

Minutes
PRESIDENT'S COUNCIL
July 7, 2021
9:00 am MA 319 and Zoom

PRESENT:

Dr. Brad Mortensen, President

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 Services

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

Ms. Sherri Cox, Executive Assistant to the President

Dr. Laine Berghout, Professor/Chair/Chemistry

Dr. Gail Niklason, Staff Advisory Council Chair

Mr. Steven Richardson, Director of Strategic Initiatives

Ms. Stephanie Hollist, Deputy General Counsel

Mr. Rich Hill, General Counsel

Ms. Shelley Belflower, Director, Academic Technology Services, IT

Mr. John Kowalewski, Executive Director, Marketing and Communications

Ms. Anna Burlison, Web Content Manager, Marketing and Communications

EXCUSED:

Dr. Bret Ellis, Vice President for Information Technology

Meeting Minutes
Approval (June 2, 2021)

Campuswide Digital
Communication
Guidelines

Approval

Transfer Function &
Student Communication
Task Forces

1. The meeting convened at 9:00 a.m. President Brad Mortensen welcomed attendees and recognized Gail Niklason as the new SAC Chair.
 2. President's Council members approved meeting minutes from June 2, 2021, pending changes excusing Ms. Adrienne Andrews from the meeting.
 3. Vice President Betsy Mennell discussed new Campuswide Digital Communication Guidelines. Anna Burleson outlined the different methods of campus communication guidelines and options for those sending messages to large groups on campus, along with their application for users. The guidelines have been presented to IT leadership, SAC, and Faculty Senate. The different methods of communication were outlined, as well as the best use of the options given. A question was asked about whether the guidelines would impact students with visual impairment, and if they would be able to access any messages that follow the protocols set forth in the guidelines. Because the guidelines call for messages to be sent in a text format, students with visual impairment will be able to access them with screen readers. Accreditation accreditors asked where or how WSU outlines all its communication channels for its various stakeholders. This guideline will satisfy the accreditation request. The question was raised about why it was chosen to pursue this as a guideline instead of a policy. The reason it was decided to keep this as a guideline rather than a policy is because it needs to still be fluid as changes are implemented and added to the document. As an example, chatbot is still being configured and will need to be implemented. A suggestion to notify campus of the approved guidelines through Announcements was made.
- The Campuswide Digital Communication Guidelines were approved.
4. Vice President Brett Perozzi discussed the Student Communication Task Force. Communication methods to students was reviewed, as well as determining the best methods to accomplish this. Texts are going to students

from their college. Kelly Simerick will chair the team membership with representatives from Athletics, University Advancement/MarComm, Student Affairs, Academic Affairs/Enrollment Services, IT, Faculty Senate, and WSUSA. Discussion included sending marketing correspondence from Weber State to high school and college-age students, as other institutions regularly send out marketing information to this demographic. We need to be more proactive in these areas.

Vice President Perozzi withdrew Transfer Office Task Force from the agenda today as more information needs to be gathered and updated before presenting this topic to President's Council. Admissions and recruitment needs to be included in this process, as well as support added into the Strategic Plan.

Approval

Formation of the Student Communication and Transfer Office Task Forces was approved.

Definition of "Polytechnic" for Updated R312

5. President Brad Mortensen shared the draft of the definition of "polytechnic" that is being proposed for inclusion in Utah System of Higher Education (USHE) policy R312, *USHE Institutional Missions and Roles*. It appears that this will be an extra designation institutions can seek beyond their primary role and mission outlined in R312. Discussion pursued about whether WSU meets the proposed definition of "polytechnic" and if it would make sense to seek such a designation once the definition is finalized.

Fall Enrollment NOW Ideas

6. President Mortensen discussed fall semester enrollment concerns and ideas to address shortfalls. We are currently 3,450 FTE below where we need to be at the start of fall semester to hit the Fall 2019 and Fall 2020 enrollment levels. Recruitment and retention ideas need to be initiated quickly. A task force will be formed consisting of members in key functional roles to develop, process, and implement ideas, including Loonshots (ideas that typical processes kill.) Budgetary impacts of any initiatives will need to be reviewed with VP Tarbox.

Discussion included situations in different colleges, student demographics, where more recruitment can occur within the university itself, and reasons for lower

	<p>registration numbers. A meeting will be held tomorrow for brainstorming ideas and to select task force members.</p>
MA Lampros Boardroom	<p>7. The Boardroom will be offline for about a week due to table repairs from damage during the technical upgrades done in the room. This has not been scheduled yet, but we will keep everyone posted when this will happen. Better care needs to be exercised in this room when people are using it, as well as the purpose for use.</p>
Other	<p>Other items for discussion by the President's Council included:</p> <ol style="list-style-type: none"> a. The location for the Board of Trustees meeting, orientation, and retreat for Aug. 9, 2021, is being considered. Suggestions for different campus venues were discussed.
Upcoming Events	<p>8. Upcoming Events were included in the packet. Discussion included the Lindquist Pops Concert scheduled for Sunday, July 18, 2021.</p>
Meeting Adjourn	<p>9. Without any further business to discuss, the meeting was adjourned at 10:31 am.</p>