

Meeting Minutes
Weber State University Board of Trustees Planning Retreat
October 21, 2020 – 9:30 am
WSU Ogden Campus
Online Forum – Zoom Meeting

Trustee Members:

Mr. Nolan Karras (Chair)

Ms. Kearston Cutrubs (Vice Chair)

Ms. Karla Bergeson

Mr. Marty Carpenter

Mr. Clint Costley

Ms. Amanda Covington

Ms. Louenda Downs

Ms. Karen Fairbanks

Mr. Ben Ferney

Excused:

Mr. Don Salazar

Weber State University Representatives:

Dr. Brad Mortensen, President

Dr. Bret Ellis, Vice President for Information Technology

Dr. Ravi Krovi, Provost

Dr. Betsy Mennell, Vice President for University Advancement

Dr. Brett Perozzi, Vice President for Student Affairs

Dr. Norm Tarbox, Vice President for Administrative Affairs

Ms. Adrienne Andrews, Assistant Vice President of Diversity & Chief Diversity Officer

Ms. Sherri Cox, Secretary to the Board

Mr. Steven Richardson, Director of Strategic Initiatives

Dr. Tim Herzog, Faculty Senate Chair/Professor of Chemistry

Mr. Luke Jenkins, