

September 9, 2025 2:00 – 3:30 p.m.

Please share all information from today's meeting with the stakeholder group you represent.

### 'Jacket Leadership Team Purpose Statement

The 'Jacket Leadership Team promotes shared governance by including a wide representation of departmental leaders in decision-making processes and the enacting of institutional priorities. It aims to enhance the university's mission, improve operational efficiency, and foster a collaborative environment that promotes academic excellence and student success.

### Did You Know?

The majority of new freshmen applicants to MSU Billings graduated from Montana high schools, 77% at University Campus and 72% at City College.

### **INFORMATION**

### **Next is Now**

Krista Montague, CEO of the MSUB Foundation and Alumni, provided an overview of the timeline and goals of the "Next is Now" major giving campaign. Krista announced that Jacket Giving Day is planned for March 18-19, 2026.

### **NWCCU Year 7 Visit**

Kathleen Thatcher, Director of Assessment and Accreditation, announced that we are less than one month away from the institution's Evaluation of Institutional Effectiveness Year 7 Visit from the Northwest Commission on Colleges and Universities. She provided guidance on attending the meetings that are scheduled for the three-day visit. Proxies should not be sent without direct communication with Kathleen. Everyone on campus is invited to attend the exit meeting. Kathleen gave an overview of the timeline of steps that will follow the visit. The NWCCU will issue a letter of findings to the university, most likely in February.

### Strategic Plan Update

Kathleen Thatcher provided an update on strategic planning. She reported that Karen Miller of Kaleidoscope Group, has received the results of the survey that was circulated campus-wide last month. She announced that a second survey will be available in November and everyone is requested to respond to that survey as well. She acknowledged that many people at MSUB have participated in previous strategic planning processes, but urged everyone to maintain open-mindedness during this new iteration of the process.

### **AIMA Reporting and Compliance in Recruitment**

Sunny Day Real Bird, Director of American Indian Outreach, presented recommendations to incorporate Indian Education for All in employee recruitment to be in compliance with state law related to the Governor's American Indian/ Minority Achievement Report (AIMA). Paula Highlander, Director of Human Resources, explained how recommendations will be implemented in the employee recruitment process. Discussion followed.

### **One MSU Policy Update**

Jana Marcette, Interim Director of Strategic Academic Initiatives, reported on the One MSU working group. For policies that apply to MSU and affiliates, the One MSU working group has four-campus representation. Jana

presented a draft of a policy being worked on by the group. Their next meeting is on September 17. Jana expects that the policy will be formally reviewed during the current semester.

### **PRESENTATION**

### **Shared Governance**

Suzette Nynas, Kathy Kotecki, Kathleen Thatcher, and Dan Carter presented on the findings of their work to develop a shared governance model. They distributed an infographic card showing the shared governance process based on the feedback from 'Jacket Leadership Team and published resources on shared governance. Kathy Kotecki added that the goal is to build a culture of bringing everyone's contributions to the table. Chancellor Hicswa reiterated that we all need to play a role in this process as leaders on campus.

### **DISCUSSION**

### **Meeting Format**

Dan Carter will be leading a team who will work to determine how to best engage the group and make 'Jacket Leadership Team optimally effective. Chancellor Hicswa invited feedback on the new meeting room set up and meeting agenda.

### **UPDATES** (reprinted as submitted)

### Natalie Preston, Executive Assistant to the Chancellor

Employees serving in administrative support positions, including Program Coordinators, Dean's Assistants, and Administrative Associates, will be invited to a meeting immediately preceding the Payroll training session. We will network, share resources and expertise, and plan future meetings and professional development opportunities. Please encourage your administrative staff members to attend this and future meetings. The first meeting is Friday, September 26, at 9:00 in COE 291.

