

UVU BOARD OF TRUSTEES

February 13, 2014

7 p.m. – SC213c

Board of Trustees Members Present

Karen L. Acerson
Jono Andrews
Debbie Bingham
Curtis B. Blair
Elaine Dalton
Steven J. Lund
Fidel A. Montero

Board of Trustee Members Excused

Greg S. Butterfield
Terry E. Shoemaker
R. Duff Thompson

UVU Regular Attendees

President Matthew S. Holland
Marc Archambault, Vice President Development and Alumni
David Connelly, Faculty Senate President
Linda Makin, Chief Planning, Budget & Policy Officer
Steve Roy, Associate Vice President University Relations
Karen Olsen, Secretary to the Board
Jim Michaelis, Associate Vice President Administration and Finance
Kyle Reyes, Assistant to the President
Michelle Taylor, Vice President Student Affairs
Ian Wilson, Academic Vice President

Guests:

Virginia Bayer, Chair Biology Department
Kris Coles, Dir. Prospective Students Services & CAL Student Leadership
Melinda Colton, Director of Public Relations
Wayne Dornan, Dean College of Aviation & Public Services
Dan Fairbanks, Interim Dean College of Science & Health
Jim Godfrey, Chair Arts & Visual Communications Department
Lori Santos, Assnt. Professor Arts & Visual Communications Department
Whitney Wilkinson, Director Strategic Marketing & Public Relations
Norman Wright, Dean Woodbury School of Business
Kirk Young, Assnt. Vice President Recruitment & Outreach

I. INFORMATION

A. Campus Report and Legislative Update.

1) Cameron Martin is out of ICU and back home where he is slowly recovering and will come back as he feels he can. 2) Governor Herbert has nominated Anne-Marie Lampropoulos to fill the spot vacated by Ron Hawkins. She is a Columbia graduate, a SLC businesswoman and has served on many boards. She is currently awaiting Senate confirmation. 3) Update on academic searches: Candidates are being screened for the Senior Vice President to do first round of interviews. Chairman Lund is serving on that committee. Final recommendations are being done for Deans of University College and Science & Health. The Associate Vice President of Engaged Learning and e-Learning are both in process. 4) State of the University address was recently given as a mid-year report to campus. President Holland talked about our Olympians. Noelle Pikus-Pace took 2nd in her preliminary round and will be on the ice tomorrow. We are set up for live streaming, to cheer her on the medal stand. Hers is quite a story as reported on KSL news last night on how she put her family first and would only compete if they could stay together. She was helped by the Lunds. 5) UVU commercial has aired many times during the Olympic games. 6) Vivint partnership has had good feedback, and faculty in the Business School are delighted. This partnership with the community has the potential to make this the best sales program in the west. 7) Student Life and Wellness Center will be having a ribbon cutting in April 8) Data on structured enrollment shows student enrollment has increased from third week to end of semester meaning we are keeping students and adding more in block classes. Enrollment decreased overall in 2013 because of the missionary impact and the economy. Third week enrollment again increased even more this year which indicates structured enrollment is having the effect we anticipated. We are keeping open enrollment, but giving students the resources to be academically ready or become better prepared. 9) Legislative session is moving forward. For the first time, the #2 priority after compensation is an equity line adjustment, which the largest portion directed toward UVU. Revenue estimates will determine how much will be funded. There was a prominent Sunday editorial from the Tribune on equity. Research institutions are standing behind us.

B. UVU Campus Group-Prospective Student Services

Kirk Young, Kris Coles and Whitney Wilkinson presented on what they are doing for student recruiting and distributed handouts including the View Book that is given to all high school seniors on tours. Tours are being done with a combination of students from the Center for the Advancement of Leadership and the expanded Student Ambassador team. 11,371 information cards have been sent since September. Campus tours have increased. Wolverine Weekends have provided opportunities for students to come on campus and interact in a live classroom setting. UVU Days have been combined with several departments for better attendance. Outstanding Sterling Scholar students from around the state were invited to the Sterling Scholar Banquet with 169 in attendance. We now have two out of state recruiters. Have conducted transfer visits to encourage transfer by students from two-year institutions. Whitney reported on marketing. They have taken an aggregation of all social accounts and are utilizing personalized PURL marketing with customized postcards that they can track to enrollment. They have targeted 5,000 prospective students. Call Center returns inquiries for specialized areas. A missionary site is being developed for future, returning and parents of missionaries that will provide information. The Alumni Association has partnered for recruiting visits. Comments and questions: 1) how do you quantify which strategies are working, and value for investment? Qualitative data is collected, receiving feedback from Wolverine Weekends, and interactions with Student Ambassadors. Enrollment numbers for spring for out of state, international, and first-time students are up, which is an indication this outreach is working. There is solid data available for PURL's. Applications for

