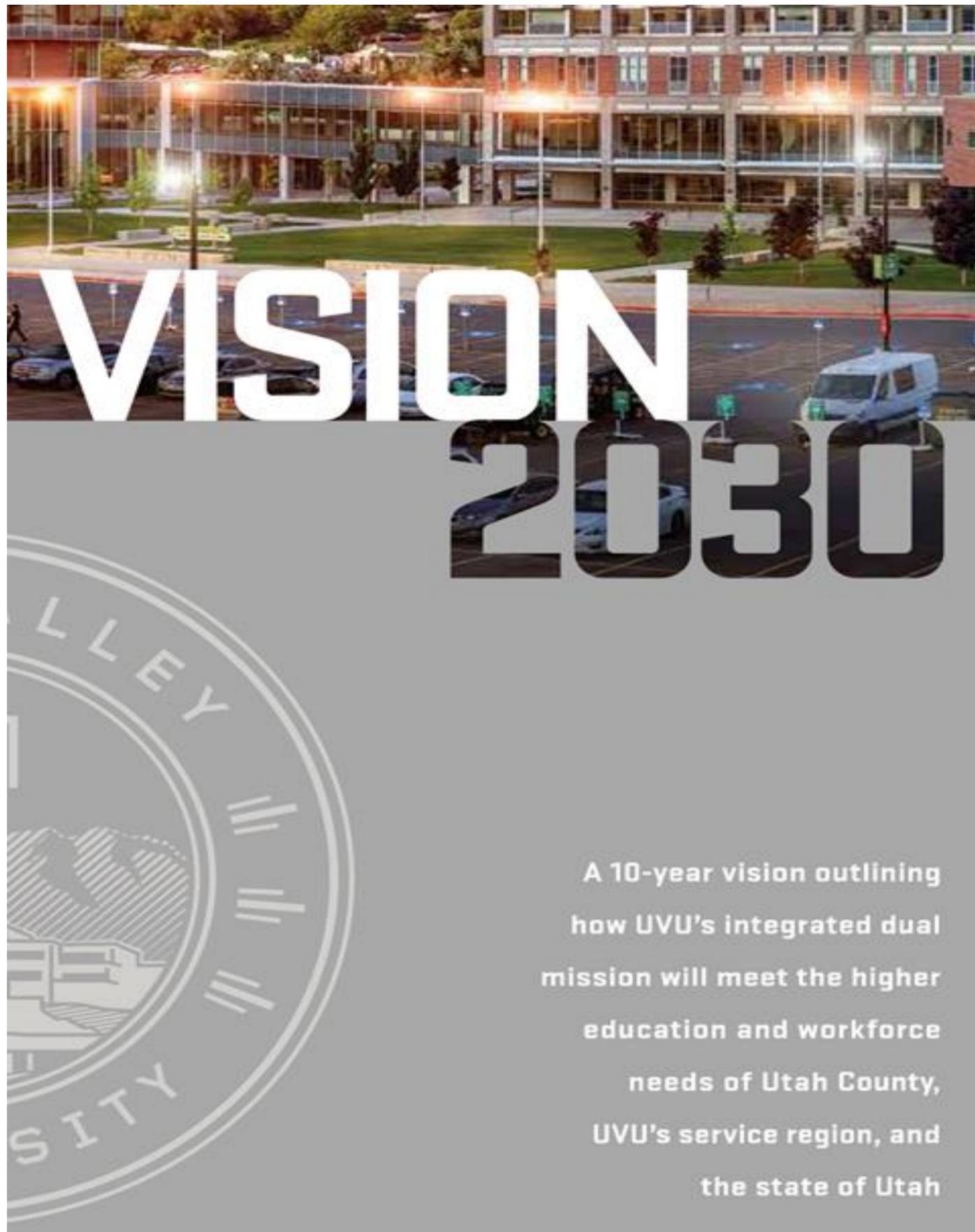


Office of the President

PBA | Oct 21 2020



A 10-year vision outlining
how UVU's integrated dual
mission will meet the higher
education and workforce
needs of Utah County,
UVU's service region, and
the state of Utah

STRATEGY #1 – Enhance student success and accelerate completion of meaningful credentials

STRATEGY #2 – Improve accessibility, flexibility, and affordability for all current and future UVU students