### Kathleen Thatcher, Director of Assessment and Accreditation

MSUB will host the NWCCU Year 7 visit October 8-10, 2025. Please be available during those dates. If you are asked to attend a meeting with the review team, it is important that you show up. The three open forums are scheduled as follows:

Student forum: Wednesday, October 8 at 1:00pm in LI 231
Faculty forum: Wednesday, October 8 at 2:00pm in LI 231

Staff forum (non-supervisory staff only): Thursday, October 9 at 11:00am in LI 231

While we await the additional details of the visit agenda, reach out to Kathleen Thatcher to schedule a visit preparation meeting for your department or program.

The Paramedic program at City College will host their re-accreditation visit December 4-5, 2025. Please welcome the review team if you see them!

### Kim Hayworth, Vice Chancellor for Student Access and Success

On September 2, 2025, Tracy McLuskie joined the MSUB Student Access and Success team as Director of Disability Support Services. Tracy comes to MSUB most recently as the database manager at the MSUB Foundation. Tracy completed her bachelor of science in liberal studies with an emphasis in communication and health administration at MSUB, and earned an associate's in occupational therapy from Casper College. Tracy has a strong background in clinical and school settings as an occupational therapy assistant. Her heart to serve

students, families, faculty, and staff through excellent customer service, collaboration, and innovation was evident to the search committee during interviews. Tracy is excited to serve her alma mater in this role!

We appreciate Greg Gerard's service as Interim Director for DSS. Greg will moved into a DSS Program Coordinator role as of September 2, 2025.

### Welcome Week 2025 THANK YOU!

Thank you to all faculty, staff, and administrators who assisted with the Fall 2025 Welcome Week events. As of last week, MSUB welcomed over 3000 new and returning Yellowjackets plus 673 (so far) Dual Enrollment students. All of the student support areas will be working through census on September 23, 2025 to help students finalize their enrollment through accepting financial aid, arranging payment plans, and confirming attendance. If you have concerns about an individual student, please submit an alert through Navigate or <a href="https://www.msubillings.edu/seesomething/">https://www.msubillings.edu/seesomething/</a>.

### Military and Veterans Success Center Update:

MSUB will hold our annual 9/11 remembrance ceremony on September 11 at City College scheduled to begin at 8:30 a.m. The ceremony will be held outside the Health Science Building on the City College campus. The event is free and open to the public.

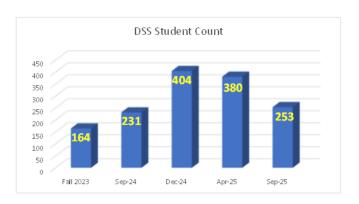
The MSUB Military and Veterans Success Center will once again host the Patton Vets Project on the MSUB campus, September 20-21, 2025. For information about this project visit <a href="https://pattonvets.org/">https://pattonvets.org/</a>.

### Tracy McLuskie, Director of Disability Support Services

The DSS webpage is: www.msubillings.edu/dss

The past and current number of students we're serving as of 9/4/2025:

Year	Count
Fall 2023	164
Sep-24	231
Dec-24	404
Apr-25	380
Sep-25	253



### Joann Stryker, Director of Institutional Research

• DATA REQUESTS: A reminder to direct your data requests to <u>irdata@msubillings.edu</u>. This allows assignment to the most appropriate and available IR staff and prevents requests getting buried in personal email accounts. Thank you!

• ENGAGEMENT SURVEYS: The 2025-2026 academic year is MSUB's scheduled engagement survey administration year. These are the Community College Survey of Student Engagement (CCSSE) at City College and the National Survey of Student Engagement (NSSE) at University Campus. Planning is completed during fall semester, survey administration during spring semester, and results received during subsequent summer semester. Academic year 2026-27 will be focused on analysis, discussion, and use of these institutional assessment results.

For more information on these surveys at MSUB visit the following IR intranet pages:

- NSSE: <a href="https://www.msubillings.edu/intranet/ir/studies/nsse/index.htm">https://www.msubillings.edu/intranet/ir/studies/nsse/index.htm</a>
- CCSSE: https://www.msubillings.edu/intranet/ir/studies/ccsse/index.htm
- FALL CENSUS: MSUB's fall data snapshot will be run after the end of business, Tuesday, September 23rd. In the days/weeks following this, a variety of standard reports will be posted to the IR intranet census page: <a href="https://www.msubillings.edu/intranet/ir/censusdata/index.htm">https://www.msubillings.edu/intranet/ir/censusdata/index.htm</a>.

