

**METROPOLITAN STATE COLLEGE of DENVER**  
**BOARD OF TRUSTEES Meeting**  
**October 4, 2011**  
**Strategic Name Initiative Committee Minutes**

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**Call to Order**

The Board of Trustees Strategic Name Initiative Committee was meeting was **called to order** at 7:48 am a.m. by Trustee Carroll, Chair. He was joined by Board Chair Cohen, Trustees Lucero and Hanzlik, Faculty Trustee David Kottenstette, and Student Trustee Jacob LaBrue, Mr. Jon Robinson, and Student Government President Jesse Altum. President Jordan, Board Secretary Loretta P. Martinez, Ms. Christine Staberg of Capstone Group, Ms. Lisa Osman and Ms. Katina Banks from Dorsey Whitney, and Ms. Jean Galloway were also in attendance, along with various administrators and staff.

**Approval of Minutes**

The August 31, 2011 minutes were approved after Trustee Hanzlik motioned and was seconded by Trustee Carroll with unanimous approval.

**Executive Session**

Trustee Hanzlik motioned for the Committee to move into Executive Session, and this was seconded by Trustee Carroll. At approximately 7:49 a.m. Board Secretary Loretta Martinez read the Committee into Executive Session, and the room was cleared except for the Trustees and those who were invited to stay. Public Session **reconvened** at approximately 8:36 a.m.

**Public and Community Relations Update**

An update was provided by Ms. Jean Galloway, The Galloway Group and Associate Vice President Cathy Lucas. Ms. Lucas began with an update on a research firm, The Corona Group, who was retained in October to conduct research and will provide a report to the Board at the December board meeting. The Committee then held discussion around Metro's current name, Denver State University, and Metro State University.

Ms. Galloway then provided information around 25 key supporters, and discussion around the community outreach that has been accomplished occurred, along with strategy in relation to the upcoming legislative session.

**Legislative Update**

Committee Chair, Terrence Carroll then called on Ms. Christine Staburg of The Capstone Group to provide the legislative update. Ms. Staburg update the Committee regarding her outreach to various legislators, as well as providing thoughts on priorities that will be driving this session. She provided a summation as to how that session ended last year, and reflected on avenues to utilize moving forward.

She elaborated on the legislative update she provided to the various legislators, and advised that it was appreciated by them, which was received along with positive feedback.

The Committee then had discussion over various subjects relevant to the student and alumni population – Chairman Carroll suggested Dr. Jordan and various board members reach out to the Student Government Association and Alumni Association to set up meetings. Ms. Lucas agreed to take charge of this task.

### **Adjournment**

Chairman Carroll asked if anyone had any further business. Having none, Student Trustee LaBrue motioned for adjournment with a second by Trustee Carroll. The meeting adjourned at 9:05 am.