

# UVU BOARD OF TRUSTEES

January 10, 2013

7 p.m. – SC213c

## Board of Trustees Members Present

Karen L. Acerson  
Greg S. Butterfield  
Steven J. Lund  
Carolyn Merrill  
Curtis J. Morley  
Terry Shoemaker  
Chad Workman

## Board of Trustee Member Excused

Debbie Bingham  
Rebecca Marriott Champion  
Ronald K. Hawkins  
Doyle Mortimer

## UVU Regular Attendees

President Matthew S. Holland  
Marc Archambault, Vice President Development and Alumni  
David Connelly, Faculty Senate President  
Cory Duckworth, Vice President Student Affairs  
Linda Makin, Chief Planning, Budget & Policy Officer  
Cameron Martin, Vice President University Relations  
Karen Olsen, Secretary to the Board  
Val Peterson, Vice President Administration and Finance  
Kyle Reyes, Assistant to the President  
Ian Wilson, Academic Vice President  
Alexis Palmer, excused

## Guests:

Mike Rigert, Marketing and Communications  
Alexander Sousa, UVU Review

*Dinner guests were from the Woodbury School of Business including Dean Norman Wright, Eugene Seeley, Mikki O'Connor, Whitney Wilkinson, Paul Dishman, Lowell Glenn, Steve Johnson, Belinda Han, Jessica McArthur, Aaron Bartholomew, Jeff Peterson, Spencer Slater and Camille Tucker.*

## I. INFORMATION

### A. President's Report

#### 1) Presidential Lecture.

Sir Ken Robinson, author of *Out of Our Minds* talked about the power of the creative arts and art education. As we go into the legislative session, we are making a big push for STEM education, It is important that we not lose sight of the fact that STEM alone does not make a university education, and continue our commitment to the arts and creative thinking, as well as personal fulfillment. 2) Groundbreaking for Wee Care Center was held today. The primary beneficiaries will be our students, and it will also help faculty. We promised the Building Board it would be mostly for students, but to fund the on-going maintenance costs faculty will be paying market rate. It also give us a good recruiting tool for faculty. We are very appreciative of the generosity of Barbara Barrington Jones and Kim Brown, who also gave a sizeable amount. The bid came in a little higher than we anticipated, so we are not through fundraising, and asked Trustees to be aware of anyone who might be willing to donate. There is a shortfall of \$475,000. Chair Butterfield said seeing the mothers and children, we have created opportunities for people who may not have been able to accomplish their dreams We may not realize the impact, but it will happen over the next few decades, and we will be able to see people improving their lives 3) Emergency Planning. Another school shooting occurred today at Taft Union High School, along with the tragedy at Sandy Hook Elementary. Emergency planning and training is an on-going initiative. Today we held a table top exercise under the leadership of Robin Ebmeyer, a recent hire who is building a culture of campus safety. She came from IHC where she was head of their safety and emergency preparation. She invited safety officials from the county to observe how we would respond and gaps that we need to fill. We will continue to do this and will discuss again in President's Council the gaps in our preparation level, and are open to thought and counsel from the Trustees. We are vulnerable like every other educational institution. We hope that this preparation will significantly minimize the chances and damage if it did happen. 4) Legislative update. Cameron Martin distributed information on quick facts on the university and our legislative priorities. A code scanner will direct you to a web site with more detailed information and updates. The key points for the session are: a) funding the classroom building, b) equity funding, c) compensation, d) Regents priorities for the 66% by 2020. The big question for the session is decisions made at the federal level that will have a direct impact on what the state can do. Projections will come out mid-February, at which time decisions should be able to be made. Our legislature is taking a conservative approach to managing resources. Funding for the classroom building looks good. 5) Enrollment Update. Enrollment is not an insignificant issue with a big decrease in freshman as compared to last year. Seniors have increased, however. There is also a decrease in freshmen more than one year out of high school, which could be explained by economic factors. There is also a slight decrease in transfer students. The largest decreases are occurring in the College of Humanities and Social Sciences and University College, both of which contain general education courses. The big question is the impact from the

