UVU BOARD OF TRUSTEES
October 28, 2010
7:00 p.m. – SC213c

Board of Trustees Members Present
Janette Hales Beckham
Greg Butterfield
Rebecca Marriott Champion
T.J. Fund
Steven J. Lund
Carolyn H. Merrill
Richard Portwood
Ralph Yarro

Board of Trustee Members Excused
Doyle M. Mortimer
Terry E. Shoemaker

UVU Regular Attendees
President Matthew S. Holland
Marc Archambault, Vice President Development and Alumni
John Balden, Faculty Senate President
Cory Duckworth, Vice President Student Affairs
Val Hale, Vice President University Relations
Linda Makin, Chief Planning, Budget and Policy Officer
Karen Olsen, Secretary to the Board
Val Peterson, Vice President Administration and Legislative Affairs
Kyle Reyes, Assistant to the President
Mark Wiesenberg, PACE President
Ian Wilson, Academic Vice President

Guests
Bonnie Jean Beesley, Vice Chair Board of Regents
Ernie Carey, Dean, College of Technology and Computing
Lowell Glenn, Chair Department of Finance and Economics
Cameron Martin, USHE Assoc Comm. for Planning
Sam Rushforth, Dean, College of Science and Health
William A. Sederburg, Commissioner of Higher Education

Dinner guests were Presidential Interns: Andrea Austin, Michael Balser, Aaron Smith and Abby Tryon

INFORMATION

A. Higher Ed Utah 2020 Plan Case Statement and Action Plan. Regent Vice-Chair Bonnie Jean Beesley expressed appreciation to the Trustees for the role they play in the governance structure at UVU. She referred to the Roles and Responsibility booklet that will be presented at a future Trustee meeting by the Roles and Resource team for UVU, Jack Zenger and Marlon Snow.

Commissioner Bill Sederburg presented the Higher Ed Utah 2020 Plan Case Statement and Action Plan that is being presented to Board of Regents at their meeting tomorrow and for public input. He was charged by Governor Herbert to develop this action plan. He explained those communities that have a well educated workforce will be more economically successful and stable, and the goal of both higher education and Governor Herbert is to by 2020 have 66% of adults in Utah with some form of postsecondary degree or certification. Currently it stands at 39%. In the report they have outlined three strategic priorities: 1) Increase in student preparation, 2) Increase in student completion rate, and 3) Increase in the level of economic innovation. Key points to accomplish include: 1) building higher education general education requirements on K-12 common core, 2) outcomes based education, 3) senior year as early college, 4) adopt aggressive growth plan, 5) achieve efficiencies through technology, 6) moving funding to mission based, 7) measure remediation success and degree completion. Cameron Martin noted the entire report is available on the Higher Ed web site and encouraged input from Trustees and the greater community. Trustees asked how the public will be informed of the plan and were told it has been advertised in both major newspapers, there will be radio ads after it has been presented to Regents, and it has also been highlighted in the Chronicle of Higher Education. Commissioner Sederburg said the key variables for UVU will be improving retention rates, remediation and math issues, tying into economic needs, and certificate programs, particularly in STEM areas.

B. Campus Update. President Holland presented a campus update: Administration: 1) Ian Wilson has been appointed Vice President for Academic Affairs and is no longer interim, 2) Brian Birch has been appointed Associate Vice President for Engaged Learning, 3) Cory Duckworth was congratulated on receiving the national Eileen Tosney Distinguished Service Award from the American Association of University Administrators. Events: 1) Steinway
Celebration. Trustee Champion was thanked again for her gift for a piano scholarship, and she noted the first piano competition will be held April 26, 2) Doris Kearns Goodwin spoke on campus as a guest of student government, 3) Freshman Reading program was a great success, with a rich and thoughtful student discussion in President Holland’s backyard, and a student-run production of Antigone that had the highest attendance of any UVU theater production thus far, 4) Arnold Friberg bust was unveiled and he was honored as one of Utah’s great artists, 5) China Art Show is at the Woodbury Gallery until December 17 and displays art from the cultural revolution, 6) Scholarship Ball was a great success and had an expanded reach of donations for scholarships including a substantial pledge that evening.  

