



Board of Trustees Planning Retreat Orientation

Meeting Minutes

Weber State University Hurst Center for Lifelong Learning
Dr. Ezekiel R. and Edna Wattis Dumke Legacy Hall
1265 Village Drive, Ogden, UT 84408
Monday, August 14, 2023 | 9:00 AM to 4:00 PM

Trustee Members:

Kearston Cutrubus, Chair
Karla Bergeson, Vice Chair
Brent Bishop
Amanda Covington (via Zoom)
Louenda Downs
Tammy Gallegos
Casey Hill (in person and via Zoom)
Rob Higginson
Monet Maggelet
Lori Belnap Pehrson (via Zoom)
Ashley Potokar
Don Salazar
Keith Titus

Excused:

Karen Fairbanks

Weber State University Representatives:

Brad Mortensen, President
Norm Tarbox, Senior Vice President for Administrative Services
Ravi Krovi, Provost and Senior Vice President for Academic Affairs
Betsy Mennell, Vice President for University Advancement
Jessica Oyler, Vice President for Student Access & Success
Bret Ellis, Vice President for Information Technology

Adrienne Andrews, Vice President for Equity, Diversity and Inclusion & Chief Diversity Officer

Stephanie Hollist, General Counsel & Board Secretary

Amanda Geilman, Staff Advisory Council Chair, Senior Assistant Registrar

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

Steven Richardson, Director of Strategic Initiatives

Sherri Cox, Executive Assistant

John Kowalewski, Executive Director, Marketing & Communications

Brenda Kowalewski, Vice Provost, High Impact Educational Experiences & Faculty Excellence

Mark Halverson, Interim Vice President for Information Technology/Associate Vice President of Facilities Management & Campus Planning

Bryan Magaña, Director of Public Relations

Eric Amsel, Vice Provost, Undergraduate Studies/Academic Support & Institutional Effectiveness

Steve Nabor, Senior Associate Vice President of Financial Services/CFO/Economic Development

James Taylor, Executive Director of Innovation, Commercialization, Sponsored Projects and Research

Weston Larsen, Technical Support Specialist, Hurst Center

Nathan Paulsen, Electronics Technology Specialist, Facilities Management

Benjamin Zack, Media Developer, Marketing & Communications

Ryan Belnap, Senior Media Developer, Creative Academic Technology Solutions

Public Attendees:

Geoffrey Landward, Deputy Commissioner of Higher Education

Press:

No members of the press were present

Call to Order:

The meeting was called to order by Kearston Cutrubus, Chair, at 9:04 a.m. Chair Cutrubus welcomed all in attendance and turned the time to Brad Mortensen, President, for recognition of outgoing trustees.

Board of Trustee Agenda Items

Recognition of Outgoing Trustees:

President Mortensen recognized outgoing trustees Louenda Downs and Kearston Cutrubus and expressed appreciation for their years of service. Brief remarks were given by Trustee Downs and Chair Cutrubus. Trustee Amanda Covington joined the meeting via Zoom and made a few remarks. Trustee Karen Fairbanks was excused from the meeting.

Swearing in of New Trustees:

Casey Hill, Monet Maggelet, and Tammy Gallegos were installed as new trustees by taking the oath of office administered by Stephanie Hollist, General Counsel & Board Secretary.

New Trustee Introductions:

Introductions were made by the new trustees followed by the meeting attendees.

Nomination Committee Report/Election of 2023-25 Board Officers:

Don Salazar, Nomination Committee Chair, made a recommendation on behalf of the committee to elect Karla Bergeson as chair of the Board of Trustees. He also made a recommendation to elect Keith Titus as vice chair. Chair Cutruba asked if there were additional nominees. Hearing none, she requested that a motion be made for the nominations.

Action: Upon a motion by Trustee Salazar to approve Karla Bergeson as the chair of the Board of Trustees, with a second by Trustee Brent Bishop, the motion passed unanimously.

Remarks were made by Chair Bergeson and outgoing Chair Cutruba.

Action: Upon a motion by Trustee Salazar to approve Keith Titus as the vice chair of the Board of Trustees, with a second by Trustee Rob Higginson, the motion passed unanimously.

Remarks were made by Chair Bergeson as she thanked Kearston Cutruba and Louenda Downs for their service as trustees.

Utah System of Higher Education Structure and Responsibilities Overview:

Geoff Landward, Deputy Commissioner, gave a presentation on the Utah System of Higher Education (USHE) responsibilities and duties of leadership. This included new board membership and structure, statutory responsibilities, USHE vision, mission and strategic plan.

Weber State University Board of Trustees:

President Mortensen gave a presentation on the Weber State University Board of Trustees statutory responsibilities, USHE delegated authority, trustee bylaws, trustee committee charters, and trustee assignments.

Weber State University Overview, Organization, and Shared Governance:

President Mortensen gave a Weber State University overview and discussed organization and shared governance.

BREAK**Identification of Any Potential or Perceived Conflicts of Interest:**

Following the break, Chair Bergeson asked for the identification of any potential or perceived conflicts of interest after reviewing the agenda. Hearing none, the meeting proceeded.

Meeting Minutes:

Meeting minutes from the May 16, 2023, Board meeting, May 23, 2023, Executive Committee meeting, and August 3, 2023, Executive Committee meeting were reviewed without discussion.

Action: Upon a motion to approve the meeting minutes from the May 16, 2023, Board meeting, May 23, 2023, Executive Committee meeting, and August 3, 2023, Executive

Committee meeting by Trustee Bishop, with a second by Vice Chair Titus, the motion passed unanimously.

Trustee Bylaws Amendments:

A brief description of the bylaws updates and changes was given by General Counsel Stephanie Hollist. Changes included creating consistency with policies and editorial revisions.