### Cara Virostko, Chair of Staff Senate

Chad Flohr and Bill Skov are the reigning Cornhole champions for a second year in a row on university campus. City College had its own tournament this year, and Kristin Kilpela and Lucas Logan were the winning team.

We are planning to offer back-to-back training on Adobe Acrobat and Express on Wednesday, October 15 in COE 417 at 2 p.m.

Spooktacular is scheduled for Friday, October 31.

### Jana Marcette, Interim Director of Strategic Academic Initiatives

Please send any feedback on draft revisions to the OneMSU Reporting Suspected Legal, Regulatory or Policy Violations policy to Jana Marcette and Paula Highlander. The next working group meeting is September 17, 2025. Policy directory work is ongoing, to be completed by April 24, 2026. A wish-list of facilities policies has been identified, and discussions are ongoing regarding expanding or developing a broader policy for specialized equipment and facilities. The Jacket Leadership Team policy committee will meet in September to discuss a timeline for individual policy review, as well as upcoming policy revisions.

### Jerry Girard, Director of Student Health Services

The big news in SHS to start the year is that we are now the home of the Buzz Stop – formerly the Yellowjacket Emergency Pantry. Students, staff, and faculty may access the Buzz Stop by contacting the SHS on the University Campus. There is also a Buzz Stop location at City College and there is the Buzz Express at the MSUB Library.

Our Counseling Director, Kelsey Osmond, will be staffing the City College clinic this semester M-F 8:00-11:00 am.

It has been a busy first week with lots of student usage of all services.

### Dan Carter, Director of University Communications and Marketing

• Social media interaction for Welcome Week showed a huge improvement this year over 2024. Facebook is up across the board, and we had a nearly 178% increase in Instagram impressions and a nearly 75% percent increase on Instagram engagement. The pace of activity and the diversity of our posts and videos is playing a big role in having MSUB being seen in the social media landscape.

- Three new wayfinding signs are now in place at different locations of the University Campus. Some arrow directions that were incorrect have been replaced by the vendor. The signs include maps to the various colleges and buildings. The arrows point to venues for those who may be visiting campus for special events.
- We will soon be doing student and faculty features for a compilation web page. What was once called "Jacket Journeys" will be making a comeback with new short feature stories and profiles that will draw potential students to the MSUB website.

# SHARED GOVERNANCE

# @ MSU BILLINGS



Does everyone know the challenge or opportunity?

#### **COMMUNICATE**

What was the process used and what was the final decision?

It's not what we do.

It's how we do it.

#### INVOLVE

Who are the stakeholders who should be invited before a decision is made?



#### FEEDBACK

What is the best way to get suggestions before a final decision?

#### **EVALUATE**

What current or prior work (if any exists) should be reviewed?

#### DIALOGUE

What is the best way to talk about the next steps?



# SHARED GOVERNANCE

# @ MSU BILLINGS

Shared governance is a system that involves multiple groups working together to make decisions and develop policies. It's based on the principles of equity, accountability, partnership, and ownership.

Shared governance can be used in a variety of settings, including colleges and universities, healthcare organizations, and other teams. Ultimately, shared governance is one of higher education's most distinctive values and is key to the institutional success of all colleges and universities. It brings stakeholders together around passion for the institution and "ensures the inclusion of a range of voices and ideas in the formulation of goals, priorities, and strategies." Together, these collaborative voices focus on holistic, strategic directions for the future.

- \* **Reminder:** If the principles and expectations of shared governance are used, the process can take time. The time should be productive and helpful. If a project or decision is urgent, communicate the urgency and timeline to all involved.
- \* **Accountability note:** As a learning organization, we will continue to hold one another accountable and be supportive in a gracious way. We believe in creating a culture where we can learn from mistakes. When mistakes occur, individuals are encouraged to take responsibility in a constructive manner.