Core Themes: 1) Student Success: a) fall enrollment reached 32,670 head count, which presents a challenge. The first stage of the strategic plan for management of growth is being finalized. The freshman class is stable, and biggest growth is in juniors and seniors who are staying to complete their degrees. b) Richard Portwood recently ran a marathon in support of a UVU student who was brutally attacked. He is also heading a delegation of student leaders who are going to Moscow to meet with government leaders and discuss youth governance in institutions of higher ed. He is joined by student leaders from 15 schools including Harvard, Stanford, MIT and Berkley. 2) Serious and Inclusive. a) The Advisory Council on Unique Educational mission, co-chaired by Vice Presidents Duckworth and Wilson, is looking carefully at programs, faculty qualifications and student transitions to address many of the issues presented by Commissioner Sederburg. The K-16 Alliance is an important collaborative group in this effort and is already working on a remediation and math effort which has led to a pilot program with the UVU math department and local high schools. On November 19 about 150 high school counselors will be meeting with UVU Advisors in an all-day training conference, b) President Holland will be speaking to the Utah Valley Chamber of Commerce First Friday Forum on November 5, where he will be unveiling the business engagement strategy. This was developed by a group of invited community leaders co-chaired by Greg Butterfield and Fraser Bullock with seven initiatives that have already had much progress.

Trustee Champion asked for clarification on mission-based funding, which has recently been in the media. Linda Makin explained the tone of the article was one-sided towards mission-based funding, but in reality the Regents have identified two funding mechanisms, with percentages determined by the Regents. They include both mission-based funding and enrollment growth. Regents will also keep their goals in mind of participation, completion and economic development. Each institution could decide what projects they want to have included under these categories in the budget request.

C. Annual Report of Self-Funded Insurance Plan. Val Peterson reviewed the annual report. There is currently 6.71 months of premiums set aside and we are required to keep at least 5.9 months. UVU has enjoyed great years since the inception of self-funding, anticipate greater expenses this year, but are prepared to handle. Question was asked on the 5% administrative fee and was told this is what Educators Mutual (EMIA) is paid as a third party processor. They were chosen through competitive bid and provide great value for their service.

D. Awards of Excellence Update. Kyle Reyes thanked Trustees Merrill and Shoemaker for their work on the awards of excellence planning. He explained since it was presented last month, there has been discussion on the distinctions between the Trustee and presidential awards, and he presented rationale for these awards. The Trustee award will recognize consistent examples of excellence. There will be two awards for faculty and two for staff and administrators. They will be based on excellence in teaching, scholarship, success and student support. Presidential awards will have similar criteria, with the primary difference being the Trustees award is geared toward life-time achievement with at least five years of institutional service, and presidential awards are for anyone who has completed a probationary period. Guidelines are being developed and will be presented at the December 9 Trustee meeting.

II. GENERAL CONSENT CALENDAR

A. Minutes of September 9, 2010 Board of Trustees Meeting. Question was asked about the response to UTA on upcoming contracts. Vice President Peterson met with administration from BYU to discuss their decision to discontinue UTA service for their students next year. They felt increases were moving too rapidly with no ability to negotiate. Trustees asked for pros and cons, plus recommendations, before they meet with UTA next spring to discuss the upcoming contract.

B. Human Resource Report for July 2010. Trustees asked for a little more information on reasons for employee movement. Vice President Peterson added applications for open positions remain very high. State Business Officers discussed today how staff members are being required to do more and more as enrollment increases.

