

# UVU BOARD OF TRUSTEES

October 8, 2015

4 p.m. – SC213c

## Board of Trustee Members Present

Karen L. Acerson  
Taran K. Chun  
Elaine S. Dalton  
Anne-Marie W. Lampropoulos, by phone  
Jack Sunderlage  
Dylan Swarts  
Jill Taylor, by phone  
R. Duff Thompson

## Board of Trustee Members Excused

Curtis B. Blair  
James N. Clarke

## UVU Regular Attendees

President Matthew S. Holland  
Mark Bracken, Faculty Senate President  
Karen Clemes, General Counsel  
David Jones, Assistant Attorney General  
Linda Makin, Vice President Planning, Budget and HR  
Cameron Martin, Vice President University Relations  
Fidel A. Montero, Chief of Staff  
Shalece Nuttall, PACE Vice President  
Karen Olsen, Assistant to the Board  
Jeffery Olson, Senior Vice President Academic Affairs  
Val Peterson, Vice President Administration and Finance  
Kyle Reyes, Special Assistant to the President for Inclusion  
Nancy Smith, Senior Director, Donor Engagement and Scholarship  
Michelle Taylor, Vice President Student Affairs

## Guests:

Jeanette Blain, News Editor UVU Review  
Melinda Colton, Director of Public Relations  
Paul Dishman, Chair Marketing  
Daniel Fairbanks, Dean College of Science and Health  
Donna Fairbanks, Chair Music  
Lowell Glenn, Associate Professor Finance and Economics  
Jim Godfrey, Associate Dean School of the Arts  
Stan Jenne, Professor, Accounting

Stanley Klemetson, Associate Dean College of Technology/Computing  
David McArthur, Chair Management  
Michael Patch, Chair Elementary Education  
Tiffany Peterson, Presidential Intern  
Leslie Simon, Assistant Professor Humanities  
Nichole Wangsgard, Assoc. Prof., Teacher Education/Special Education  
Norman Wright, Dean Woodbury School of Business  
David Yells, Dean College of Humanities and Social Sciences

## I. ACTION

### A. Curriculum. VP Olson introduced new curriculum items.

1. **BA/BS/Minor in Human Resource Management.** Dean Norm Wright said this degree is a way to stay in touch with industry and create a stackable degree. Chair David McArthur said there was a need to strength the curriculum for professional HR managers. Two faculty are in place with one more being recruited. Students have been working within the community, and we have been complemented on the rigor of the program, where we currently have an emphasis. Trustee Acerson motioned to approve the BA/BS/Minor in Human Resource Management. Trustees Taylor and Sunderlage seconded. Voting was unanimous.

2. **BS in Digital Marketing.** Chair Paul Dishman said the media industry is moving to digital, which is in demand by local companies. In the past 18 months the amount invested in traditional media dropped below that of digital. This degree was recommended by the Business Engagement Strategy group, and is an effort to be responsive in a practical way to business requests. The most recognizable companies spend a great deal on digital branding. This might be the first digital marketing degree of any public school in the US. He explained a lot of universities have 2-3 courses in digital marketing, which we offer now. Trustee Swarts motioned to approve the BS in Digital Marketing. Trustee Acerson seconded. Voting was unanimous.

3. **BA in Humanities.** Dean David Yells said the local job market is not hiring humanities majors right now in this area, but we feel it provides skills necessary and valued in the marketplace, such as critical thinking. It also allows for electives that will provide more applied skills that will make students more marketable. Assistant Professor Leslie Simon said this is the only bachelor degree program in the USHE system (one is offered at BYU), and the University of Utah has a MA program. Program focuses on interdisciplinary critical thinking and is broad research based. Trustees noted local technology companies are looking for more emphasis in soft skills such as communication, teamwork, critical thinking, etc. The New York Times had a recent article about keeping a focus in developing the whole person and inspiring students, with an emphasis on the humanities. It also provides a good foundation for advanced degrees, both graduate school and professional programs such as law and medicine. Trustee Sunderlage motioned for approval of the BA in Humanities. Trustee Thompson seconded. Voting was unanimous.

4. **BS in Special Education.** Chair Mike Patch and Associate Professor Nichole Wangsgard said this degree will meet regional and national needs for highly qualified special education teachers. There is a high rate of turnover, so there are constant job openings. Trustee Chun agreed as an educator that the need is there for highly qualified teachers. Trustee Thompson motioned for approval of the BS in Special Education. Trustee Swarts seconded. Voting was unanimous. It was noted the School of Education was recently recognized as the 22<sup>nd</sup> best education school in the nation.

