



BOARD OF TRUSTEES PLANNING RETREAT ORIENTATION MEETING MINUTES

Weber State University Davis Campus 2750 University Blvd. Layton, UT

Computer & Automotive Engineering Building - Room 146

Wednesday, August 10, 2022 | 9:00 AM to 4:00 PM

Trustee Members:

Ms. Kearston Cutrbus – Chair (via Zoom)

Ms. Karla Bergeson -Vice Chair

Mr. Brent Bishop

Ms. Louenda Downs

Ms. Karen Fairbanks

Mr. Rob Higginson

Ms. Ashley Potokar

Mr. Don Salazar

Excused:

Ms. Amanda Covington

Mr. Keith Titus

Ms. Adrienne Andrews

Weber State University Representatives:

Dr. Brad Mortensen, President

Dr. Bret Ellis, Vice President for Information Technology (via Zoom)

Dr. Ravi Krovi, Provost

Dr. Betsy Mennell, Vice President for University Advancement

Dr. Brett Perozzi, Vice President for Student Affairs

Dr. Norm Tarbox, Vice President for Administrative Affairs

Ms. Sherri Cox, Secretary to the Board

Mr. Steven Richardson, Director of Strategic Initiatives

Ms. Stephanie Hollist, Deputy General Counsel

Mr. John Kowalewski, Executive Director, Marketing & Communications

Mr. Jason Francis, Faculty Senate Chair, Associate Professor/Health Sciences Librarian (via Zoom)

Ms. Aubrey Lord, Staff Advisory Council Chair, Administrative Associate

Dr. Brenda Kowalewski, Associate Provost of High Impact Programs & Faculty Excellence

Mr. Dane LeBlanc, Director of Public Safety

Mr. Mark Halverson, Associate Vice President of Facilities Management & Campus Planning

Mr. Bryan Magaña, Director of Public Relations

Dr. Jessica Oyler, Associate Provost of Enrollment Management

Ms. Amy Hajdas, Marketing Strategist (via Zoom)

Dr. Julie Snowball, Assistant Vice President for Strategic Regional Partnerships

Ms. Yudi Lewis, Executive Director of Hispanic Serving Institution Initiatives

Mr. Steve Nabor, Associate Vice President of Financial Services & Economic Engagement/CFO

Mr. Chaz Steimel, Assistant Director of Budget and Institutional Research

Mr. David Jones, Assistant Attorney General

Mr. Patrick Beck Technical Support Specialist, School of Computing (via Zoom)

Public Attendees:

Mr. Jeremy Shinoda (via Zoom)

Press:

No members of the press were present

Call to Order:

The Board of Trustees Planning Retreat Orientation meeting was called to order by Vice Chair Karla Bergeson at 9:06 a.m. who welcomed all in attendance and excused Trustee Covington, and Trustee Titus. Vice Chair Bergeson asked for identification of any potential or perceived conflicts of interest after viewing the agenda. Hearing none, Vice Chair Bergeson then continued through the agenda.

Full Board Agenda Items

Swearing in of New Trustee:

Mr. Robert Higginson was installed as a new trustee by taking the oath of office administered by Secretary Ms. Sherri Cox.

Meeting Minutes:

Meeting minutes from the May 19, 2022 Board meeting and June 15, 2022, Executive Committee meeting were reviewed without discussion.

ACTION: Upon a motion to approve the meeting minutes from both May 19, 2022, Board meeting and June 15, 2022, Executive Committee meeting by Trustee Louenda Downs, with a second by Trustee Brent Bishop, the motion passed unanimously.

Bylaws Discussion:

A brief description of the bylaws updates and changes was given by Ms. Stephanie Hollist. Changes included grammar correction and the formatting for clarity.

ACTION: Upon a motion to approve the bylaws by Trustee Brent Bishop with a second by Trustee Louenda Downs, the motion passed unanimously.

Strategic Plan Amplified Overview:

President Brad Mortensen took a few moments to have all meeting attendees introduce themselves before moving into his discussion on the strategic plan. He discussed the purpose of the plan and the need for the Board of Trustees to approve it. Further discussion included assessment, enrollment, the five strategic plan goals, an explanation of the timeline of reporting cycles, enrollment headcount, full-time equivalent (FTE) for students based on 15 credit hours, and a discussion explaining FTE.

Enrollment Targets:

Dr. Jessica Oyler discussed fall enrollment and gave a history since 2010 listing many things that have stayed the same and differences that have changed over time. She shared many statistics pertaining to students, enrollment level, and how we are adapting and exploring different ways to offer completion pathways. Dr. Oyler concluded by listing goals for improvement moving forward.

