

METROPOLITAN STATE COLLEGE *of* DENVER
BOARD OF TRUSTEES Meeting
Wednesday, August 31, 2011
Strategic Name Initiative Committee Minutes

Call to Order

The Board of Trustees Strategic Name Initiative Committee was meeting was **called to order** at 7:38 am a.m. by Trustee Carroll, Chair. He was joined by Board Chair Cohen, Trustee Bookhardt and Hanzlik, Faculty Trustee David Kottenstette, and Alumni Representative Eric Peterson. President Jordan, Board Secretary Loretta P. Martinez, Ms. Christine Staberg and Ms. Jean Galloway were also in attendance, along with various administrators and staff.

Approval of Minutes

The August 10, 2011 minutes were approved after Trustee Hanzlik motioned and was seconded by Trustee Carroll with unanimous approval.

Presentation of Web Study

Dr. Vicki Golich introduced Dr. Haiyun Bian (Dept. of Mathematical & Computer Sciences) and Janos Fustos (Department of Computer Information Systems), who presented research in relation to perceived confusion between institution names in web searches. This study was conducted in response to the claim made by DU regarding the confusion that would be caused when using web search engines while searching for University of Denver and/or Denver State University.

The results of the study showed that two name entities present very low confusion to potential users, and suggests if the user intends to find out information for one institution based on their interest on the web, it is very unlikely that the user will get results that will direct them to some other institutions with names containing the same words.

The Committee was very receptive of the information provided, and thanked both Dr. Bian and Ms. Fustos.

Public and Community Relations Update

An update was provided by Ms. Jean Galloway, The Galloway Group and Associate Vice President Cathy Lucas. Ms. Galloway reported on the meetings she has attended and provided an update regarding the meeting she had with State President Mr. Brandon Shaffer regarding this initiative.

Ms. Galloway then shared some comments regarding the presentation on the web study. Discussion ensued around validating the study so it would not be referred to as one sided; making the research public; how this research confirms Metro has professors on campus who are capable of doing peer reviewed research; validation of the request to change the college's name.

Ms. Galloway then provided an update on the outreach process, and inquired as to how each committee member felt about the responses they were receiving. She then referred back to the four goals of the initiative, bringing everyone's focus back to the purpose of the Committee and the initiative. The general consensus around the outreach was that Metro and DU should compromise and reach an amicable agreement where each institution wins.

Ms. Lucas reported that she had a meeting with her counterpart at DU, and would be participating in a marketing study by reviewing the results. Ms. Lucas has reviewed the study and shared some of the results with the Committee. Ms. Galloway provided final comments and Committee Chair Carroll asked for the legislative update.

Legislative Update

Christine Staburg of The Capstone Group provided a legislative update to the Committee. She advised that there has been discussion over the summer with legislators regarding the projected budget, which is not looking good. She also advised that a compromise is also what most at the legislature is encouraging between DU and Metro. Ms. Staburg then provided an update on Mesa State and their name change process.

Executive Session

A motion to go into Executive Session was made by Committee Chair Terrence Carroll with a second by Trustee Hanzlik. Board Secretary and General Counsel Loretta Martinez read the Committee into **Executive Session** at 8:45 a.m. Executive Session was concluded at 9:32 a.m., and the Committee was **adjourned**.