

UNIVERSITY OF MINNESOTA

BOARD OF REGENTS

Board of Regents Work Session

Wednesday, September 8, 2010

1:30 - 2:45 p.m.

600 McNamara Alumni Center, Boardroom

Board Members

Clyde Allen, Chair
Linda Cohen, Vice Chair
Anthony Baraga
Richard Beeson
Dallas Bohnsack
John Frobenius
Venora Hung
Steven Hunter
Dean Johnson
David Larson
Maureen Ramirez
Patricia Simmons

AGENDA

1. Public Perceptions of the University - R. Bruininks/K. Himle/
S. Kanihan (p. 2)



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Agenda Item: Public Perceptions of the University

review review/action action discussion

Presenters: President Robert H. Bruininks
Karen Himle, Vice President University Relations
Dr. Stacey Kanihan, Research Director, Padilla Speer Beardsley

Purpose:

policy background/context oversight strategic positioning

To present the 2009 statewide public opinion survey results to the Board of Regents, which highlights the current state of the University's reputation as well as areas in need of improvement.

Outline of Key Points/Policy Issues:

The annual market research study was conducted in December 2009 with the following objectives:

- Determine public perceptions of and attitudes toward the University
- Examine the quality of relationships between the University and external stakeholder groups
- Compare findings with those collected over the past several years

Background Information:

Each year, University Relations conducts a statewide public opinion survey to measure attitudes and opinions regarding the University of Minnesota among the general public and opinion leaders.