STRATEGY #3 – Strengthen partnerships for community, workforce, and economic development



WILLY

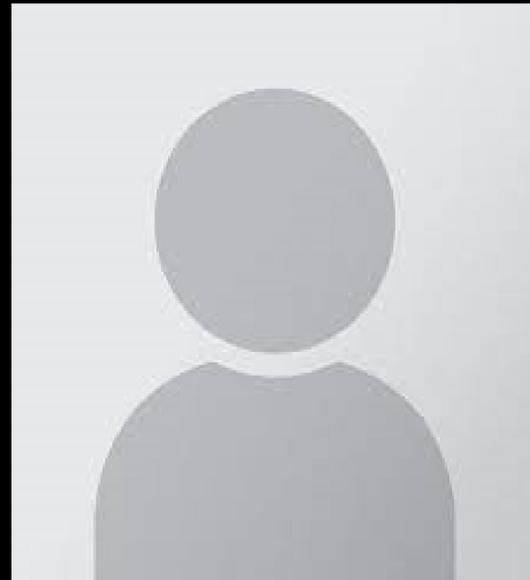
WOLVERINES

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Presidential Team



Kara Schneck
Chief of Staff



Executive Comms
Director/ Deputy
Chief of Staff



De'Andre Dearinge
Executive Partner



Sheri Smederovac
Administrative Support



Andrew Jensen
Research Assistant



PBA Request: \$0

University Marketing & Communications

PBA | Oct 21 2020



2019-2020 Accomplishments

Strategy 1: Student Completion

- Developed and successfully executed the first COVID-safe outdoor commencement ceremonies in the history of the institution, in partnership with academics and Institutional Advancement
- In partnership with PSS, successfully executed summer and fall 2020 student recruitment campaigns in English and Spanish
- Supported first online Freshman Convocation



Strategy 2: Student Care

- Highlighting UVU's diverse and accomplished student body
 - University College Design Association Wins:
 - Gold Award for Black Student Union Portrait Series
 - 2 Silver Awards for Dancing and Rodeo



Strategy 2: Student Care

COVID Communications

- External/Internal
- Web
- Social Media
- Campus Signage
- Safety Campaigns
- #UVUHeroes



PREVENT THE SPREAD of Respiratory Diseases Like COVID-19



Strategy 3: Community Partnerships

- Developed largest institutional communications campaign since the 75th anniversary:
UVU A Place for You
- First community partnership for advertising on I-15 with three local businesses, saving UVU more than \$100K a year

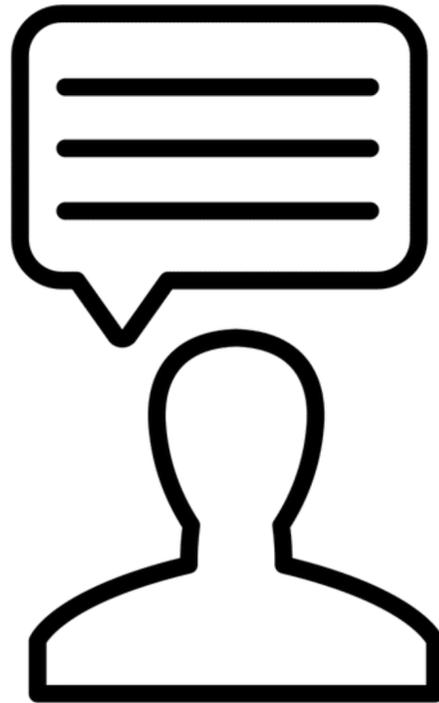




Operational Effectiveness:

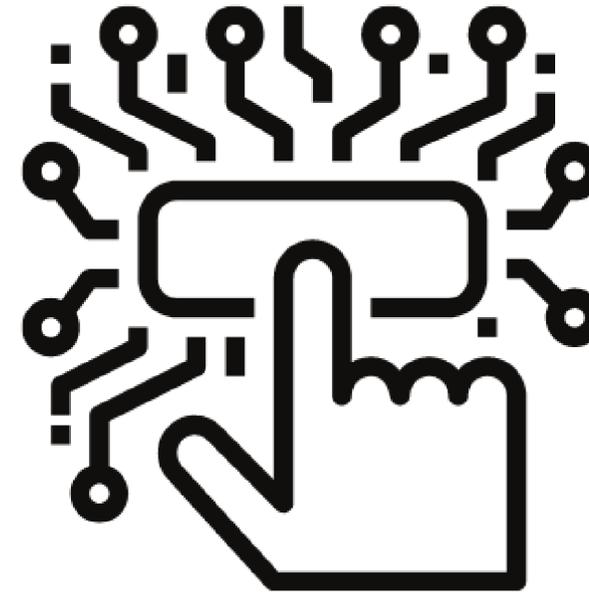
- Created new unified structure with Institutional Advancement, which allows us to partner in the major events and initiatives for UVU
- Developed a roster of freelancers that allows us to get to projects when we don't have the human resources available

