

METROPOLITAN STATE COLLEGE *of* DENVER
BOARD OF TRUSTEES
Strategic Name Initiative Committee Minutes
Wednesday, August 10, 2011

Call to Order

The Board of Trustees committee meeting was **called to order** at 7:40 a.m. by Trustee Carroll, Chair. He was joined by Trustee Cohen, Trustee Bookhardt, Trustee Robinson, Faculty Trustee David Kottenstette, and Student Trustee Jacob LaBuer. President Jordan, Board Secretary Loretta P. Martinez, Mr. Jon Robinson, and Ms. Jean Galloway were also in attendance, along with various administrators and staff.

Approval of the Minutes

The minutes from the June 22, 2011 meeting were corrected and presented along with the minutes from the July 15, 2011 committee meetings but were deferred as there was not yet a quorum. Once Trustee Bookhardt was connected on via conference call there was a motion to approve the above mentioned minutes by Trustee Bookhardt. This was seconded by Trustee Cohen with unanimous approval.

President's Update/Executive Session

Dr. Jordan reported he is continuing to collectively work with Chancellor Robert Coombe on an agreement, and indicated he was prepared to share a draft with the Committee in **Executive Session**. Trustee Bookhardt 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 8:38 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. Jean Galloway reported on the meetings she has attended, and informed the Committee that she would be meeting via phone with State President Mr. Brandon Shaffer regarding this initiative.

She also updated the Committee regarding the ongoing work and discussions with the public, and that the community outreach aspect is going well. She reminded everyone that this is a bigger effort than just a name change, but is an opportunity to talk about Metro and sell Metro as the wonderful institution it has evolved into. Ms. Galloway then stated that key contacts are being made with leaders in the community, and the general consensus of the community is that Metro is deserving of a name change, which is typically followed by inquiries as to what the specific name will be.

She then advised the Committee that Board Chairman Cohen prepared a Q&A specific of the questions he is encountering when he talks to constituents regarding a name change for Metro. Ms. Galloway referred again to the four goals of this initiative, which are to 1) demonstrate the quality of the College's degree, 2) clarify

the College's location (Denver), 3) eliminate confusion that Metro State is a community college (we are a four year institution), and 4) make the name more concise.

Update on the RFQ Process

Board Secretary Loretta Martinez updated the Board of Trustee on the RFQ process, advising that a selection should be made within the next few days.

She then reminded the Committee that the new board scheduled that was approved by the Board at the June 1, 2011 board meeting as distributed would begin with the September 7th and 8th meetings, and committee meetings are scheduled to meet prior to the Board of Trustee meetings.

The next Strategic Name Initiative Committee is scheduled to meet on August 31, beginning at 7:30 a.m., and she inquired if the Committee would like to move forward with this meeting given that the Committee will also be meeting on September 7th. Committee Chair Carroll stated the committee will proceed with both meetings.

Adjournment

Having no further business Trustee Carroll adjourned the meeting at 9:00 am.