5. **AAS in Accounting (Deletion).** Chair Stan Jenne said as they reviewed this program there were only 9 graduates in the last six years, and it is not stackable, so are requested to delete the program. The 30-hour certificate program and the AS in

Accounting will remain and serve the need well as they are both stackable degrees. Trustee Acerson motioned for approval of deletion of the AAS in Accounting. Trustee Chun seconded. Voting was unanimous.

**6. AAS/AS Business Technology/Technology Management, name change to Engineering Design Technology.**

Associate Dean Stan Klemets on said the technology field keeps changing, and the degree name needs to reflect expectation. The Drafting Technology name is now being called nationally Engineering Design Technology, and this request is for name change only. Degree will remain the same. Trustee Thompson motioned for approval of the name change for the AAS/AS degree in Business Technology/Technology Management to Engineering Design Technology. Trustee Swarts seconded. Voting was unanimous.

**7. Certificate of Completion in Professional Sales.** Chair Paul Washburn said this certificate can be offered to any major, and is not restricted to marketing students only, as students in other disciplines will have the opportunity to obtain jobs in sales. Trustees noted the need in the business community with many companies looking for this skill. Faculty are in place to meet demand for several years. They expect 50-60 majors this year, and project 75-100 within four years. Students could complete the certificate in one semester, beginning next year. Trustee Sunderlage motioned for approval of the Certificate of Completion in Professional Sales. Trustee Taylor seconded. Voting was unanimous.

**8. Certificate of Proficiency in Financial Planning.** Chair Lowell Glenn noted we have had a very successful financial planning program which prepares students to meet the requirements for the Certified Financial Planner. We are proposing that we teach the seven required PFP courses necessary to meet the education requirements for CFP. This would only be available to those who have a bachelor in this or some other discipline, which is a requirement of the CFC board. Trustees questioned the need for a bachelor degree before the courses could be taken, and asked if they could be taken simultaneously with the bachelor degree. This certificate is primarily designed for those already in the industry. Current students are not encouraged to do the certificate concurrently. They can get a double major, however. Trustee Thompson motioned for approval of the Certificate of Proficiency in Financial Planning as presented, with request for a follow up report as to whether or not there is a way to marry the certificate program with current bachelor work being done by students in the School of Business. Trustee Acerson seconded. Voting was unanimous.

**9. Certificate of Proficiency in Music Technology.** Associate Dean Jim Godfrey explained this is a 17 credit certificate of proficiency. Chair Donna Fairbanks further explained this is a stackable certificate that uses existing coursework in a commercial degree program. It will help students to become credentialed as they complete their degree, allow those already working in commercial music to become credentialed, and encourage students in other majors to receive the certificate. There is a national trend for public school educators to incorporate musical recording in the classroom, so this could be offered to existing educators. It was felt it will not weaken the existing program, could be taken separately from any degree, and could possibly benefit those on the autism spectrum. Trustee Acerson motioned for approval of the Certificate of Proficiency in Music Technology. Trustee Chun seconded. Voting was unanimous.

**10 Three Year Follow up Report in Nursing (MSN).** This is one of the original master programs and would be reviewed after three years. Dean Dan Fairbanks said it was developed as a major health care initiative to respond to the needs of our service area. We have high demand for the bachelor program and share resources with the MSN program with the eight faculty in the graduate program. The MSN program was begun in 2009 but functionally began in 2013 when they received national accreditation and the first students were accepted. During that time period, all aspects were good with the exception of enrollment, which has been a challenge. As of May 2013, we have had 12 graduates. They plan to change cohort to six students annually, reduce the number of faculty and give up a position. They have added funds to market the program, increased flexibility for students in offering courses at more convenient times, including part-time, reduced prerequisites and pro-requisites, are accepting students twice a year with a rotational plan, and have additional support with an endowed scholarship fund. They are developing on-line versions of each of the courses, which went into effect this semester, and will substantially increase flexibility. Plan is to continue with the current academic year and re-evaluate the program. Nursing is also planning to increase the bachelor cohort by 20 students by working with adjunct faculty at clinical sites. This report will now go to Regents where they will review numbers and demand for the program. Trustees asked about outcomes of the report, and if changing the cohort numbers will indicate lack of faith in the program, and note the demand in the Weber State program. Trustee Thompson motioned for approval of the three year follow up report on the Nursing MSN degree. Trustee Acerson seconded. Voting was unanimous. Dean Fairbanks will report back to the Trustees next October the outcomes of the re-evaluation of the program.

