UVU BOARD OF TRUSTEES  
September 20, 2012  
7 p.m. – SC213c

Dinner Guests were from University College:  Dean K.D. Taylor, Max Aeschbacher, Marinda Ashman, Adam Black, Jan Klingman, Michelle Kearns, Deborah Marrott, Jim Pettersson, Ashley Santillana, Wendy Simmerman, Chrystine Whyte and Forrest Williams

I. ACTION

A. Oath of Office for Chad Workman. Trustee Chair Greg Butterfield administered the oath of office to Chad Workman, student body president and Trustee.

B. Curriculum

1. AAS in Theater for Children and Youth. Vice President Ian Wilson introduced Dean Newell Dayley, School of the Arts. Dean Dayley explained this degree is designed for those who are interested in theater, particularly theater for children, who do not have a four-year degree goal. Also, if a student begins in this degree and decides they want a four-year degree, the AAS degree will provide all the foundation classes. Questions and comments:
   • Expressed concern about becoming too broad in degree offerings and not being excellent in what we offer. Dean Dayley explained this degree is a combination of two former associate degrees that better align with the offerings of the Noorda Theater for Children and Youth and helps students graduate. President Holland concurred that it aligns a nice university physical asset with a refined degree program.
   
   Trustee Mortimer motioned for approval of the AAS degree in Theater for Children and Youth. Trustee Shoemaker seconded. Voting was unanimous with one objection from Trustee Hawkins.

2. Bachelor of Music (B.M.) in Media Composition and Production. Questions and comments:
   • It is critical to the university to keep the reputation as the leader in technology and music.
   • How is the job market for graduates? It is important to note that any job market is difficult at this time. Students who are well versed in the technology associated with the music industry are better able to find the positions they want. There is no other university that teaches this focus. The market is primarily entrepreneurial, and having an internship with the industry will help create opportunities. The department has hired faculty who have been successful entrepreneurs and have made a name for themselves.
   • Asked if there is entrepreneurial training. There are two classes – business entrepreneurship and introduction to careers and contemporary media, which also teaches how to identify a revenue stream.
   • Asked about instructional readiness. The proposal indicates on-going use of outside studios, some owned by faculty. Students will have three hours a week in a professional studio, with cost included in the degree. One studio is owned by an adjunct faculty. It is difficult to provide cutting edge equipment, which can be accessed in the business community. It was noted there is a big difference between a university setting and being in industry.
• President Holland noted this degree aligns with our mission. Universities have discipline-specific music programs, and we do have some very good music programs, but our department and school leaders have listened to our message about practical engagement and they have responded with a creative program that allows students to follow their passions. Trustee Morley motioned for approval of the Bachelor of Music degree in Media Composition and Production. Trustee Hawkins seconded. Voting was unanimous.

C. Naming Opportunity. Vice President Archambault explained the request is for naming of the soccer field Clyde Field. Both Athletics and Development have recommended this naming. Clyde Company and the Clyde family have played important volunteer roles and have given more than $1.5 million in donations, making them the longest and most generous benefactors. Trustee Acerson motioned for approval of naming of the soccer field, Clyde Field. Trustee Champion seconded. Voting was unanimous.

D. Policy 523. Grading. Dr. Kat Brown, Assistant Academic Vice President and policy steward, said this policy was formally grade changes, but now includes all aspects of grading. It outlines the grade criteria system and talks about other grades that can be received that are calculated in the GPA process, incomplete grades, and the process for changing grades. Policy has gone through the approval process with all campus groups. Questions and comments:
  • Is this common practice? Yes, this policy aligns with all USHE institutions, and corrects the grade change process that formerly allowed students to petition up to 5 years later for a grade change.
Trustee Workman motioned for approval of Policy 523-Grading. Trustee Merrill seconded. Voting was unanimous.

II. CONSENT CALENDAR.

A. Minutes of June 21, 2012 Board of Trustee meeting. Corrections on minutes to add Trustee Mortimer as excused.
B. Human Resources report for May, June and July 2012.
C. Investment Report for April, May and June 2012. Question was asked on the negative balance of 6.85% in the Wells Fargo account for April and the 0% for both May and June. Val Peterson will investigate and respond to the question.

Question was asked whether Trustees are comfortable with the equity investment paying 33%, and the overall asset allocation for the Foundation. After much discussion Chair Butterfield reported the Trustees in attendance are comfortable as they do not have the same expertise as those who are giving advice on management of these investments.