Montana State University Billings | Native American Achievement Center Sunny Day Real Bird, Director of American Indian Outreach

### 2025 AIMA Recommendations Action Plan

(Updated – June 2025)

### Montana State University Billings and City College Action Plan in Response to AIMA Recommendations

# AIMA was established to address the mandates enshrined in Article 10 of the Montana Constitution:

- (1) It is the goal of the people to establish a system of education which will develop the full educational potential of each person. Equality of educational opportunity is guaranteed to each person of the state.
- (2) The state recognizes the distinct and unique cultural heritage of the American Indians and is committed in its educational goals to the preservation of their cultural integrity.

	Action Plan No	ext Steps Per	son Responsible Implem	entation Date
Recommendation 1: Senior level point of contact	Identify a senior-level staff member to serve as the primary contact for American Indian student support.	Identify appropriate leadership role within NAAC and communicate designation to university leadership	Kim Hayworth, Vice Chancellor for Student Access and Success and Director of American Indian Outreach, Sunny Day Real Bird	Ongoing
	Communicate this designation to all departments and establish clear referral pathways.  Provide guidance on strategies to improve retention and completion rates for American	Communicate role and referral procedures to advising, financial aid, housing, and support offices	Native Student Retention Specialist, Donna Stand Over Bull, Native Success Coordinator, Kenna Bemis, and Financial Aid Navigator, Marlynn Cloud	
	Ensure students are aware of this point of contact through outreach and visibility efforts.	Participate in retention- focused meetings and provide input on American Indian student support	NAAC Team	
	outcuent and visionity energy.	Develop flyers, update NAAC website, and include information in orientation and advising materials	Native Success Coordinator, Kenna Bemis and Financial Aid Navigator, Marlynn Cloud	
Recommendation 2: Department points of contact	Develop a clear and accessible list of department points of contact dedicated to supporting Native students on campus.	Annually reconfirm points of contact to account for departmental changes.	Financial Aid Marlynn Cloud, Financial Aid Navigator, (406) 657-2188, marlynn.cloud@msubillings.edu Advising Center	Ongoing