- B. **Building Approval.** Discussion postponed
- C. **Naming Opportunity.** Discussion postponed

**II. CONSENT CALENDAR.**

A. **Minutes of September 10, 2015 Board of Trustee meeting.**

B. **Investment Report for July and August 2015.**

Trustee Chun motioned for approval of the Consent Calendar. Trustee Taylor and Chun seconded. Voting was unanimous.

**II. INFORMATION****A. Training on Open and Public Meeting Act.**

David Jones, Assistant Attorney General, presented annual training on the Open and Public Meeting Act. The Board of Trustees is the only public body in an institution of higher education that is covered under the open and public meeting act as it conducts the people's business. He reviewed the following: requirements for electronic meetings, quorums, notice, agenda, minutes, recording, closed meetings, and public records.

**B. Campus Report.** President Holland presented the campus report: 1) Headline. UVU is officially the largest university in the state, increasing enrollment by 6%, partly attributable to the return of LDS missionaries. This growth is a recognition that UVU is a fast growing, dynamic university, and that students are encouraging their friends to attend. We are now ready to be the largest with the completion of the new classroom building, the \$20+ million in ongoing funding that prepares us with the facilities and staffing. 2) The School of Education was recently recognized as the #22 best value from the National Council on Regional Quality from a field of 1100 schools. This is remarkable for a school that has only been in existence since 1993. 3) Men's Soccer is ranked 23<sup>rd</sup> in the nation and #2 in the region (behind University of Denver who is ranked #1 in the west, who we lost to by one point in overtime). 4) With a partnership with Adobe, we are delivering an on-site MBA there, 5) noted the Bloomberg state-of-the-art terminal for financial planning program. 6) Latino program received national recognition out of 230 Latino entities as one of the top 5 bachelor programs in the nation 6) new prototype 3D printing lab is a cutting edge test site for business and coursework, 7) After a presentation to the building board, the Arts Building is now ranked #1 on their list. 8) Presidential Lecture series will be held on October 22 with Jane McGonigal. She is a part of the gaming industry and writes on insights into creativity, and the joy of living. Trustees were invited to attend and given a copy of her book.

**C. Foundation Report.** Not given at this meeting.

**D. Policy Non-substantive Changes.** VP Makin explained this is an information item for Trustees. Policy indicates we need to inform Trustees of any non-substantive changes to policy after approval by President's Council. Change was made to a vice president title.

**E. Annual Tenure Report.** VP Olson said a report was given at the last meeting based on a new reporting form to Regents, which had incorrect information. There are two cohorts that have finished the tenure cycle. 87% of 47 faculty in 2009-10 received tenure, and 57% of tenure track faculty receive tenure. Challenge of the report is identifying results of a very complex process. Some faculty leave because they know they will not earn tenure, others are denied, plus some leave because of family commitments, other offers, etc. These nuances make it difficult to explain the differences in percentages of cohorts. Each department has criteria for candidates to receive tenure or promotion. Faculty members submit applications based on criteria, and if satisfactory, go through the process, eventually coming to Trustees for final approval. We do everything we can to help them succeed, and they have much input along the way. VP Makin added we monitor turnover rates and each vice president has the ability to make retention offers to faculty who have received other offers.

**E. Ethics, and Conflict of Interest Training.** Karen Clemes, General Counsel, presented ethics and conflict of interest training. Her client is UVU, and all legal counsel is through her office or the Attorney General and those at the institution should not seek outside legal advice. Attorney client privilege cannot be preserved in open meetings. One of AGB's top ten legal issues is transparency, ethical conduct and behavior. She explained the ethics test, which includes questions such as "Is the action consistent with the bylaws and other policies that apply to Trustees, is the action fair and honest, etc." For conflict of interest, a substantial interest is defined at 5% of outstanding capital, stock or business entity. Conflict can be other means, not just finances, such as receiving a benefit that would influence outcomes, or receiving gifts. Question should be asked on motivation—is it public interest or personal gain. If there is any actual or apparent conflict, a member should not participate. She referred to article from *Trustee Magazine*, and also referenced training given at the AGB National Conference.

Trustee Swarts motioned to hold an Executive Session under the provisions of the Open and Public Meeting Act to discuss personnel issues. Trustee Chun seconded. Voting was unanimous.

*Meeting adjourned at 7:05 p.m.*