Emerging Hispanic Serving Institution:

President Mortensen introduced Yudi Lewis who will serve as the Executive Director of Hispanic Serving Institution Initiatives starting on September 6. Ms. Lewis shared her background story and how she plans to help students at WSU by having conversations with them, and with leaders. Her focus is to better serve Hispanic students, to increase enrollment and promote diversity. She discussed goals to become an emerging Hispanic serving institution.

Goal Reports:

Retention and Completion:

Vice President Brett Perozzi and Mr. Chaz Steimel gave a report on retention and completion and showed data from the past year. Highlights from their report included (a) a goal to achieve 60% first-time fall to fall retention, (b) 80% of first-time students will earn a 2.20GPA or higher, (c) 34% of concurrent enrollment and

52% of early college high school graduates will matriculate, and (d) 50% of WSU bachelor's degree recipients will report two or more high impact educational experiences (HIEEs.)

BREAK

Personal Connections and Academic Excellence:

Following the break, Provost Ravi Krovi gave a report on personal connections and academic excellence and the role of faculty, which includes (a) mentoring and the importance of connections between students and faculty, (b) connection with the WSU community, and (c) classroom engagement and its importance.

Community Anchor Mission:

Mr. Steve Nabor and Dr. Brenda Kowalewski discussed community anchor mission and economic development. There are opportunities for small businesses to partner with groups such as StartUp Ogden and Catalyst Campus to help develop the military ecosystem. Dr. Kowalewski talked about sustainability outcome which involves WSU achieving STARS Gold status by 2025. Community development was discussed with a focus on increasing student and faculty opportunities for engaging in community-based projects. The economic impact is substantial from the student hours that are being done. Changing business practices related to hiring purchasing and investing and trying to get to carbon-neutral by 2040 are goals that are in progress. The Network for Innovation and Community Engagement (NICE) has been built to keep lines of communication open and coordinate together.

Marketing and Branding – Cicero Report

Vice President Betsy Mennell and Ms. Amy Hajdas discussed marketing and branding and how we need to tell our story more loudly and proudly with intention and focus and create a stronger brand. Our focus area needs to expand and we need to better reach those within it. Ms. Hajdas shared data on the Cicero Report, which conducts competitive and student segmentation research. She discussed (a) the project timeline and progress for five key target audiences, (b) competitor analysis and overview of other traditional universities, (c) SWAT analysis, (d) weaknesses, (e) opportunities, and (f) threats. A description of quantitative research and personas summary was given and critical next steps were outlined.

Equity, Diversity and Inclusion:

President Mortensen addressed the topic of Equity, Diversity and Inclusion. The university is working to find candidates to fill positions to move our EDI plan forward. We are sending a message to the campus community that we are taking this culture of belonging seriously.

Revisions – Weber State Amplified

President Mortensen discussed how the five task forces met together to implement each of their goals. Revisions have taken place to the format and style of the language bringing internal consistency to the document. The strategies and goals were outlined and presented.

ACTION: Upon a motion to approve the revisions to the strategic plan as outlined in the clean copy by Trustee Don Salazar, with a second by Trustee Louenda Downs, the motion was approved unanimously.

LUNCH

WSU Student Success Playbook Update:

Following lunch, Vice Chair Bergeson requested an update on the WSU student success playbook. President Mortensen and Provost Krovi discussed the directives given by Dr. Tim Renick from the National Institute of Student Success (NISS) after research was completed at WSU. Discussion included data governance and integration from all departments. There is a need to incorporate a unified business approach to data, which includes consistency of data definitions and understanding that data has integrity, quality and privacy. A chief data officer will be hired to work with all areas involved with the strategic plan, budget director, enrollment, student records, etc. This position will report to the provost.

Report from USHE Board and Trustee Training Meeting:

USHE Delegation of Authority and Strategic Plan:

President Mortensen gave an overview of USHE Utah code section 53B-2-103 which lists the responsibilities of the Board of Trustees. Trustees have an advisory role to the universities. Statutory changes in 2017 allow trustees to approve new degree programs through master's degrees. In 2021 the strategic plan was added as another component for trustees' approval with institutions. Responsibilities and roles of trustees were reviewed, as well as the UBHE strategic plan and goals areas, equity framework, and the composition of the Board. The new chair is Lisa Michele Church. The vice chair is Jesselie Anderson. The R&R representatives assigned to WSU are Sanchaita Datta and Hope Eccles.

