotaDiversity.com (\$14,000) and by supporting participation in the Upper Midwest Higher Education Recruitment Consortium.

The Minnesota State Colleges and Universities system is well aware of the need for an educated workforce. With the changing demographics of Minnesota, it was imperative to reach out to some of our underrepresented communities to let them know that Minnesota State Colleges and Universities is ready to serve them. To reach those underserved populations, the Diversity and Multiculturalism division collaborated with Public Affairs to develop a student recruitment campaign, "Make College a Part of Your Future." The campaign involved advertising as well as brochures in 9 languages and a multi-language Web site. After 11 months, 86% of the brochures were distributed and several are currently being reprinted.

2) "Development of Reports on Students and Programs that Requires use of System Office Data" (Page 30 of the Report)

Diversity and Multiculturalism response

The Diversity and Multiculturalism division utilizes the Office of the Chancellor's Research and Planning division to generate student reports, and the Human Resources division to generate reports concerning employees.

OLA Recommendation: monitoring and benchmarks

"Where feasible, the MnSCU system office should (1) improve its ability to monitor the administrative productivity and efficiency of institutions and (2) measure institution and system office administrative costs against reasonable benchmarks" (page 43 of report).

Diversity and Multiculturalism response

Measuring the effectiveness of Diversity and Multiculturalism presents some inherent challenges. One of the greatest challenges is accurately measuring behavioral changes. For example, the Super Weekend campaign by the Chancellor and other campus officials may result in more students from underrepresented communities, but it is difficult to

- action items have been completed. Reports are submitted to the U.S. Department of Education semi-annually. Expected outcome: 100% of campuses will complete their voluntary compliance plans within the assigned time frame.
- b.** Affirmative Action goals will be evaluated to determine whether progress has been made. Expected outcome: 80% of the colleges will have achieved their Affirmative Action goals.
 - c.** All campuses will have campus diversity plans that support the system strategic plan's goals. The division of Diversity and Multiculturalism will evaluate each institution's progress in achieving their plans' objectives on an annual basis. Expected outcome: 100% of the institutions will have a diversity plan that includes timetables and measurable outcomes for improving the success of underrepresented, underserved (disaggregated by race and ethnicity) and American Indian students by 6/31/2011. All campuses will have made progress at achieving their diversity plans' goals.
 - d.** Diversity and Multiculturalism, in collaboration with Student Affairs and Human Resources, will report several accountability measures in the upcoming year:
 - Data on enrollment, recruitment and retention of underrepresented students
 - Underrepresented employee data
 - Access, Opportunity and Success programs outcome data
 - Diversity spending data