2020-2021 Priorities



Strategic University Narrative

Elevate UVU's external and internal messaging to more effectively communicate and engage with key stakeholders



Digital Excellence

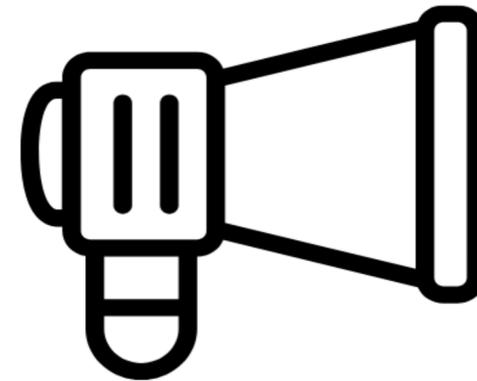
Build a digital MarCom center of excellence that elevates UVU's digital platforms and capabilities

2020-2021 Priorities



High-Performing Organization

Increase operational efficiencies
throughout the MarCom function



Disruptive Marketing Campaigns

Improve the effectiveness of UVU's
integrated marketing campaigns



Marketing & Communications PBA Requests

Social Media at U.S. Universities



National Average:

46

Social Media Staff Members



Utah Valley University:

1

Social Media Staff Member



PBA Requests:

Social Media

- Social Media Director (\$122,005)
- Social Media Manager (\$94,862)

MarCom

- MarCom Manager (\$93,492)
(Emphasis on Internal Comms)

Diversity & Inclusion

PBA | Oct 21, 2020

INCLUSION PLAN 2020-2024



CIDO Achievements 2019-20

- Finalized and approved Inclusion Plan 2.0 (and began to implement)
- Completed a template of assessment measures for the Inclusion Plan
- Created a new FOI Workshop (ageism, revised queer identity & sexuality, and developed a pilot on microaggressions)
- Started the LGBTQ+ Action Committee
- Initiated the Academic Committees on Equity, Inclusion, and Diversity (ACEID) in each academic school or college



Stepping Into 2020 With 20/20 Vision:
Renewing Our Focus on Inclusion,
Diversity, and Equity



Planning for 2020-21:

- Construct a Campus Climate Survey
- Gather Year-1 data from the Inclusion Plan
- Create a website that streamlines the reporting processes on campus
- Pilot and finalize a workshop on microaggressions with HR to engage in learning activities as a community of learners
- Hire a new Director of Inclusion, Diversity, and Equity



PBA Request: \$0

The Office of General Counsel

PBA | Oct 21 2020

2019-2020 Accomplishments



COVID-19

- Worked closely with HR to implement FFCRA, ADA changes, remote work agreements, HIPAA practices, etc.
- Addressed copyright/privacy related issues associated with moving from face-to-face to online teaching (OTL, library, faculty)



Policy

- New Title IX Regs implemented into Policies 162 & 165
- Current policies in the pipeline: Consulting, Personal Use, Textbooks, Minors, Drug Testing, Abusive Conduct, UPPEA, etc.



