



**Outreach and Engagement Committee
Meeting Minutes
June 21, 2022**

A meeting of the Outreach and Engagement Committee of the Board of Trustees was held on June 21, in the McCormick Room, 4th Floor.

Committee members present: Dawn Erlandson, Chair; Alex Cirillo, Vice Chair; Victor Ayemobuwa, and Cheryl Tefer.

Committee members absent: Javier Morillo.

Other board members present: Asani Ajogun, Jay Cowles, Jerry Janezich, Roger Moe, April Nishimura, Rudy Rodriguez, Kathy Sheran, George Soule, and Michael Vekich.

Staff present: Devinder Malhotra, Chancellor; Noelle Hawton, Chief Marketing and Communications Officer.

The meeting materials for this meeting are available [here](#), starting on page 109. An audio recording of the meeting is available [here](#).

Committee Chair Erlandson called the meeting to order at 11:03 a.m.

Agenda Item 1: Approval of the Meeting Minutes for Mar. 15, 2022

Committee Chair Erlandson asked if there are any changes or amendments to the minutes then asked for a motion to approve. Trustee Cirillo made the motion and Trustee Tefer provided a second.

A roll call vote was conducted and the minutes were approved unanimously.

Agenda Item 2: Minnesota State Brand Development

Committee Chair Erlandson invited Noelle Hawton, along with Barbara Hein, Director of Marketing, and Charmaine Wiggins of The Harris Poll, to present on brand development and research conducted on awareness regarding the system, as well as key message effectiveness, following the decision to rebrand the system to Minnesota State in 2017.

The meeting materials for this item begin on page 112.

This being an informational item, there was no vote taken.

Adjournment

The committee chair adjourned the meeting at 11:56 a.m.