

UVSC BOARD OF TRUSTEES MEETING

Thursday, November 13, 2003

7 p.m., SC213c

Board Members Present

David Bradford
Dan Campbell
Jonathan C. Coon
Ron Dallin
Tom Heal
Michael Mower
John Zenger

Board Members Excused

Karen Ashton
Melanie Bastian

Press

Valerie Porter, College Times
Tad Walch, Deseret News

UVSC Staff, Regular Attendees

William A. Sederburg, President
Brad Cook, Vice President Academic Affairs
Cory Duckworth, Vice President Planning and Student Services
Linda Makin, Budget Director
Cameron Martin, Assistant to the President
Karen Olsen, Secretary to the Board
Val Peterson, Vice President Administration and External Affairs
Ian Wilson, Vice President Institutional Advancement and Marketing
Michael Shively, Faculty Senate President

Guests and Other UVSC Personnel

Barbara Austill, representing PACE
Representative Steve Clark
Ryan Coombs, representing Swen Swenson (student government)
Wayne Mangelson, Co-chair Planning and Budgeting Task Force
Brent Turner, Internal Auditor

Dinner Guests - School of Computer Science and Engineering

Tom McFarland, Dean	Masood Amin	Afsaneh Minaie
Gordon Stokes, Associate Dean	Roger DeBry	Keith Olson
Ernest Carey, Department Chair	Rodayne Esmay	Todd Peterson
Lori Palmer, Department Chair	Don Kussee	Reza Sanati
Ron Thurgood, Department Chair	Dennis Lisonbee	Abraham Teng
	Kurt Love	Mike Wisland

Chair Jack Zenger called the meeting to order at 7:20 p.m. Trustee members met with the School of Computer Science and Engineering during a dinner meeting earlier this evening.

I. INFORMATION

- A. President's Report.** a) President Sederburg thanked everyone for attending Inauguration. b) Several Task Forces have been structured: Planning, Budget and Accountability; Web; One-Stop Shop; and Performance Management, c) the quality improvement initiative is being implemented with consultant teams chosen to begin research and training, d) Board of Regents discussed program moratoriums, implementing the Trustee Audit Committee, and 2nd Tier tuition increases, e) Cory Duckworth has been given the charge to develop a projection model on enrollment, f) the college would like to implement an internet-based interactive student recruiting system, g) Federal government approval has been given for a \$500,000 grant for Sleeping Rainbow Ranch, which will be used to develop green technology and build a 25 student facility, h) UVSC is assisting Provo City to obtain \$1 million for a new traffic control tower. Projected ground breaking is December 17, i) President Sederburg has been meeting with groups to discuss concept and funding for the Digital Learning Center, and also with Gubernatorial candidates, j) President Sederburg encouraged Trustees to attend holiday events that will be held on campus.
- Academic Affairs. a) Computer Science program earned ABET accreditation, which is very prestigious and will be advantageous for students, b) Nursing program recently completed an

accreditation site visit with a very positive initial report, c) 32 undergraduate research projects were funded for a total of \$29,000, d) Woodbury Gallery has their 23rd exhibit featuring art by Catherine Downing, UVSC faculty, e) Laura Hamblin received 1st place in the Utah Arts Council competition for her book of poems, “Stick of Lime”, f) Marden Pond wrote the musical score for the Emmy-winning program “The Shadow of Light”, g) Heather Gray, adjunct dance faculty, won outstanding choreographer in the Regional Dance America festival, h) Jingdong Liang published a book on how U.S. news covers China, i) Ethics Center seminars included Aron Ralston at the recent Medial Ethics Conference, j) The third volume of the national journal, “Teaching Ethics” was recently published and copies were given to Trustees, k) Study abroad programs for 2004 will include London, Spain, Ghana, Vietnam, Italy and India, l) Vice President Cook shared an anecdotal story that illustrates how UVSC is becoming the college of first choice for many students.

Administration and External Affairs. a) Baseball stadium was approved by the State Building Board and will go to Regents on December 11, b) Vineyard elementary proposal for \$1.4 million of remodeling and improvement money is being submitted. If approved, remodeling will begin July 1, c) Wasatch campus is nearly complete, d) Grounds department won the 2003 Provo/Orem Chamber of Commerce Watkins Beautification award, e) Banner HRS is going live January 2. They have had to complete 6500 hand entries for hourly employees, f) McKay Center events were listed, including hosting of all state high school volleyball tournaments, Ethics conference, and holiday concerts and shows.

