



PRESIDENT'S COUNCIL MEETING MINUTES

Aug. 3, 2022 – 9:00 a.m.

MA 319 and Zoom

PRESENT:

Dr. Brad Mortensen, President

Ms. Adrienne Andrews, Vice President of Equity, Diversity and Inclusion

Dr. Bret Ellis, Vice President for Information Technology

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. Aubrey Jenkins Lord, Staff Advisory Council Chair – Administrative Assoc./Provost's Office

Ms. Stephanie Hollist, General Counsel

Ms. Sherri Cox, Executive Assistant to the President and Secretary

Mr. John Kowalewski, Executive Director of Marketing & Communications

Mr. Bryan Magaña, Director of Public Relations

ZOOM ATTENDEES:

Mr. Jason Francis, Faculty Senate Chair – Associate Professor/Health Sciences Librarian

Mr. Steven Richardson, Director of Strategic Initiatives

Call to Order:

The meeting was called to order at 9:02 a.m. by President Mortensen, who welcomed all in attendance.

Meeting Minutes Approval (July 13, 2022):

Meeting minutes from July 13, 2022, were reviewed without discussion.

Approval: Meeting minutes from July 13, 2022, were approved.

Director of Public Relations Introduction:

Vice President Betsy Mennell introduced the new Director of Public Relations, Bryan Magaña to the President's Council. A welcome and introductions were made to all in the room and on Zoom. Bryan introduced himself and gave a brief overview of his education, with degrees from Weber State University, and professional experience including his work at Hill Air Force Base for the 419th fighter wing and Honorary Commander Program. His public relations experience has been with the military where he has many community partnerships. Upcoming potential media stories were discussed.

Board of Trustees Planning Retreat Orientation Meeting Agenda Draft:

President Mortensen discussed the Aug. 10 Board of Trustees Planning Retreat Orientation Meeting agenda. The following changes to the agenda were discussed:

1. Bylaws revisions have been made to give parity on dates and language.
2. The order of the agenda items has been revised after meeting with Board of Trustee leadership. The strategic plan review has been moved to the morning
3. Five minutes will be allotted for each task force to present with ten minutes for discussion. University Advancement will have about 30 minutes for discussion on the Cicero Report.
4. Special topics for the year. A Google doc will be shared with vice presidents to list their suggested subject matter.

Data Coordination:

President Mortensen discussed data coordination and invited Provost Krovi to share the recommendations from the National Institute for Student Success (NISS). Provost Krovi discussed establishing a structure and a new position, a chief data officer (CDO) that would oversee data areas in academic affairs and student affairs with a dotted line for coordination to Institutional Research, Information Technology, and the director of strategic initiatives. We plan to start the position

with one-time funds this fall and prioritize ongoing funds in FY 2023-24. The CDO will report to the provost.

USHE Updates:

President Mortensen gave USHE updates from the Council of President's meeting held on Aug. 1. Budget requests were discussed with performance funding allocated for the biggest portion. Other system requests were discussed including (a) cybersecurity plans, (b) mental health and basic needs programs, (c) performance funding with an inflationary factor from last year's amount, and (d) a set-aside for whatever might come out of the USHE online proposal. In addition to budget request items, (a) USHE is organizing a capital facilities tour for later in August or the first part of September; (b) Spencer Jenkins left the USHE office and is now the executive director of UETN; (c) other changes in the commissioner's office include Geoff Landward taking the government relations role, and Alison Adams-Perlac as general counsel; (d) President Randall has announced that the University of Utah will provide full-tuition scholarships to students who are members of the eight Native nations in Utah and a legislative bill may be created to expand tuition waivers for students at the graduate level (WSU offers this also, and may need to do some follow-up with how we promote it); (e) The New Leadership Academy program at the University of Utah is sending an invitation for senior leaders to join. More details coming; (f) last year's 5-year USHE goals were reviewed. A request has been made for institutions to set 1-year performance goals to turn in; and (g) at the Student Affairs Committee meeting in August, Brad has five minutes to present becoming an HSI with the potential of presenting more at the September full board meeting.

Other:

Other items included:

1. Discussion took place about other institutions advertising in the Ogden area and at Hill Air Force Base, including ideas for better marketing of our name, brand, and products. Outreach efforts with advisors in place will help us improve in this area.
2. President Mortensen confirmed that TheDream.US has selected WSU to be their next partner in Utah starting in fall 2023.
3. Enrollment numbers are down around 2% which will result in budget cuts. President's Council agreed to call students to help with recruitment and enrollment efforts.
4. The Back to School Breakfast will be held in the Shepherd Union Ballrooms on August 22.
5. SAC had its first meeting yesterday and is now fully staffed.

Upcoming Events:

Upcoming events were reviewed without discussion

Adjourn:

With no further business to discuss, the meeting adjourned at 10:38 a.m.