

**UVSC BOARD OF TRUSTEES**  
**November 30, 2007**

Conference Call  
8 a.m.

**Board of Trustees Members Present**

Janette Hales Beckham  
Jason E. Chaffetz  
Daniel W. Campbell  
Timothy R. Clark  
Paul Clyde  
Kris Coles (e-mailed vote)  
Steven Lund  
Carolyn H. Merrill  
Doyle M. Mortimer  
Thomas C. Powell  
Terry E. Shoemaker

**UVSC Regular Attendees**

President William A. Sederburg  
Val Hale, Vice President Advancement and Marketing  
Elizabeth Hitch, Vice President for Academic Affairs  
Cameron Martin, Assistant to the President for Planning  
Karen Olsen, Secretary to the Board

**Press**

Brittany Lusk, Daily Herald

**UVSC Guests**

Chris Taylor, Associate Vice President Marketing

**I. ACTION**

**A. Approval of Logos for Utah Valley University.**

Vice President Val Hale explained this morning the unveiling of the logos will take place with a campus celebration. The Image Committee has worked with the design firm, Rare Method, and had much input from across campus and the community.

Vice President Hale reviewed the logo designs and explained their significance. The UVU logo contains a distinctive mark of the state of Utah in the first U. There is both a vertical and horizontal athletic logo, along with a revised Wolverine head (three-dimensional). The seal will include the campus architecture, Mt. Timpanogos, and the year 1941.

Trustee Mortimer suggested a smoothing of the intersection of the beveling on the U, which would make it easier to print, and also perhaps more definition of Mt. Timpanogos.

Trustee Powell served on the image committee representing the Alumni Association and the Trustees. He felt the committee did an outstanding job in combining forward thinking with tradition.

Trustee Powell motioned for approval of the Utah Valley University logos and seal. Trustee Beckham seconded. Voting was unanimous.

**II. INFORMATION**

**A. Trustee Representative for MATC Board.**

President Sederburg explained Ron Dallin had served as the Trustee representative to the MATC board, and a replacement was necessary. Chair Beckham has asked Trustee Carolyn Merrill to serve in this capacity. She will serve well with her background in education and the community. Trustee Mortimer said he has resigned from the UCAT Board as he felt they were moving in a different direction and will focus his energies in working with the UVU Trustees.

Trustees were invited to the PBA conversations and the Logo Unveiling.