Career & Employment Services, (406)- 657-2168, blyons@msubillings.edu	Recommendation 3: Collect/Share/Analyze quantitative and	Overview of American Indian Data Resources Available at MSUB: General Campus-Level	A. Semester Reports on Native American Enrollment, Retention, and Graduation	Disability Support Services -Greg Gerard, Interim Director of Disability Support Services, (406) 657-2283, greg.gerard@msubillings.edu  Student Health Services -Jerry Girard, Student Health Director, (406) 657-2153, jerry.girard@msubillings.edu  Admissions Kealy Dowd, Associate Director of Recruitment, (406) 896-5910, kdowd@msubillings.edu  Housing and Residence Life -Codie Warhman, Director of Housing (406) 657-2376, Codie.warhman@msubillings.edu  Human Resources -Paula Highlander, Human Resources Director, (406) 657-2117, paula.highlander@msubillings.edu  Employment and Career Services Dr. Becky Lyons, Director of Career & Employment Services, (406)- 657-2168,	Ongoing
Career & Employment Services, (406)- 657-2168,				Employment and Career Services Dr. Becky Lyons, Director of Career & Employment Services, (406)- 657-2168, blyons@msubillings.edu  Academic Support Services Amber West Martin, Director of Academic Support Services, (406)	
				Employment and Career Services Dr. Becky Lyons, Director of	
Employment and Career Services				-Paula Highlander, Human Resources Director, (406) 657- 2117,	
-Paula Highlander, Human Resources Director, (406) 657- 2117, paula.highlander@msubillings.edu  Employment and Career Services				-Codie Warhman, Director of Housing (406) 657-2376,	
-Codie Warhman, Director of Housing (406) 657-2376, Codie.warhman@msubillings.edu  Human Resources -Paula Highlander, Human Resources Director, (406) 657- 2117, paula.highlander@msubillings.edu  Employment and Career Services				Kealy Dowd, Associate Director of Recruitment, (406) 896-5910,	
Kealy Dowd, Associate Director of Recruitment, (406) 896-5910, kdowd@msubillings.edu  Housing and Residence Life -Codie Warhman, Director of Housing (406) 657-2376, Codie.warhman@msubillings.edu  Human Resources -Paula Highlander, Human Resources Director, (406) 657-2117, paula.highlander@msubillings.edu  Employment and Career Services				-Jerry Girard, Student Health Director, (406) 657-2153,	
-Jerry Girard, Student Health Director, (406) 637-2153, jerry.girard@msubillings.edu  Admissions Kealy Dowd, Associate Director of Recruitment, (406) 896-5910, kdowd@msubillings.edu  Housing and Residence Life -Codie Warhman, Director of Housing (406) 657-2376, Codie.warhman@msubillings.edu  Human Resources -Paula Highlander, Human Resources Director, (406) 657- 2117, paula.highlander@msubillings.edu  Employment and Career Services				-Greg Gerard, Interim Director of Disability Support Services, (406) 657-2283,	
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Jacket Student Central at City College, (406) 247-3005, scowen@msubillings.edu  Disability Support Services -Greg Gerard, Interim Director of Disability Support Services, (406) 657-2283, greg.gerard@msubillings.edu  Student Health Services -Jerry Girard, Student Health Director, (406) 657-2153, jerry.girard@msubillings.edu  Admissions Kealy Dowd, Associate Director of Recruitment, (406) 896-5910, kdowd@msubillings.edu  Housing and Residence Life -Codie Warhman, Director of Housing (406) 657-2376, Codie.warhman@msubillings.edu  Human Resources -Paula Highlander, Human Resources Paula Highlander, Human Resources -Paula Highlander@msubillings.edu  Employment and Career Services				-Bryan Grove, Assistant Director, (406) 657-2169, bryan.grove@msubillings.edu	

	Detailed Student-Level			
	Information:			
	1. APEX			
	Advisor/Enrollment Reports: Includes			
	student-level data			
	such as enrollment			
	status, class lists, and			
	non-returning			
	students 2. <b>Potential</b>			
	Modifications to			
	Support AIMA			
	Goals: Option to add			
	an American Indian			
	indicator in student records			
	3. Argos – American			
	Indian Outreach			
	Application:			
	Generates a list of			
	American Indian students with contact			
	information			
	4. Ad Hoc Data			
	Requests: Submit			
	through the online			
Recommendation 4:	form (*link 1)  Training and Orientation:	Develop Interview	-Paula Highlander,	Make
Request campuses	Training and Orientation.	Questions and Evaluation	Director of Human Resources,	necessary
consider how to	-Develop interview questions	Criteria:	(406) 657-2117,	adjustments
include American	that specifically address		paula.highlander@msubillings.edu	based on
Indian voice in the search process when	candidates' experience and	A. Collaborate with		feedback and changing needs
hiring campus leaders	understanding of working with	American Indian		to ensure
and assess leadership	American Indian students, faculty, and staff.	representatives to draft		continuous
candidate's knowledge	racuity, and starr.	interview		improvement.
and experience	-Offer cultural competency	questions		
working with American Indian	training for all search	focusing on		
students, faculty and	committee members to ensure	candidates'		
staff.	a respectful and informed	experience and initiatives		
	hiring process.	involving		
		American Indian		
		communities.		
		B. Establish clear criteria for		
		evaluating		
		candidates'		
		responses and		
		experiences.		
		Cultural Competency		
		Training:		
		A. Provide		
		resources and		
		support for		
		ongoing learning and sensitivity.		