missionary change. Projected impact will be taken to Regents in a week. Comparison to last year we are down 3% because of missionary impact, also down because of changes in concurrent enrollment and structured enrollment. Projections for fall 2013 are decreases of between 6-8%, and spring 2014 between 6-7% so by spring 2015 we will have decreased 9%. The challenge we face is we are tuition dependent, which greatly impacts the budget. Projected budget decreases are: 2012-13-\$750,000-\$1.5 million; 2013-14 - \$8-9 million; 2014-15 \$7.5-9.5 million. There are also impacts to soft money services. We know it is a short-term issue and we celebrate with the LDS community. Budget impact this year including summer will be about \$4-5 million. At the same time our retention rates are up. Other sources of possible revenue include 1<sup>st</sup> and 2<sup>nd</sup> tier tuition increases, state compensation increases, equity funding, mission-based projects, STEM initiative. We have done assumptions but the biggest question remains what the current high school seniors will do. It is hard to estimate when they will return. Many will be leaving later in the spring. Questions and comments: a) When will the Governor, Regents and legislature be given this information? Regents will receive this at their meeting next week. Governor still says education is his highest priority, and the legislature knows these students will return but in the meantime we still have fixed costs. It was noted the freshman drop will follow them through their schooling levels. We don't anticipate the legislature will cut budgets, but will most likely not provide additional funding to cover decreases. B) Are the institutions all in sync? It will impact institutions differently. SLCC doesn't feel there will be much impact, but Snow will be hit heavily. *Plans to move forward:* a) hiring chill. Every position that had been approved previously has to be reviewed and approved by the vice president and president, b) deferred admissions program. This was developed over the last few years. Students can be admitted early or take a leave of absence at some point. It is very easy to sign up and return. C) Funded aggressive marketing campaign. We have flooded the community with postcards and on-line advertising. We are hiring additional personnel in targeted areas including non-traditional students who never finished their degrees, and out of state and international students who bring high revenue benefits. D) Robust expansion of block programs. With students leaving at all times of the year, they could stay for a block or return to a block. We will also try more block options this summer. E) Likely reduction in adjunct and lecturer positions. F) Continued monitoring of revenue and enrollment. President Holland will give his State of the University report on February 6. All of the fundamentals are still in place to reach our goals. It will be painful but will force us to become leaner and more efficient. We will emerge with more students who are better prepared and more serious with a more focused organization. Questions and comments: a) Are you doing anything to market to international or out of state students? Yes, this is part of the marketing positions we have approved. Next week the marketing people will present their proposals to President's Council. We have a great contact in China, and last year our cultural ambassadors went there and recruited several students. We are also sending recruiters to India and Saudi Arabia, along with China. B) is there discussion about out of state tuition adjustments? Tuition is set by state policy, but we have some latitude. It is however, an important source of revenue. Legislature is also looking at this. Students can get residency after a year, which also impacts the budget. C) what about marketing on-line to out of state and international. We have one company that has approached us about marketing our distance education offerings around the country. It is costly but is based on the assumption these are students we wouldn't have otherwise, d) Are distance education courses translated into other languages? No.

## **B. Foundation Report.**

Marc Archambault presented the report. The closure for the end of the calendar year is a few days away, but giving is strong and cash pledges are up about 9% in the calendar year, just under \$5 million. This is the third year in a row where they have secured more than 3,000 individual gifts. There will be more information at the next meeting.

## **C. AGB Conference.**

Karen Olsen referred to information on the upcoming Association of Governing Boards conference and invited Trustees to participate. President Holland said it is a great opportunity to learn about best practices for Trustee management and planning. We will have several new Trustees next year and would like to take a good group to the conference in 2014. Any Trustees that are interested in attending should contact Karen.

Karen Olsen also announced the April meeting will be a conference call on April 12 to approve compensation. More information will follow.

## **II. ACTION**

### **A. Academic Calendar.**

Academic Calendar Committee was charged to further review concerns and questions discussed in President's Council and will bring calendar proposal to Trustees at a future meeting.

**B. Tenure.** Trustee Lund motioned for approval of tenure for the following faculty, with one denial. Trustee Acerson seconded. Voting was unanimous.

Aaron Bartholomew, Legal Studies	Franz Kubak, Culinary Arts
Bret Boyer, Exercise Science & Outdoor Recreation	Lisa Lambert, College Success Studies
Kimberly Brown, Digital Media	Todd Leonard, Culinary Arts
Mary Brown, Public & Community Health	Jorge Nisguritzer, Languages
Cenk Caliskan, Finance & Economics	Jeffrey Packer, Languages
Geoffrey Cockerhan, History & Political Science	Bob Palais, Mathematics
Janet Colvin, Communication	Michael Patch, Elementary Education
David Dean, Developmental Mathematics	Peter Sproul, Culinary Arts
Christopher Goslin, College Success Studies	Sara Ulloa, Languages
Joel Helquist, Accounting	Violeta Vasilevska, Mathematics
GaeLyn Henderson, English & Literature	Kent Walker, Automotive Technology
Marcus Jorgensen, Developmental Mathematics	Patrick Wilkey, Art & Visual Communications

Tenure was denied for Scott Carrier.

### III. CONSENT CALENDAR.

**A. Minutes of December 6, 2012 Board of Trustee meeting.**

**B. Human Resources Report for October 2012**

**C. Investment Report for October and November 2012.** Vice President Peterson discussed the investment report with Ron Hawkins earlier, who thought the report looked good. The Wells Fargo investments dropped in October but increased in November, which reflects the values on the day the report is completed. If we hold to maturity the outcome is good.

Trustee Lund motioned for approval of the Consent Calendar. Trustee Acerson seconded. Voting was unanimous.

Trustee Morley motioned to hold an Executive Session under the provisions of the Open and Public Meeting Act. Trustee Workman seconded. Voting was unanimous.

Trustee Morley motioned to move out of closed session. Trustee Shoemaker seconded. Voting was unanimous.

*Meeting adjourned at 8:42 p.m.*