Crisis Communication:

President Mortensen discussed crisis communication and the importance to get out in front of any crisis as soon as possible. He reviewed parts of the playbook for handling crises. Trustees may need to do crisis communication training. Stephanie Hollist will share information with the Trustees concerning this topic.

Trustee Training and Discussion:

USHE held trustee chair and vice chair training in Cedar City in July, which Karla Bergeson and Kearston Cutrbus attended. Crisis communication was addressed during the meeting, and the importance of training as examples were shared from other universities concerning security issues they faced. Trustees will receive information for training from legal counsel.

2022-23 Board Manual in Nasdaq Boardvantage:

The Board of Trustees board manual in Nasdaq Boardvantage was briefly discussed listing the different information contained in the folders for the Trustee's reference.

New Retirement Program – Tier 2 URS for Employment:

Vice President Norm Tarbox discussed a new retirement program for non-exempt university employees hired between 2013-2018. Due to changes in state law, about 100 employees have an inferior retirement program which gives them lower retirement benefits from the university. A program will be in place starting in September to help offset their differences from others.

Media Relations:

Mr. John Kowalewski gave a review on media tips for trustees. The document provided in the packet was referred to. He then introduced Mr. Bryan Magaña, the new Director of Public Relations, to the trustees. Mr. Magaña gave a brief review of his history and shared his philosophy of truth-telling and facts, as well as seeing the bright side of things and focusing on the positive. He is prepared to deal with crisis should it come and help keep a bright side perspective.

Campus Master Plan:

Mr. Mark Halverson gave an overview of campus and discussed a few areas under construction. The updated master plan is submitted to USHE each year and shows a 5-10 year development plan for campus. Highlights included (a) the Noorda EAST building, (b) the OGX Bus Rapid Transit System, (c) a new geothermal field under the quad, (d) a new signage project along Harrison, (e) parking lots near Birch to facilitate more demand at new buildings, (f) the new traffic circle at the top of Edvalson, (g) the need for new concrete and bleachers on the east side of the stadium, (h) student housing evaluations, (i) the construction of a Westin hotel will be constructed near the Dee Events Center, (j) funding for an indoor tennis facility is being developed, and (k) Davis Campus has undeveloped areas with a lot of room to grow with solar production and building construction.

Emergency Response:

Mr. Dane LeBlanc gave a review of the emergency response team. A new policing committee has been created with a code purple app that will be implemented this fall that provides an escort system with it. A two-year office training program has been developed with a focus on de-escalation and mental health training. Efforts have been made to reduce turnover by increasing base pay and incentives for officers. COVID statistics were shared and the environmental health and safety department has been revamped and rebuilt with hiring and training programs.

President's Report:

President Mortensen highlighted several new employees that have joined the Weber State family in his report in the agenda packet. Discussion took place among trustees about how to protect good leaders and coaches that are doing a great job. Trustees can “brag” about our leadership when they are involved in the community and give external support.

Upcoming Events Calendar:

Upcoming events were referred to in the agenda packet without discussion.

Required Annual Trustee Training:

Mr. David Jones reviewed the required annual trustee training by first showing a video on holding open and closed meetings. He asked trustees to read through the documents in the packet for a thorough review. Revisions were passed by the legislature concerning electronic meetings that will go into effect after Dec. 31, 2022. Clarification on determining how to handle a quorum using electronic means was discussed. Public records were discussed. One of the most important things for boards includes text and email messages. Under GRAMA rules, these forms of communication can be requested by news media and the government. Private computers and phones can be considered government records and are subject to disclosure.

Ethics Training:

Ms. Stephanie Hollist gave a review on ethics training and discussed philosophy, duty of loyalty, to do list, disclosure of information, use of position, independent judgment, gifts and receipt of gifts, bribery law, ethics act, and conflict of interest forms.

2022-23 Conflict of Interest Disclosure:

At the conclusion of ethics training, Secretary Cox handed out conflict of interest forms to the trustees to fill out and turn in for review by the Conflict of Interest Committee.

BREAK

Special Topics Discussion:

Following the afternoon break each of the vice presidents and President Mortensen briefly discussed the topics they are recommending to share as special topics during the seven Board of Trustees meetings held during the year. The trustees were able to ask questions and give input as to topics they would like to hear about as well. A Google survey will be sent by email to the trustees by Secretary Cox to vote on their top seven choices.

Meeting Adjourned:

With no further business to discuss, the meeting was adjourned at 3:14 p.m.