C. Investment Report for July and August June 2010. Vice President Peterson noted some investments are now generating a small amount of interest. Foundation investments are around 4-4.3% and have stabilized. One Wells Fargo account has remained at 0, but is a donor restricted account. The restriction time will soon elapse so can then be managed by the institution. It was suggested Patricia Richards, former head of private banking at Wells Fargo, be invited to speak to the students.
D. **2009-10 Auxiliary Budget Annual Report.** Student Center realized $180,000 in revenue, most through rentals. Food Services have a deficit, with labor being their biggest expense. Bookstore made $440,000 which goes into unexpended plant fund to be used by the institution. They have done very well this fall and are looking at purchasing a new point of sales and security system. Question was asked whether this money can be used for the parking structure, and was told the parking structure will be funded with an $8 million revenue bond over a twenty-year period. It will be a dual project with the Life and Wellness building. This building will be funded from student fees, and revenue will be generated from parking. Between the two projects, there will be a bonding capacity between $40 and 45 million.

E. **2009-10 Service Enterprise Budget Annual Report.** Much of the carry forward money has been reduced, and these resources used for their intended purposes. Parking Services increased revenue by $1/2 million, which will be used for construction of the new facilities building and parking structure to pay off the revenue bond. All Service Enterprises are operating in the black.

F. **2010-11 Institutional Interest Income Revised Budget.** Budget revenue was discussed in June, but at the end of the fiscal year interest came in at $501,508, and a larger carry forward was realized than anticipated, at over $1 million. Encumbered POs are paid out of current year. The unrestricted gift category is new which includes gifts to the Foundation that have been transferred to the university. This budget and actuals will be approved as reported at year-end. This money will be available for the presidential impact fund, targeted for development activities.

G. **Audio Visual Equipment for Distance Education classroom.** Trustee Fund motioned to add this agenda item to the Consent Calendar. Trustee Portwood seconded. Voting was unanimous. Request is to fund equipment for the renovated distance education classroom space with such equipment as monitors, computers, servers and cameras. All equipment is on state contract.

Trustee Merrill motioned for approval of the Consent Calendar. Trustee Fund seconded. Voting was unanimous.

III. **ACTION**

A. **Resolution of Appreciation for Trustee Ralph Yarro.** Chairman Steve Lund read the resolution of appreciation for Trustee Ralph Yarro, who will be stepping down as Foundation Chair. He was thanked for his much service to the institution.

B. **Curriculum**

**Action Items**

1) **BS Environmental Science and Management.** Dean Sam Rushforth explained this new degree is in response to student and employee demand for a degree, rather than an emphasis, in Environmental Science. Courses and faculty are in place.

2) **BS Personal Financial Planning.** Dean Norm Wright said they, too, have moved away from emphases to majors and are requesting a major in both Financial Planning and Marketing. Marketing has been an emphasis, but Financial Planning is a new area. There is a great need as the majority of fee-for-service financial planners are getting older and will be retiring. There is no one offering this degree in the intermountain area, and the premier program is at Texas Tech. The degree will eventually require 1-2 new faculty members. Employers in the area are anxious to provide internship opportunities, and copies of proprietary software have been donated. A community counseling center will be implemented to provide training for students and the community. Question from Trustees: a) why are only 12 students anticipated? It was explained first students will be juniors and seniors, and new students will be recruited. b) Will the economy influence enrollment in this program? When the economy is down it influences the numbers of students, and financial planning does receive increased emphasis. It also provides interest to students knowing it will be one of the top five fields in career growth in the US. c) Are any of these classes being taught in the MBA degree? Not yet, but additional programs offered in the graduate school are being reviewed. d) Why is this not offered at other schools? There is a tendency to equate personal financial planning with commission-based jobs, and this degree provides an advantage for students. It also lends itself to our mission of engaged learning and applied focus and provides this distinction.

3) **BS/BA/Minor in Marketing.** Change of emphasis to major.

Trustee Beckham motioned for approval of BS in Environmental Science and Management, BS in Personal Financial Planning, and BS, BA and minor in Marketing. Trustee Champion seconded. Voting was unanimous.

