

METROPOLITAN STATE COLLEGE of DENVER
BOARD OF TRUSTEES Meeting
Wednesday, June 22, 2011
Strategic Name Initiative Committee Minutes

Call to Order

The Board of Trustees committee meeting was **called to order** at 10:06 a.m. by Trustee Carroll, Chair. He was joined by Trustee Bookhardt, Trustee Hanzlik, Faculty Trustee Hal Nees, Student Trustees Kat Cammack and Jacob LaBuer, 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.

Legislative Update/Important 2011-12 Dates

Christine Staberg of The Capstone Group updated the Committee, advising that the legislators raised a few questions. The major questions and top issues where:

- Why is it necessary to pursue the name change
- How much is it going to cost the institutions to implement;
- Is this going to generate a raise in tuition
- And finally, is this the top priority issue for the institution

Ms. Staberg indicated that these questions and more were adequately answered, both verbally and with materials provided.

She also reported a handful legislators inquired as to why the name change is a legislative issue, and why legislation has to be a part of this decision making process. She advised the Committee that this was one of the things specifically explored with Mesa State: could we get the legislation to run a bill to grant authorization to boards that would allow this process to be a Board decision. There were a handful of legislators, including those in leadership positions who were open to it early in the session, but the Education Committee members in both the House and Senate were adamantly opposed, felt it should be their decision, and were not willing to grant that authority to an appointed board or any other body.

There are also a handful of legislators that support Metropolitan State no matter what we propose or do, with the majority of legislators in the middle and are open to arguments. This led to discussion around stakeholders, inclusiveness of other institutions and their input and support, and engagement.

Trustee Bookhardt commented that there is work to be done with Metro's stakeholder neighbors that is absolutely imperative, and includes not only The University of Denver, but other institutions - Metro should strive to solidify the importance of inclusivity and respecting stakeholder input and support. All were in agreement and Ms. Staberg stated the most important key is the stakeholder's engagement.

Committee Chairman Carroll stated we need to find a way to move forward to meet the goal of creating distinction for the school, reflecting the growth of Metropolitan State College, and to reflect the need provide an understanding that Metro is not a community college, but a full-fledged, four year institution that does a lot of great things for our students and the community.

Discussion was then held regarding the limited number of terms that can be used to designate local institutions geographically, utilizing the name of either a city or state and the word university, and the legal analysis surrounding distinguishing features of a name.

Associate Vice President Lucas raised the idea of testing a few more names through a process similar to the process completed in the Spring, at which point Ms. Jean Galloway, from the Galloway Group, shared her comments regarding the need for flexibility, the ongoing debate of what name to use, and the end goal of having legislation pass the bill to rename the institution while remaining committed to the mission. She commented further on the 9,000 to 10,000 survey responses received from a variety of people and stakeholders, and how Denver State University surfaced as the name that most effectively conveyed the quality of education, clarified the location and eliminated the confusion about Metro being a community college.

Ms. Staberg then provided a legislative timeline which Ms. Jean Galloway and VP Cathy Lucas will review and report on to the Committee at a later date.

Public and Community Relations Update

This led into the public and community relations update, and Dr. Jordan advised he was scheduled to meet with Chancellor Combs and others to hear their positions and work towards a mutually satisfying solution that will benefit all parties moving forward.

Ms. Galloway stated the second charge of the Galloway group is identifying the unexpected allies are willing to speak out on Metro's behalf regarding supporting the name change. Discussion ensued around which community members to reach out to, and Ms. Galloway requested each Board member reach out to three or four leaders in the community within the next couple of months.

Update on the RFQ Process

Committee Chairman Carroll then asked Board Secretary Loretta Martinez to provide an update on the RFQ process. Ms. Martinez presented a draft of an RFQ and a list of names recommended for the process. She raised the idea of developing a small committee of attorneys from the Board to spearhead this RFQ process, and Trustee Bookhardt agreed to sit on the committee. Committee Chairman Carroll appointed Trustee Bookhardt to act as his proxy. Board Secretary Loretta Martinez confirmed the RFQ will be under \$25,000.

Committee Chairman Carroll then deferred to Ms. Lucas for an update regarding future meeting dates. Ms. Lucas advised the Committee that the meeting dates previously agreed upon were still valid.

Adjournment

Having no further business Trustee Carroll adjourned the meeting at 11:40 am