Institutional Advancement and Marketing. a) a new Alumni Director has been chosen, Jeri Allphin. She received one of the first bachelor degrees from UVSC, a law degree from BYU and was the first president of the School of Business Alumni Board, b) the annual Foundation Board meeting was held yesterday. Tom Heal took over as chair with Jeff Kahn chosen chair-elect, c) a successful Scholarship Ball was recently held. Trustees were asked to give names of anyone interested in attending and any suggestions for next year, d) Commencement speaker needs to be identified and will be an agenda item for next meeting. Also, honorary degree recipients will be discussed. e) Vice President Wilson listed several recent significant donations from groups including Parkway Crossing, Morinda, Tekla Inc., Salisbury Homes, Micron, Gene Harvey, Boyd Smith, IHC, and the Woodbury family.

Student Affairs and Strategic Planning. a) Classroom Testing Center use has increased 20% over the past five years. There have been 45,000+ exams taken since the beginning of Fall 2003. It is now being funded by late fees, rather than student fees. 60-70% of students utilize the late fee, b) High School Relations have completed the high school tour visiting 120+ high schools in Utah and other border schools in Idaho and Nevada, c) Institutional Research and the Wellness Center have combined for a comprehensive student wellness survey, along with other state schools. UVSC student substance abuse is less than the national trend, with 11.5% of our students having used alcohol within the last 30 days. One statistic is higher with 3.6% of female UVSC students having a problem with stimulants, particularly diet pills. d) UVSC will play BYU men’s basketball on November 29 at BYU. UVSC women’s basketball played Tuesday evening against BYU and lost a close game by 2 points, e) tonight is the first UVSC wrestling match (UVSC won 23-18 against Northern Idaho who are the defending national junior college champions), f) Center for Service and Learning sponsors many student service activities including Sub for Santa where 93 families will be helped.

B. Review of Discussion with Board of Regents and Trustees. a) President Sederburg

expressed appreciation for Trustee support of lifting the program moratorium, b) Trustees want to be informed on all issues so they may better represent UVSC and help educate Regents. Regents noted a high community commitment and energy level, and want the college to be successful. Main issues noted were funding, growth, and new programs. Utah County is highly under-represented on the Board of Regents.

- C. Trustee Audit Committee.** Trustees Audit Committee will meet briefly after this meeting to discuss the directive from Regents. President Sederburg expressed concern about the reporting role of the Internal Auditor. Supervising responsibility will remain with the President and reports will go to both the President and the Trustee Audit Committee.
- D. Tuition Waivers.** Vice President Duckworth noted the report contains a history of the evolution of tuition waivers at the college and our focus on accountability. Budget Director Linda Makin presented data. Waivers and scholarships were defined and data presented on current process; general waiver categories; distribution by category; distribution to new and continuing students; academic waiver distribution among schools; GPA, ACT, audition and activity participation or declared major requirements; and non-resident waivers. Summary of key points on allocations and minimum requirements were given. Action Plan will include: 1) Issue administrative directives (tighten standards), 2) develop Task Force to recommend philosophy, and then implement process consistent with philosophy, 3) review and appropriate realignment of budget for waivers. The recommendations of the Task Force will be an agenda item for Board of Trustees in March. Trustees suggested best practices within institutions be researched, academic excellence rewarded, and need-based waivers applied.
- E. Trustee Web Page.** Cameron Martin demonstrated the UVSC web page including access to the President and Trustee pages. President's page will include important messages, a link to policies under review, e-mail access to the President, and papers and speeches he has written and presented. Trustees page needs to be more of a tool for the community and will be put closer to the President's page. It will be updated to include pictures and information on each Trustee with contact information.
- F. Planning, Budgeting and Accountability Report.** Wayne Mangelson and Sam Rushforth co-chaired the Planning, Budgeting and Accountability Task Force, with Dr. Mangelson presenting the report. He discussed the task force charge, key principles, and stakeholders. The process is to be transparent, inclusive, based on trust and top-down/bottom-up planning, and grounded in outcomes and accountability at all levels. Key principles include core values; coordination of institutional planning, measurable and achievable objectives; development of innovative and collaborative initiatives; promotion of evidence-based, accountable decision making; engagement of the college community; utilization of long and short-range goals and objectives; and inclusion of all revenue sources and processes. He then presented the 18 month time line.
- January. Analysis of strengths and weaknesses (SWOT), college community conversations, Trustee participation in SWOT analysis and setting preliminary strategic goals and objectives.
 - April. Trustees assist in preparing and conducting community meetings and establish with the President 5-8 strategic goals and objectives
 - August. Goals and objectives are adopted by Trustees, President and college community
 - September. President outlines and communicates goals, objectives and budget climate. Faculty and staff develop and present PBA initiatives, PBA reporting unit hearings are held, and initiatives published for campus comment.
 - November/December. President's Council discusses initiatives

► January. President communicates initiative priorities, rationale, and funding potential. “New funds” secured and allocated and/or existing resources “reallocated” to implement priority initiatives. Trustees approve annual operating budgets.

