

METROPOLITAN STATE COLLEGE of DENVER
BOARD OF TRUSTEES Meeting
Friday, July 15, 2011
Strategic Name Initiative Committee Minutes

Call to Order

The Board of Trustees Strategic Name Initiative Committee was meeting was **called to order** at 7:30 am a.m. by Trustee Carroll, Chair. He was joined by Board Chair Cohen, Trustee Robinson, Trustee's Bookhardt and Hanzlik (via conference call), 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 June 1, 2011 minutes were approved after Trustee Bookhardt motioned to correct a typo in the 2nd to the last paragraph on page two. This was seconded by Trustee Hanzlik with unanimous approval.

President's Update

President Jordan updated the Board on the meetings he had with Chancellor Coombe from DU, Chancellor Wartgow from CU Denver, and CU Denver's former President John Buechner.

President Jordan reported the meeting with Chancellor Wartgow revealed that their position is not about the name but the mission. Chancellor Wartgow stated his belief is CU Denver is not likely to take a position in support of what we want to do, but one of neutrality in terms of the official position. Dr. Jordan asked if Chancellor Wartgow would like to discuss the subject of accommodations, and Chancellor Wartgow indicated the Board of Regents will be having a retreat next week and he would mention the meeting with Dr. Jordan, and stated he would raise the issue of accommodations.

The meeting with former President Buechner was very productive. Dr. Jordan shared that Mr. Buechner felt Metro is moving in the right direction, and now that the first steps have been taken regarding a name change, Metro cannot go back – the issue is on the table. Mr. Buechner advised that if Metro can find an accommodation that will work for everyone then it should be considered, especially if it allows Metro to place one foot in its heritage and one foot in its future.

President Jordan spoke about the meeting with Chancellor Coombe. He advised the Committee that Chairman Cohen had already been able to meet with Chancellor Coombe. Chancellor Coombe stated that no-one will be served well during the upcoming legislative session if it is anything like the last one, and conversation was had regarding accommodation and what that dialogue might look like. Dr. Jordan reported that Chancellor Coombe sent him a letter of support on behalf of The University of Denver, supporting the name of Denver Metropolitan University, and has not withdrawn the letter. They agreed to continue communication and dialogue that may lead to some type of proposal.

Public and Community Relations Update

Ms. Galloway provided an update regarding a targeted list of influential leaders in the community and the great progress that is being made. She feels the key to the successful outreach has been the very extensive briefing of people who she is referring to as Metro's ambassadors. Discussion ensued as to who each Board member has done an outreach to, who they would like to reach, and the results.

Ms. Galloway asked Alumni Representative Eric Peterson to give a report on the outreach made at the most recent alumni meeting. Ms. Galloway and Associate Vice President Cathy Lucas attended the Alumni Board meeting and gave a wide-ranging presentation to the entire Alumni Board. The Board was extremely supportive and is prepared to move forward.

The idea was posed to gather signed letters of support from community leaders to take to legislation. Board Chair Cohen stated he supports making accommodations but doesn't want it to be a one way street. Trustee Hanzlik inquired as to a "quick answer" in providing the pros and cons of the name change issue to use in conversation - a snap shot to provide to the community leaders when engaged in discussion. Trustee Hanzlik stated it is important to be honest with people who are worried about the mission and there are a couple of questions that seem to come up the most:

- Who is opposing Metro around mission and name?
- Is there division in the Board of Trustee's position?

Lively discussion occurred around these questions and the consensus was that there was a discussion over moving forward with the name change, there was a vote with a unanimous decision and a resolution supporting this process. The Board of Trustees conducted a democratic process and are moving forward based on this vote.

Legislative Update

Ms. Christine Staberg of The Capstone Group reported that she and Dr. Jordan will be meeting with Senator Johnson, and they had already met with Representative Crisanta Duran, who was the house sponsor that carried the bill for Mesa State. At that time she made it clear to her colleagues that she would be back in the upcoming session with another name change bill.

Ms. Staberg also provided an update regarding the leadership positions in the legislature, and the dynamics involved. She reported Representative Pace was neutral on Metro's issue and didn't have a vested interest; the Senate President was opposed – these are issues Metro may need to address during the upcoming legislative session.

She then reported on the meeting her group had with the Alumni Office, and the staff is gathering a list of diehard alumni supporters. Ms. Staberg stated her group is working on a list of individuals with legislative districts so the alumni department can follow up. They will also identify more ardent supporters and neutralize those who are not on board. She wants to ensure that there is a direct tie to all Metro supporters.

Update on RFQ

Board Secretary Loretta Martinez reported on the status of the RFQ for the trademark council. She sent the RFQ to 8 law firms and received four solid responses and one term sheet response. All are great firms that have national offices and would like to partner with Metro. These responses were sent out to Trustees Lucero, Bookhardt, Carroll and Harris for their review and input. Based on the feedback from the Trustees, Ms. Martinez will now contact each firm that responded and set up a time to have conversations with each of them. She indicated all the firms are qualified. A couple of considerations that will have to be contemplated are which firm makes the most sense in a global context: not just legal but the legislative/political side? Since Metro now has a very strong local and federal legislative team in place, we may lean more towards the straight legal side. We must also consider that we already have received preliminary legal opinion on the trademark issue, so how much more do we need? These will be the items for reflection during conversation with the firms who have applied.

Committee Chair Carroll asked if there were any questions for Ms. Martinez and there were none. He then asked for confirmation of the next meeting, which will be Wednesday, August 10th from 7:30 am to 9:00 am.

He then asked if there was any more business and Dr. Jordan provided a quick update to the Committee regarding Metro students, financial aid, a potential government shutdown, and the conversations he has had locally and continues to research. He will keep the Board updated as he obtains information.

Adjournment

Committee Chair Carroll inquired if there was any more business and as there was none the meeting was **adjourned 8:40 am.**