



## **PRESIDENT'S COUNCIL MEETING MINUTES**

November 3, 2021 - 9:00 a.m.

Miller Administration Boardroom and Zoom

### **PRESENT:**

Dr. Brad Mortensen, President

Dr. Norm Tarbox, Vice President for Administrative Affairs

Dr. Ravi Krovi, Provost

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

Dr. Betsy Mennell, Vice President for University Advancement (via Zoom)

Ms. Adrienne Andrews, Assistant Vice President for Diversity & Chief Diversity Officer

Ms. Sherri Cox, Secretary to the Board

Mr. Steven Richardson, Director of Strategic Initiatives

Dr. Laine Berghout, Faculty Senate Chair/Professor/Chemistry

Dr. Gail Niklason, Staff Advisory Council Chair

Mr. Rich Hill, General Counsel (via Zoom)

Ms. Stephanie Hollist, Deputy General Counsel

Dr. Jeff Hurst, Associate VP/Dean of Students

Dr. Daniel Kilcrease, Executive Director, Student Affairs Auxiliaries

Ms. Kelly Simerick, Student Affairs Strategic Initiatives/Assistant to VPSA

### **Excused:**

Dr. Brett Perozzi, Vice President for Student Affairs

**Call to Order:**

The meeting was called to order at 9:00 a.m. by President Brad Mortensen, who welcomed all in attendance.

**Agenda Items****Meeting Minutes Approval (October 6, 2021):**

Meeting minutes from October 6, 2021, were reviewed by the President's Council. The minutes were approved.

**Student Communications Task Force:**

Dr. Kelly Simerick presented an update on the Student Communications Task Force. She discussed challenges with communication, including over-emailing students and the variety of methods used to contact them. Contact information needs to be updated in the system. The different notification platforms being used do not communicate digitally to each other. Many offices hire student workers to manage social media and the capacity to handle this is spread thin. A student focus group was held this summer. The feedback received echoed the challenges discussed. The messages are not applicable to all students and students would like a method to indicate their preferences for messaging.

The Student Communications Task Force met with Georgia State University's texting teams for information. Moving forward, guidelines are being created for texting and a process for updating contact information. More tutorials are being created for students for announcements and obtaining information. There are different CRM needs in each college. An overall plan is needed to pull together everyone to work using the same platforms and formats. The task force would like to hire an internal communications manager or gatekeeper for students.

**Housing & Dining Rate Increases Proposal:**

Dr. Daniel Kilcrease discussed housing and dining rate increases. No rates were changed last year during the pandemic. Free laundry will be offered next year, rather than having pay machines requiring coins. Rent will cover this cost. Rates are increasing due to the need and the demand is there for housing. Occupancy is currently about 82%. We need more occupancy to break even, and are staying afloat using HEERF funding. University Village is in good physical shape. Wildcat Village could use some maintenance and upkeep.

*Approval:* Proposed housing and dining rates were approved to move to the Trustees.

**WSU Football Coach Quasi Endowment:**

Vice President Betsy Mennell discussed the WSU Football Coach Quasi Endowment. The donor requested to remain anonymous and asked that additional funds be raised to support this endowment.

**Approval:** The Quasi Endowment gift proposal from an athletic donor was reclassified as a quasi-restricted endowment for the purpose of WSU football coach support over five years. The proposal was reviewed and approved with \$1,250,000 in the account. \$250,000 will be available in the WSU Development holding index.

### **USHE Committee Updates:**

President Mortensen discussed USHE the following committee updates:

- One board member encouraged more participation from institutions on committees. We will look to send a representative to each committee meeting.
- They are staying focused on what is in their strategic plan.
- A thoughtful report was given on concurrent enrollment. Some great slides were shared that we would like a copy of.
- Work has been done at the system level with faculty and staff recruitment and retention efforts. There has been a lot of involvement with staff at the university.
- The Cicero report funded by Alan and Jeannie Hall is complete. A different Cicero report was also completed by another source focused on WSU, Davis Tech, and Ogden-Weber Tech.
- No enrollment report was given at the meeting.
- The performance measures on general education certificates are being recalculated. We may need to change our high-yield award.
- Jefferson Moss will be leaving UVU to work as the executive project manager for the Innovation District at the Point. In his role as a legislator, he has also been serving as vice chair for appropriations. He will be working for USHE.

### **Early Retirement Requests:**

Vice President Norm Tarbox presented the early retirement requests and expressed sadness to lose such great people and resources from the university.

**Approval:** The early retirement requests were approved to move to the Trustees.

### **SAC Extended Hours Plan Review:**

SAC Chair Gail Niklason shared a memo sent to the president listing SAC concerns for rolling out the 7 to 7 hours on Wednesdays. SAC feels the rollout should have been communicated differently and will not solve all our problems, but is a start to help meet student needs. Staff have additional ideas to implement into the plan. Chair Niklason expressed that staff would like to be involved with things that affect their work, and would like more of a voice in how things are implemented on campus. Provost Krovi added that staff have been granted flexibility and can perform virtually when possible. Advising is the area of focus for this to ensure coverage. Stipends have been discussed or hiring part time staff to facilitate extra hours. Having data to determine traffic patterns is helpful to assess needs. Technology may be able to facilitate non-traditional hours. Building options is a positive way to move forward to get buy-in and understanding of the implications of these units. Some colleges have been doing extended hours on their own to meet their students' needs. We will continue to move forward with working together to make this successful.

**Board of Trustees Draft Agenda:**

- President Mortensen discussed the Board of Trustees draft agenda for the November 17, 2021, meeting which will be held at the John A. and Telitha E. Lindquist Alumni Center. Provost Krovi's presentation will include math efforts to promote success, four-five things that have the moved the needle the most, and the most recent history moving forward. Leslie Park will discuss Starfish
- On January 13, Tia Brown McNair will be on campus in person to speak and meet with the Trustees.
- The Community Relations Committee and Conflict of Interest Committee will add their meeting minutes as an information item on the agenda.

**Other:**

Other items discussed during President's Council included:

- a. The Native Symposium keynote address will be given tonight by Dr. Kim Tallbear.
- b. Norm Tarbox indicated that we will be a Coke campus for the next seven years. There is specific language in the contract referring to anyone that uses the university mark or symbols that are not Coke products.
- c. Provost Krovi shared that LBGTQ-Nonbinary students are concerned with how they are being treated on campus. Their preferred pronouns are not being respected and faculty are not adhering to properly addressing them. They are concerned with being "outed" in the classroom and also want to see if they have the ability to change their preferred names in Banner. A suggestion was made to send something in Student Affair's newsletter on being respectful and using correct pronouns. HEERF is funding some inclusive workshops for 60 faculty engaged in this. Deans can work with department chairs to address this in meetings. Equity discussions need to take place concerning students of all color. We need to educate faculty on what students are feeling.

**Upcoming Events:**

Upcoming events were provided for reference in the packet without discussion.

**Adjournment:**

Without any further business to discuss, the meeting was adjourned at 10:47 a.m.