admission are up. We can track where a student is in the application process to get them to enrollment. We are also piloting data collection from specific campaigns by working with an outside vendor. All of this information is being reviewed constantly.

C. Foundation Report

1) Vice President Archambault reported as of the end of December they continue to trend upward in cash received—up 53% in cash received as compared to last year, but ended calendar year lower in actual dollars and number of gifts compared to last year. January gifts will once again be ahead of last January in both numbers of gifts and dollars received, with a total of \$5,038,512. With four months to go, this is the second highest fiscal year total achieved and we hope to set new records. Steps are being taken to increase future donor pipeline. 2) The S2S (Student to Student) giving program received a CASE District 7 award of excellence, the only school outside of California. Student giving is highly indicative of student behavior of alumni. There were 742 student gifts totaling \$18,000 with donor match to equal \$21,512. More than 600 of these gifts came from our graduating class with new records for student giving. 3) 3rd Annual Business and Economic Forum provides regional accounting, estate, and financial professionals an opportunity to earn their required continuing education credit.

D. Curriculum Processes

Vice President Wilson said in an upcoming trustee meeting he will review the curriculum process, and how the mission of UVU serves as a foundation for the development of curriculum. Also review the internal process of how new programs get identified, vetted and approved, and then come to the Board of Trustees for approval. He will explain the different types of certificates and degrees to graduate level and the role of each and how they are regulated. Questions: 1) Do you look at other universities? Yes, when we propose a new degree and go through the R401 process, they are reviewed with other universities. 2) Will you consider Ph.D. programs? They are not being considered now as we are not a Research I institution. Curriculum is considered in the broader context of our mission. 3) What is the role of the Senior Vice President for Academic Affairs? This position is over all academic activities, all Deans, departments and program development, along with three academic associate vice presidents- Kat Brown is over policies, tenure, salaries, etc.; Brian Birch is over all activities connected with engaged learning, including undergraduate research, and faculty development; Maureen Andrade is over curriculum and class scheduling. VP Wilson's responsibilities include all aspects of the academic side of the university, which is the largest division. Sr. Vice President works closely with President Holland and fills in for him when he is gone. The strategic role is to be forward thinking, always considering what curriculum and programs are needed for the future.

E. Non-Substantive Policy Changes

VP Makin explained Policy 101 allows for non-substantive policy changes. We have gone through an extensive multi-year update of our on-line policy system. All policies were put in the same format and updated with correct titles, etc. Each policy sponsor has reviewed these non-substantive changes, which were then ratified by President's Council. They come to Trustees for information. Our policy website is a national model, and has been presented at national conferences by VP Makin, Kat Brown and Cara O'Sullivan.

II. ACTION

A. Resolution of Appreciation for Debbie Bingham

Chair Lund read the resolution of appreciation for Debbie Bingham's service as a Trustee and Chair of the Foundation Board. President Holland added his appreciation for the Bingham's response to the last minute call for private funding that would make the difference on approval for the Science building. Debbie was asked to stay on as Chair to provide leadership for needed changes for the Foundation. We are going to miss her in this role. Trustee Bingham said she is very appreciative of the opportunity to serve this institution that is dear to her heart, with children and grandchildren that have attended and graduated. This service has been a highlight of her life.

B. Curriculum

Sr. Academic VP, Ian Wilson reviewed curriculum requests.