Trustee Committee Charters Amendments:

General Counsel Hollist discussed the Trustee Committee Charter amendments. Included in the changes were the removal of the Community Relations Committee and a new charter for the Investment Committee. It was proposed that clean copies of these documents be added to Nasdaq Boardvantage once approved.

Action: Upon a motion to approve the Trustee Bylaws amendments and Trustee Committee Charters amendments by Trustee Bishop with a second by Trustee Maggelet, the motion passed unanimously.

2023-24 Trustees Assignments and Meeting Schedule:

Chair Bergeson discussed the proposed trustee committee assignments, college liaison assignments, and the 2023-24 Board of Trustees meeting schedule.

Action: Upon a motion to approve the 2023-24 trustee assignments and meeting schedule by Vice Chair Titus, with a second by Trustee Higginson, the motion passed unanimously.

Monitoring of Strategic Plan – Weber State Amplified: A 5-year Plan for Growth – Year Two Metrics and Achievements:

President Mortensen discussed the Strategic Plan, which was approved and implemented in the fall of 2021. He gave an update and extensive overview.

Enrollment Targets:

Jessica Oyler, Vice President, discussed fall enrollment statistics and statistics pertaining to students and enrollment growth over time. Enrollment is about 5% ahead this fall. Waiving the application fee has made a positive difference in application numbers. Vice President Oyler also addressed concurrent matriculation, comparisons with USHE institutions, technical college enrollment, and transfer students.

Goals & Desired Outcomes Year Two Reports:

Equity, Diversity & Inclusion:

Adrienne Andrews, Vice President, discussed her division's goals moving forward including an audit rollout, equity-minded accountability and assessment practices, and belonging. The five Centers for Belonging and Engagement will be rolled out this year. Discussion regarding the importance of increasing sense of belonging and how to best assess this goal, with a suggestion to compare it to the full student body to get a broader perspective of students' sense of belonging at the university.

Retention and Completion:

Vice President Oyler and Eric Amsel, Vice Provost, gave a report including discussion on retention and completion, Wildcat Scholars and learning communities, first-year seminar

review, revised new student orientation and advising, student communication efforts, and Wildcat Advantage: High Impact Education Experience (HIEE) pays.

Personal Connections and Academic Excellence:

Brenda Kowalewski, Vice Provost, gave a report on personal connections and academic excellence including mentoring, increasing HIEEs in curriculum and communities of practice, and Association of Colleges and University Educators training modules to help faculty to increase student engagement.

Community Anchor Mission:

Steve Nabor, Senior Associate Vice President, Vice Provost Kowalewski, and James Taylor, Executive Director, discussed community anchor mission and economic development including workforce development with the Rocky Mountain Center for Occupational & Environmental Health opportunities, sustainability, and community development.

Marketing and Branding:

Betsy Mennell, Vice President, discussed marketing and branding including public opinion research, Cicero group research-marketing segmentation (2022), and hallmark programs (2022). She discussed the overall marketing campaign and public opinion survey conclusions.

Action: Upon a motion to approve an acknowledgement that the Board of Trustees is monitoring the university's strategic plan by Trustee Maggelet, with a second by Trustee Ashley Potokar, the motion passed unanimously.

LUNCH BREAK

Trustee Training:

Following the lunch break, General Counsel Hollist provided training regarding laws governing open meetings and government records, ethical duties and fiduciary responsibilities of trustees, disclosure of conflicts of interest, and discrimination and harassment.

Nasdaq Boardvantage Overview:

Sherri Cox, Executive Assistant, briefly discussed the Board of Trustees board manual in Nasdaq, listing the different information contained in the folders for the trustee's reference.

Weber.edu Email Accounts:

Bret Ellis, Vice President, discussed weber.edu email accounts which will be set up for the new trustees through Heidi Munk, IT Manager. He gave a brief review of Duo for secure account sign-in, and the need to use this email account for university communication.

Media Relations:

Bryan Magaña, Director, gave a review on media tips for trustees. The document provided in the packet was referred to. He shared his philosophy of truth-telling and facts, as well as keeping things concise, avoiding jargon, answering questions being asked, and avoiding off-the-record conversations.

University Overview:

President Mortensen gave an overview of the higher education landscape and trends, including comparisons with other institutions, enrollment and graduation rates, and inflation rates. Chair Bergeson asked that the minutes reflect that Weber State's tuition inflation rate is 28% which is lower than the average 30%. Deputy Commissioner Landward answered questions about programs, funding, mission and roles, removing barriers to access and completion, EDI support, and attainment gaps. Trustee Salazar talked about the job market and how 79% of jobs will be filled by people of color. He also shared that 50,000 Hispanic students turn 18 years old each month and asked how we can help support these students. Discussion was also directed at the comprehensive campaign and how our strategic goals can support these areas.

Amplify Weber State: The Campaign for Weber State:

Vice President Mennell gave a report on Amplify Weber State: The Campaign for Weber State, including the comprehensive campaign definition, its timeline, working goals, new scholarships, new bequests, first-time major gifts, philanthropy during the campaign, and donations. Trustees are encouraged to be involved with the campaign by engaging with outside audiences.

Weber State Student Success Playbook Report:

Ravi Krovi, Provost, and Vice President Oyler discussed the Weber State Student Success Playbook report. Tim Rennick from Georgia State University conducted an analysis of Weber State University and gave the National Institute for Student Success (NISS) recommendations.

Upcoming Events Calendar:

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

BREAK

Special Topics Discussion:

Following the afternoon break each of the vice presidents and President Mortensen briefly discussed potential special topics that could be shared during the Board of Trustees meetings in the coming year. The trustees asked questions and gave input about additional topics. The trustees voted on their choices for special topic discussions.

Meeting Adjourned:

With no further business to discuss, the meeting adjourned at 3:54 p.m.