**Information Items**

1) **Discontinuations:** Vice President Wilson explained these items are not taken to the Board of Regents for approval, but are reviewed by the Commissioner’s staff, then returned to Trustees for final approval. The Commissioners staff has not met recently to review, so the request is for a provisional vote from the Trustees, based on final Commissioner approval.
a) **BA/BS Behavioral Science: Social Work emphasis.** Baccalaureate degree was recently approved, which has eliminated the need for an emphasis.

b) **BA History: General History emphasis and Public History emphasis.** General history is now a degree, and Public History did not have much interest, so both will be eliminated.

c) **AAS Apprentice Technology.** Dean Ernie Carey said both apprenticeship and lineman were degrees began when it was Utah Technical College. They have had very few graduates, as most are only interested in the journeyman license, not credit. The MATC was offering similar courses with the same instructors, the only difference being credit granted, and the MATC was less cost for tuition. For these reasons, it was decided to phase the program into the MATC. This is the final year UVU will offer apprenticeship courses. The AAS degree was designed to offer experiential credit with selected GE courses. The building where apprenticeship is housed is now owned by MATC.

d) **Diploma/AAS Lineman Technology.** The lineman yard was sold with the property to UTA. At that time the program decided to move to SLCC.

2) **Additions:**

   a) **BA.BS English: Writing Studies emphasis.** This is a professional writing emphasis within the English degree.

3) **Name Changes:** Vice President Wilson said as programs develop and courses change, name changes are needed to more accurately reflect degrees and content. Questions: a) Are these names universal? Not necessarily, many times it is a disciplinary focus that allows more breadth. b) Any cost? Only cost is to update signage, letterhead, etc.

   a) **BA/BS Political Science: World Politics changing from International Relations.**

   b) **AA/AS Pre-major/BA.BS/Minor: Exercise Science and Outdoor Recreation changing from Physical Education-Recreation**

   c) **BA/BS in Integrated Studies: emphasis in Exercise Science changing from emphasis in Physical Education**

Trustee Portwood motioned for approval of Information Curriculum items, pending approval of the Commissioner’s Office. Trustee Fund seconded. Voting was unanimous.

C. **Policy 647, Faculty Grievances.** Vice President Wilson explained this is a new policy whose purpose is to provide due process for faculty in matters related to rights within the academic community other than rank, tenure and promotion, or equal opportunity. Questions: 1) what is the scope of issues that can be grieved and how it is determined what is substantive? Most issues will not be major, such things as workload, and policy is intended to address issues at the lowest level possible.

Trustee Fund motioned for approval of Policy 647. Faculty Grievances. Trustee Butterfield seconded. Voting was unanimous.

D. **Naming Opportunity for Anatomy and Physiology Lab in Science Building.** With a generous donation from the Blue Donkey Foundation, a request was made to name the anatomy and physiology lab in the new Science Building. This foundation focuses on education and science and health areas, and has contributed to the Mayo Clinic. There will be a plaque placed inside the room with inscription about the Blue Donkey Foundation.

Trustee Beckham motioned for approval of naming of the anatomy and physiology lab in the new Science Building after the Blue Donkey Foundation. Trustee Champion seconded. Voting was unanimous.

E. **Sabbatical Request.** Trustee Beckham motioned for approval of the sabbatical request for Scott Hammond for the 2011 calendar year. Trustee Fund seconded. Voting was unanimous.

Trustee Fund motioned for approval to hold an Executive Session to discuss items approved under the Open and Public Meetings Act. Trustee Portwood seconded. Voting was unanimous.

Trustee Portwood motioned to return to Open Session to approve recommendations. Trustee Champion seconded. Voting was unanimous.

Trustee Fund motioned to adjourn the October 28 Board of Trustee Meeting. Trustee Butterfield seconded. Voting was unanimous. **Meeting adjourned at 9:34 p.m.**