1. Graduate Certificate in Regulatory Affairs for Life Sciences.

There are standard background skills and knowledge required to be involved in regulatory and compliance activities that are needed in industry. Student must have a bachelor degree to get into this program and have writing and other foundation skills. This certificate is designed so that different industries, particularly biomedical, will have in house expertise for rules required of them nationally, federally and internationally to bring product to market—quality management of production facilities, no harm testing for trials, and to be able to understand the rules on medical devices from country to country, such as whether we can bring items into the country, how to negotiate the system and act as liaison between companies and regulatory agencies. Most of the graduates we envision are: 1) needed in companies to get products into the market, 2) able to double their job opportunities, do consulting and make a good income, or go into a master degree program. There are four courses: introduction to regulatory affairs, quality management, technical writing, plus internships and capstone program to work with industry for a total of 15 credits in the one year program. The additional faculty member needed is in place and working with industry to promote the degree. Trustee Andrews motioned for approval of the Graduate Certificate in Regulatory Affairs for Life Sciences. Trustee Blair seconded. Voting was unanimous.

2. Three Year Reports:

When programs are approved by the Board of Regents, they must have a three year review to see if the targets have been met for enrollment and graduates.

a. Master of Business Administration

Enrollment numbers hit projections, with 40-45 in a cohort. Program has been operating on less than budgeted, funds itself and provides extra revenue for other programs. Based on national testing for body of knowledge, we are in the top 15-20% nationally. They will begin using this exam at entrance and exit to track changes. A full-time program is scheduled to start this fall. We don't participate in ranking programs, but AACSB accreditation provides a significant review process. Trustee Acerson motioned for approval of the three-year report for the Master of Business Administration program. Trustee Montero seconded. Voting was unanimous.

b. Bachelor of Arts in Art Education

Chair Jim Godfrey said this program was begun to prepared students to teach art in junior and senior high school. Program has had more interest than anticipated, with more than double the number of students. They feel there is the right number of students for the resources with a significant number of graduates anticipated—currently 66 student majors. Accreditation is by CAEP. Trustee Dalton motioned for approval of the Bachelor of Arts in Art Education three year report. Trustee Blair seconded. Voting was unanimous.

c. Master of Science in Nursing. Tabled for next meeting.

d. AAS Wildland Fire Management

This is a two-year terminal degree with very specific skills. Dean Dornan said this is designed for students who don't want to do site structural fires, with a huge need for this expertise. We are right where projected on enrollment, and have had 13 graduates. It was projected 70% would be employed in their field, and the actual number is 100% working as wildland fire fighters, 90% of them in Utah. There is also potential for promotion, as a degree will help in their progression. There is no bachelor degree in this discipline. Trustee Blair motioned for approval of the three-year report on the Associate of Applied Science in Wildland Fire Management. Trustee Dalton seconded. Voting was unanimous.

C. Sabbatical Approval.

Trustee Andrews motioned for approval of sabbaticals for the 2014-15 academic year for Steven Clark, Behavioral Science; Alan W. Clarke, Integrated Studies; and Catherine Stephen, Biology; and Fall 2014 sabbaticals for Kimberly Bartholomew, Information Systems & Technology; and Gae Lyn Henderson, English & Literature. Trustee Dalton seconded. Voting was unanimous.

D. Endowment Naming

VP Archambault explained there are two naming proposals: 1) Naming of the Todd R. Pedersen Endowed Professorship in the Woodbury School of Business based on completion of the donor payment. Focus is on sales and/or marketing and will be used to fund faculty position for research. Trustee Andrews motioned for approval of the naming of the Todd R. Pedersen Endowed Professorship. Trustee Dalton seconded. Voting was unanimous. 2) Naming of the Vivint Business Resource Center for the space of five years beginning with the receipt of the first payment. Vivint signage will be in addition to the current UVU signage at the Business Resource Center. Trustee Blair motioned for approval of the naming of the Vivint Business Resource Center for the period of five years. Trustee Acerson seconded. Voting was unanimous.

F. Awards of Excellence

Trustee Acerson motioned for approval of Trustee Awards of Excellence for Donna Fairbanks, David Wilson, Kyle Reyes, Ken Mathews and Sam Rushforth. Trustee Montero seconded. Voting was unanimous.

G. Honorary Degrees

Trustee Blair motioned that approval of honorary degrees be made by an electronic vote of the Trustees at a future date. Trustee Andrews seconded. Voting was unanimous.

III. CONSENT CALENDAR.

A. Minutes of January 23, 2014 Board of Trustee meeting.

B. Investment Report for December 2013. Trustee Dalton motioned for approval of the Consent Calendar. Trustee Acerson seconded. Voting was unanimous.

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

Meeting adjourned at 7:55 p.m.