Recommendation 5: Provide annual professional development opportunities for all faculty and staff in the areas of Indian Education for All, American Indian culture and cultural sensitivity and the history of Montana's First Peoples.	OCHE version of a Higher Education IEFA. Providing annual professional development for both faculty and staff.  A. Awarded grant to hire Faculty Liaison to offer ongoing professional development opportunities for faculty to enhance their cultural competence and awareness.	Work with Chancellor's Cabinet and HR to ensure every staff and faculty member completes the IEFA module.	-Paula Highlander, Director of Human Resources, (406) 657-2117, paula.highlander@msubillings.edu  -Andrea Aebersold, Executive Director of Center for Teaching and Learning, (406) 657-247-5720, andrea.aebersold@msubillings.edu	Ongoing
Recommendation 6: Dissemination of professional development	The action plan is to seek support from the Chancellor, Provost & Vice Chancellors to support 5 and 6.	All new hires will view the higher ed. version of IEFA as part of new employee onboarding for all faculty and staff.	-Paula Highlander, Director of Human Resources, (406) 657-2117, paula.highlander@msubillings.edu -Supervisors	Ongoing
Recommendation 7: Strategy to Leverage Apply Montana and FAFSA Completion Initiatives to Support American Indian Students in Accessing the Montana University System	To improve access to the Montana University System for American Indian students, we will leverage Apply Montana and FAFSA completion initiatives. Our strategy includes partnering with Tribal education offices, local and tribal high schools, and community organizations to raise awareness and conduct informational sessions.  We will provide one-on-one assistance through dedicated support lines and offer userfriendly guides. Staff and volunteers will be trained to ensure effective support. A tracking system will monitor completion rates, and follow-up communications will ensure timely submissions.	Work with TRIO Educational Opportunity Center and Office of Admissions.  - Establish Partnerships - Create Resources - Plan and Conduct Outreach Events - Implement Tracking System - Follow-up Communications	Marlynn Cloud, Financial Aid Navigator, (406) 657-2188, marlynn.cloud@msubillings.edu  TRIO Educational Opportunity Kimberly Kost, Academic Counselor, (406) 657-2182, Kimberly.kost@msubillings.edu  -Laura Gittings-Carlson, Director of Advising and Student Support Services/TRIO, (406) 657-1668, l.gittingscarlson@msubillings.edu	Ongoing

\*Link 1: <a href="https://msubillings.co1.qualtrics.com/jfe/form/SV38BBK33FrAhAll">https://msubillings.co1.qualtrics.com/jfe/form/SV38BBK33FrAhAll</a>

\*Link 2: Joann.stryker@msubillings.edu



**Information for Jacket Leadership Team: 9/9/25** 

### **Next Is Now**

Comprehensive Campaign for MSU Billings 2025-2030

### \$27 Million:

\$13 million scholarships \$11 million Sculpture & Ceramic Studio \$3 million – Program Excellence

### Montana State University Billings is where potential turns into purpose.

Here, students discover who they are, what they value, and how they will lead in a changing world. Whether they are the first in their family to pursue higher education, or transferring to begin a new chapter, MSUB meets every student where they are and equips them with the knowledge, confidence, and support to go further than they imagined.

**Next is Now** is more than a campaign. It is a promise: to open doors, expand opportunity, and empower students with the resources, experiences, and spaces they need to thrive, not only in the classroom, but throughout their lives.

\*Please note, we will remain in a quiet phase (focus on leadership and major gifts) until 70% of our goal is achieved. Once we reach that milestone, we will expand our efforts with increased public exposure and events. If you have any questions or would like more information, please contact Krista Montague, MSUB Foundation & Alumni CEO, at 406-657-2244 or krista.montague@msubfoundation.com



# March 18<sup>th</sup> (@ 12 noon) until March 19<sup>th</sup> @ 8:07 pm

# JACKET GIVING DAY TIMELINE

- > Project Submission Form is open
  - o Form will be housed with MSUB Foundation on Microsoft Forms
    - CLICK HERE to access the form
    - OR visit the MSUB Foundation website under "Resources/MSUB Employee Resources"
- > 9/29/25: Project Submission Deadline
- > 10/1/25: Foundation Development Team Reviews projects and makes recommendations to University Executive team
- > 10/3/25: Projects Submitted to University Executive Team
- > Week of October 13th:
  - Approval/Denial of Projects Communicated
  - Approved Projects Announced
  - Initial Communication about project lead expectations
- ➤ **If your project is approved**: Project Lead Meeting on 11/4 @ MSUB Foundation (Time TBA)