D. Purchase of Digital Video Signage. Request is to approve purchase of digital signage for the UCCU Center. Estimated cost is between $1 to 1.2 million. This also includes two video displays for the PE Building and scoreboard for the softball field. Funding is from the account that the students set up several years ago for conference affiliation to help upgrade the facilities to be more attractive for a potential conference. There is currently $5.2 million in that fund. Mike Jacobsen added this will also provide an added benefit for the UCCU Center for other events, and create more excitement for athletic games. Another benefit will be use of the PE building for events such as convocation. This upgrade will also provide more opportunities for sponsorship and advertising, recruiting and fan base. Vice President Peterson said it is a reasonable amount for a video board. Request will also go to the UCCU Board for approval. Questions and comments:
  • It will benefit the community for large events as they will not need to rent additional equipment
  • Students are very excited about it
  • Does the sponsorships come before the scoreboard or after? Mr. Jacobsen replied it is difficult to raise external money for projects. Equipment will come first before advertising. Most corporations have marketing funds and charitable gift funds, the latter more difficult to get. Once we have the ability to market, we can access the marketing dollars.
  • Equipment will be state of the art, with replay capability

E. Institutional Residence Report. Ellen Sweat said the report indicates actual expenditures for this year. There was a upgrading of the entry way, but a railing needs to be added for safety purposes. Interior wood shutters need repair and replacement, which will be done this year.

Trustee Morley motioned for approval of the Consent Calendar. Trustee Champion. Voting was unanimous.

III. INFORMATION

A. Campus Report. President Holland presented the Campus report. He had an enjoyable vacation with his parents and siblings this summer in Europe, celebrating his parents’ 50th anniversary
  • While in Israel they visited the site of Beit Lehi. The story is reported in the latest issue of the UVU magazine. This is the third largest archaeology site in Israel, with excavation supported by the Israeli government. It is a fascinating place where UVU students and faculty have teamed with the University of Jerusalem with our state of the art equipment to map and collect data. With this equipment, data collection is shortened from 6-7 weeks to 2-3 days.
- Rebecca Marriott Champion was thanked for her sponsorship of UVU at a Utah Symphony concert this summer. It allowed President Holland to showcase UVU at a very classy event and make some good connections.
- Seven Brides for Seven Brothers was a terrific performance at the Sundance Summer Theater with a UVU director and students.
- UVU partnered with local Chinese dual immersion elementary student programs for Chinese Days. This was part of the Business Engagement Strategy to provide more Chinese language opportunities, business, politics and government, along with general cultural awareness. Over 500 students attended.
- Enrollments will be released by the System of Higher Ed. Our enrollments will be down which will create some surprise and concern. President Holland explained the context of why we are not so concerned or surprised. Enrollments are generally flat across the state, which could be due to the increase in the economy, also students not being able to afford tuition. Combined with the impact of structured enrollment standards, requirements for ACT and GPA, we probably lost more students. Earlier admission deadline was instituted to provide necessary data to make earlier decisions on sections needed. Last year we had significant problems when we had over 1000 students who were not able to register for courses. The purge on August 15 opened up seats for those who were serious and ready to apply. Students were also more ready for the beginning of the semester.

Concurrent enrollment declined with changes made. We were effectively becoming the concurrent enrollment provider for the state and were spreading resources needed for our service region.

All combined, these changes provide a stronger footing of measured growth of students who are ready, while still providing opportunities and access for higher education. We believe we may not be down as much by the end of the semester and are up in parking permits. We think it is also sending a message of more seriousness. We are still reviewing structured enrollment and think the biggest impact will be from the purge and concurrent enrollment.

Question was asked how many classrooms are shared or "hot bunked". Last year there were 65 hybrid courses, with 48 hot-bunked. Marketing was done mainly to inform people of the early admission deadline and that we were still open admission. There was a spike in enrollment after the advertising.

It does allow us to go back to the legislature and remind them there are cycles and we still need to be marketing and recruiting to reach the 66% goal. We need more students coming into higher education. There is a new initiative in student affairs and marketing for a more aggressive marketing program.

Less growth is a healthy process moving forward, and gives more opportunity for those students who are prepared.

- Vincent Tinto was keynote speaker for faculty convocation. He is well renowned in academic circles focusing on issues of access and affordability while increasing quality. He spent a day on campus and was thrilled with what he saw and said we are one of the few universities that are doing it well in this era of restrained resources.

- David Gardner, former president of the University of Utah and head of the California University system, plus author of the famous “Nation at Risk” report came to campus for the second time and was very enthusiastic about the effort to continue to provide a community college role. It was good to have this outside objective opinion on what we are doing.

- Freshman Convocation was held for the first time this year, and was a great success. The UCCU Center had 900 freshmen and 2000 parents. The president spoke about Thomas Jefferson while Dan Fairbanks sculpted his bust in 20 minutes. Introduced these students to real circumstances in a college lecture and focus of student affairs. Each student was given a commitment card they signed that they would complete their degree and become part of a learning community. Afterwards was a party with entertainment and BBQ.

- Freshman Reading. William Kamkwamba, author of The Boy Who Harnessed the Wind, spoke to campus on his experience of being one man who created wind energy by reading on his own and ultimately saving many lives. The other freshman book was Cato based on the Roman Republic and was performed by the Theater department.