Trustees’ role in the planning, budgeting and accountability process would be: a) to participate in assessing UVSC strengths, weaknesses, opportunities and threats and establish preliminary strategic goals and objectives, b) help develop agendas and conduct community town meetings (summer), c) establish with the President, 5-8 annual goals and objectives, c) approve annual operating budget, and d) lobby external parties for additional resources. Final report will be completed and brought for endorsement in a future Trustee meeting. Linda Makin, Cameron Martin, Kathie Debenham and Mark Bezzant will remain as the implementation committee. Chair Jack Zenger expressed approval of the concept and other Trustee members concurred.

- G. **Update on 2004-05 Budget Request.** Linda Makin referred to Tab A which outlined the Board of Regent budget request for 2004-05. Top priorities for all Presidents and Regents include employee compensation, new student support and facility support.
- H. **Fund Raising for Digital Learning Center.** Representative Steve Clark reported to the Trustees the resolution recently passed by the UVSC Foundation for a goal of raising \$3 million for the new Digital Learning Center by the first of April. He is a member of the State Appropriations committee and noted the importance of fund raising for building approval. The new library space is sorely needed and will become an intellectual center at the college. Trustees were asked for their support, particularly in meeting with legislators.

II. GENERAL CONSENT CALENDAR

Minutes of the October 8, 2003 Board of Trustees Meeting, Human Resource Report for August and September 2003, and Investment Report for month ending September 30, 2003 were submitted for approval under the general consent calendar. One update was made on the Investment Report to correct a total on the cash management pool. Trustee Michael Mower motioned to approve the general consent calendar. Trustee Heal seconded. Approval was unanimous.

III. ACTION

- A. **Institutional Interest Income Budget for Internet-Based Interactive Student Recruitment Package.** Vice President Duckworth explained the current year overall enrollment increase was flat, but over the past five years UVSC has experienced a 14% decrease in first-time freshmen enrollments. There is a need for better recruitment, particularly for target groups. The request was made to use institutional interest funds to secure a highly specialized recruitment software package that will be utilized within the state, nationally and internationally. It has the capability of engaging prospective students and their parents and targeting specific interests. It would reduce the need for additional staff and resources, is expected to significantly increase the number of on-line applications, and should pay for itself with increased enrollment. Trustee members expressed support, and asked questions on cost and ability to duplicate this service internally. President Sederburg explained this would better utilize our web site, be able to target electronically a large network of students nationally and internationally, partner with the Orem Institute, and is expected to show high dividends in out-of-state recruitment.

Bidding is in process and must be implemented quickly to become part of the recruitment cycle

(January deadline). Trustees agreed there is a strong commitment from the administration and asked about guarantees. There is no guarantee, but there is good date, and no long-term commitment is required. Trustee Bradford moved to support expenditure of the funds to purchase the internet-based interactive student recruitment software package. Trustee Dallin seconded and voting was unanimous.

- B. MATC Operating Principles.** Vice President Peterson asked for final approval of the outlined MATC Operating Principles. There will be a footnote indicating UVSC supports the MATC's efforts to be independent, but until independence occurs the MATC will be subject to UVSC policies. Trustee Campbell moved to adopt the MATC Operating Principles with the additional note. Trustee Bradford seconded. Voting was unanimous.
- C. Confirmation of Val Peterson as College Treasurer.** Vice President Peterson noted College Policy and State Statute require Board of Trustee confirmation of College Treasurer. Trustee Mower motioned Val Peterson be confirmed as College Treasurer. Trustee Campbell seconded. Voting was unanimous.

Trustee Campbell noted on behalf of all Trustees the professional coordination of recent College events (Scholarship Ball, Inauguration, Regents, etc.) and how they are able to engender support and pride for UVSC.

Meeting adjourned at 10 p.m.

Trustee Audit Committee

A brief meeting of the Trustee Audit Committee was held to discuss the proposed charter and organization of meetings. The role of the Internal Auditor was discussed. Auditor will report directly to the President and will have a dual report relationship with the Trustee Audit Committee. Suggestions for the Charter were made and Brent Turner will finalize. The major role of the Audit Committee will be to develop a work plan, do risk assessment, cash management, and audit review.