# JACKET GIVING DAY - Some things to remember...

- ➤ Based on feedback from last year we will be doing away with "Academic centers & Institutes" and "Areas of Critical Need" as categories and those projects will be listed on the main page. Yellowjacket Athletics will remain a category within itself.
- ➤ Key Initiatives (formally 'Areas of Critical Need') for Giving Day are the funding priorities of the MSUB Foundation:
  - Yellowjacket Nation Greatest Needs
  - Yellowjacket Excellence Scholarship
  - Finish Line Scholarship
  - General Athletic Scholarships
    - Yellowjacket Student Crisis Fund (available but not heavily promoted)
- ➤ If you **become** a project lead remember you're the expert and advocate for your project...you know best who to talk to and solicit we (the Foundation) can help you, but we'll look to you for leadership in this area.



### Awareness & Fundraising Request Process (Revised 2025)

### **@** Purpose

To streamline coordination and protect important relationships, all campus activities involving fundraising, alumni outreach, donor engagement, or external relations must now follow a two-step request process through the MSUB Foundation & Alumni team.

This revised process ensures alignment with university policies, institutional priorities, donor data & privacy requirements and proper tax receipting.

## Step 1 − Awareness & Fundraising Request (Initial Proposal)

- Who completes: Project Champion/Requestor
- Goal: Provide a high-level overview of your initiative so Foundation staff can determine next steps.
- Key Information Requested:
  - Project/Event name, lead contact, department/program
  - How initiative aligns with MSUB's mission
  - Brief description, goals, participants
  - Type of engagement (fundraising, alumni, donor, sponsor identification, other)
  - Anticipated date(s)
  - Past Foundation involvement
- Review & Signatures: Champion, Dean/Director, Vice Chancellor (if applicable), Foundation staff, CEO, Chancellor
- Next Step: Foundation staff may direct you to complete Step 2 and/or an additional Campus Data Request.
- ⚠ Depending on the nature of the submission, a separate Campus Data Request form may be required to ensure compliance with the Data Sharing Agreement between the Campus and the Foundation.

## Step 2 – Execution & Coordination

- Who completes: Project Champion (or designated execution contact)
- Goal: Provide detailed execution plan once Step 1 is approved.
- Key Information Requested:
  - Engagement type (email, mailing, event, social media, other)
  - Target audience(s) (alumni, donors, friends, community partners, etc.)
  - Data needs (e.g., specific alumni lists or segments)
  - Messaging/call to action
  - Timeline with deadlines, launch dates, or event dates
  - Foundation assets required (design, print, mail, RSVP form, online giving form, etc.)
  - Budget considerations (funding source, estimates, Foundation contribution if needed)
  - Special considerations (VIPs, timing sensitivities, key messaging)
- Review & Signatures: Champion, Dean/Director, Foundation contact



### **★** Important Reminder

Fany activity on campus that involves soliciting funds must be run in coordination with the Foundation. This ensures maximum alignment across the university and careful stewardship of relationships in the community, particularly as we move into a comprehensive campaign.

The good news: campus partners have really begun to embrace this approach, which is strengthening collaboration and consistency across MSUB.

### What's New in 2025

- Mandatory two-step process: High-level proposal (Step 1) followed by detailed execution plan (Step 2).
- Campus Data Request compliance: A separate form may be required in Step 1 to honor the Data Sharing Agreement.
- Greater emphasis on coordination across campus, ensuring all outreach aligns with mission, policies, and external relationships.
- Formal review and approvals required at each stage before proceeding.

# ■ Need Help?

Contact Nick Schmidt, Director of Annual Giving

■ 406-657-2253 | Mark nick.schmidt@msubfoundation.com