

**REGIONAL UNIVERSITY SYSTEM
OF
OKLAHOMA**



MINUTES

**SPECIAL BOARD MEETING
SYSTEM ADVANCEMENT COMMITTEE**

November 3, 2011

**Southwestern Oklahoma State University
SWOSU Student Center, Upstairs
Weatherford, Oklahoma**

MINUTES

November 3, 2011, 1:00 p.m.
Southwestern Oklahoma State University
SWOSU Student Center, Upstairs
Weatherford, Oklahoma

I. ANNOUNCEMENT OF FILING MEETING NOTICE AND POSTING OF THE AGENDA IN ACCORDANCE WITH THE OPEN MEETING ACT

The System Advancement Committee of the Regional University System of Oklahoma met in special session at 1:00 p.m., November 3, 2011, Southwestern Oklahoma State University, Student Center, Upstairs, Weatherford, Oklahoma. Notice of the meeting had been properly filed with the Secretary of State by November 1, 2010, and a copy of the Agenda posted by 1:00 p.m., November 2, 2011 in compliance with the Open Meeting Act.

II. CALL TO ORDER AND SYSTEM ADVANCEMENT COMMITTEE ROLL CALL

Regent Ogden, Chair of the System Advancement Committee, called the meeting to order. The following Regents attended the meeting:

Richard C. Ogden, Secretary, Position 8
Belva Howard, Regent, Position 2
Joe Anna Hibler, Regent, Position 3
Jan Gordon, Regent, Position 4
Connie Reilly, Regent, Position 5

University Presidents

Don Betz, President, University of Central Oklahoma, Edmond, Oklahoma
Randy Beutler, President, Southwestern Oklahoma State University,
Weatherford, Oklahoma
Janet Cunningham, President, Northwestern Oklahoma State University,
Alva, Oklahoma
John Hargrave, President, East Central University, Ada, Oklahoma
Larry Minks, President, Southeastern Oklahoma State University, Durant,
Oklahoma
Martin Tadlock, Interim President, Northeastern State University,
Tahlequah, Oklahoma

MINUTES FOR NOVEMBER 3, 2011

Regional University System of Oklahoma Administrative Staff

Charlie Babb, General Counsel
Sheridan McCaffree, Executive Director

Others in Attendance

Brian Adler, Associate Vice President, Public Relations & Marketing,
Southwestern Oklahoma State University, Weatherford, Oklahoma
Michelle Campbell, Executive Assistant to the President, Southeastern
Oklahoma State University, Durant, Oklahoma
Tom Fagan, Vice President for Administration and Finance, Southwestern
Oklahoma State University, Weatherford, Oklahoma
Mark Kinders, Vice President of University Relations, Northeastern State
University, Tahlequah, Oklahoma
Steve Kreidler, Executive Vice President, University of Central Oklahoma,
Edmond, Oklahoma
Doug McMillan, Interim Vice President for Academic Affairs, Southeastern
Oklahoma State University, Durant, Oklahoma
Sharon Robinson, Vice President for Student Affairs, Southeastern
Oklahoma State University, Durant, Oklahoma
Steve Turner, Vice President for Administration and Finance, East Central
University, Ada, Oklahoma
Ross Walkup, Vice President of Business Affairs, Southeastern Oklahoma
State University, Durant, Oklahoma

III. **DISCUSSION REGARDING SUBCOMMITTEE WEBEX ON OCTOBER 28, 2011**

The committee members and others in attendance discussed the draft message pieces that were prepared by the working group. The purpose of the advocacy efforts of the System Advancement Committee is to promote the Regional University System of Oklahoma. This effort should not detract from any other institutions in the State System. The group will be working on revising the message pieces to be tailored to the intended audience. The committee has also identified actions to promote advocacy, which include media interviews, redesigning the Regional University System of Oklahoma website and logo, and focusing on Higher Education Day and a legislative reception.

IV. **DISCUSSION ON LEGISLATIVE INTERIM STUDIES**

Committee members were presented with information from the legislative interim studies. The group would like to review that information and

discuss locally with the Chamber of Commerce and others before making suggestions as to what information they would like to use in the advocacy efforts.

V. SCHEDULE NEXT WEBEX

VI. ADJOURNMENT

The meeting adjourned at 2:00 p.m.