- Constitutional Studies Center ribbon cutting was made possible by the generosity of some wonderful donors. We invited David McCullough, who came to speak on the Genius of the Founding Fathers. Around 4000 people were in attendance. Mr. McCullough complimented us on what we are doing and sees us as being a national model. We will continue to bring other guest speakers and symposia on issue of constitutional studies. Our Director, Rick Griffin, is working with Dean Yells on a constitutional studies minor. It will be a real area of high quality academic experience. If more outside support is realized, we could support a fellow to teach classes in political science and history and do research and writing.

- Bishop Weston of the SLC diocese was on campus Tuesday as part of our interreligious engagement efforts in conjunction with the LDS Institute interreligious committee. He spoke at the LDS Institute with over 400 students in attendance.

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- The new College of Aviation and Professional Studies was christened this morning at the new aviation hangar. This College includes aviation, emergency services, criminal justice, Law Enforcement Academy and Utah Fire and Rescue Academy, which will give new focus to these related disciplines. Dr. Wayne Dornan is a neuroscientist from UCLA who loves aviation and is going to move this college forward both academically and applied along with Associate Dean, Tom Sturtevant, who has a Ph.D. in Emergency Services and Fire Science. Computer Science, Information Technology and Digital Media will remain in the College of Technology and Computing.

- Scholarship Ball will cap off this week. A second announcement on donations for the Wee Care Center will be made.
• We are in a state of challenge with parking and traffic with the construction of the new Student Life and Wellness building, but are very excited about the new building.

• Leadership changes have been made with the appointment of new Commissioner David Buhler, new Regent Chair Bonnie Jean Beesley, and Vice Chair Dan Campbell. Dave Pershing is the new president of the University of Utah. We hosted both Commissioner Buhler and President Pershing on campus. Weber is currently searching for a new president, and there are many new legislators.

• The big goal of 66% of Utahans with a higher education degree has been a large focus of state leaders and we are very supportive. Currently Utah’s 43% is in the middle of the nation. There is a three-part strategic plan: 1) equity and mission-based funding initiative, 2) achieving more efficiencies including on-line education, 3) message to the legislature if they are serious about reaching this goal, they must provide funding. Plan is to ask for yearly increments beginning with $20-30 million this year for a specific initiative directed toward STEM, to include programming and scholarship support. This will increase enrollments and overall graduation rates and would be ongoing funding.

Question was asked how this would coordinate or impact funding for new classroom building. Facility funding is separate and goes through capital facilities rather than being included in higher education appropriations. Last year we were tied for 1st place on Regent list and were top on the building board list for the classroom building, so should be in a good position to get funding.

Questions and comments:
  o Building would help us reach completion goals.
  o Is there any consideration for competency certificates for professional areas that could help meet goal? Yes, we need to look at more certificates and two-year degrees. Suggested areas such as programming or management.
  o What part of the goal is UVU accountable for? We haven’t run that data, but our sense is that our projections for growth at the pace we think along with improved retention rates, will more than carry our weight for this goal.
  o If we are not funded for the classroom building for the fastest growing institution of higher education in the state, then we know the state is not serious about reaching the 66% goal.

• Conference affiliation. Trustee approval is not required for decision on athletic conference affiliation, but would like Trustee support. The WAC has decided to expand without football. We are the first on their list for expansion and information on existing and future WAC teams was reviewed and returned. Advantage to being in this conference would be an automatic berth in post-season NCAA tournament play, regionally centered travel which would provide cost savings, better regional rivalries, and media exposure. The WAC Commissioner has been asked to review cost for joining. There will be an initial fee and on-going costs. This would cover all conference affiliation expenses and tournament costs. We would have to add a sport and the WAC has asked for men’s soccer, to add equity and provide a sport that already has conference support. Trustees discussed the ramifications of conference affiliation and expressed unanimous support.


• Three new Foundation Board members were appointed – Cameron Gunter (PEG Development), Barbara Barrington Jones and Nathan Jones (CEO and Founder of Xlear Inc).

• From January 1 through August 31, a total of 1541 gifts were received, 380 more than this time last year. Currently over $3.6 million has been raised, $1.1 million more than this time last year. 158 gifts were cash totaling $1.2 million and 22 were pledges totaling $2.3 million. $300,000 was collected in pledges from last year. None are charitable remainder gifts—the Foundation is doing very little with charitable remainder gifts, but are doing training on estate planning.

C. Trustee Evaluation Document. Chair Butterfield said we will be conducting a Board of Trustee performance assessment. Trustees will be receiving information on how to complete the assessment instrument within the next few days, and findings will be compiled and presented in the October Trustee meeting.

Trustee Hawkins motioned to hold an Executive Session under the provisions of the Open and Public Meeting Act to discuss personnel and real estate transactions. Trustee Shoemaker seconded. Voting was unanimous.

Trustee Shoemaker motioned to return to open session. Trustee Morley seconded. Voting was unanimous.

Meeting adjourned at 10:15 p.m.