Contracts

- Over 500 contracts reviewed, negotiated, and drafted
- Assisted negotiation and closing of Thanksgiving Point & Payson properties



Intellectual Property

- Two patents issued
- Five patents filed
- Six trademark/wordmark applications filed



Compliance

- Clery Act: formally identified and notified CSAs and created trackable online training module for CSAs



Fact-Finding

- Assisted in formalizing the recently released Fact-Finding Guide



2020-2021 Priorities



Integrate legal services into Vision 2030 objectives



Implement proactive and automated legal services



Improve processes for managing the Board of Trustees

2020-2021 PBA Request



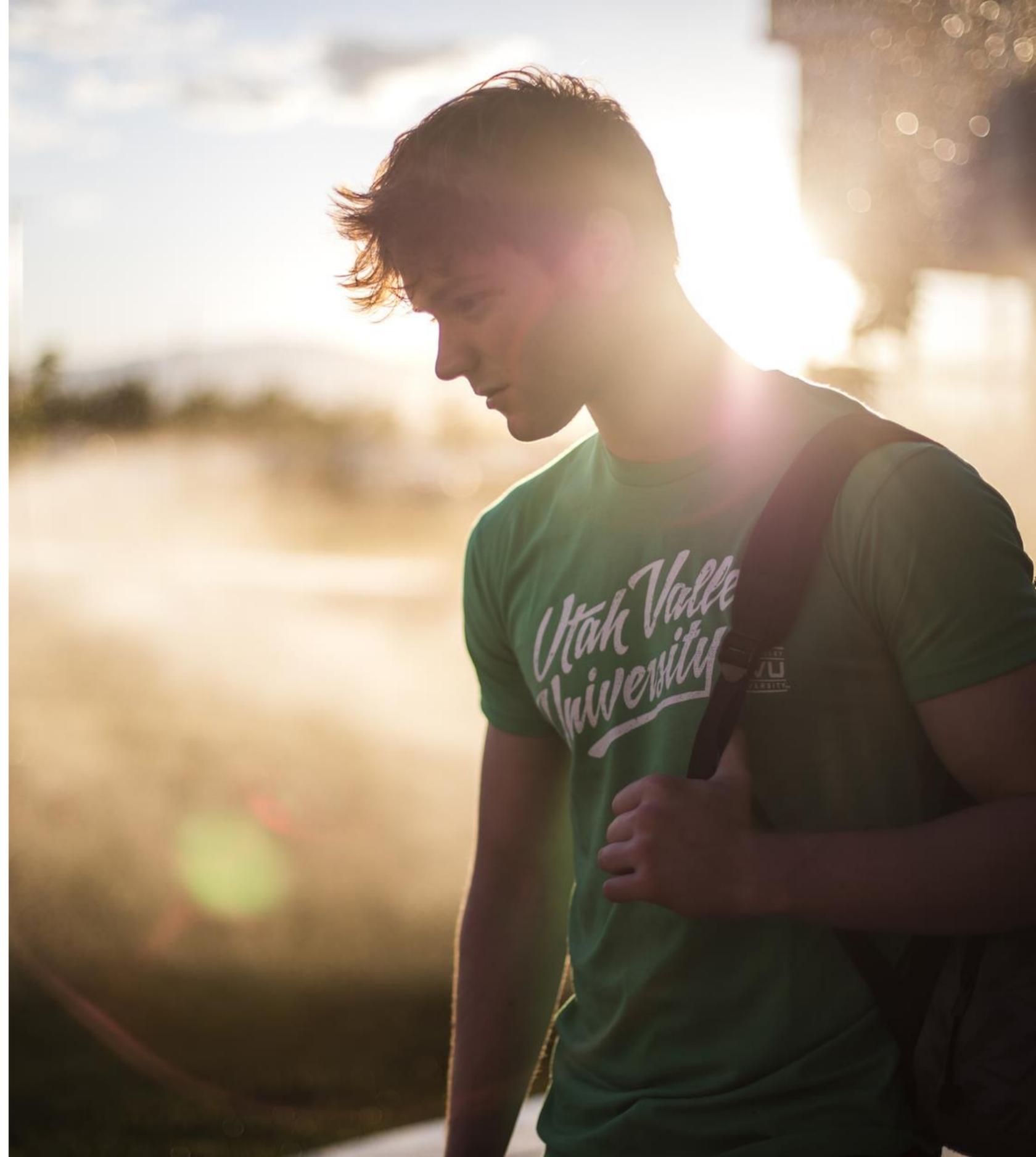
\$70,516 for State Risk Management rate increases.



The State Risk Fund continues to experience significant losses. During the last few years, the Fund has used actuaries who have advised that the Fund needs to increase premiums to cover the losses (and to build up reserves).



Liability insurance is necessary to protect UVU's ability to continue to operate generally, provide a safe environment, and ultimately achieve student success.





Thank you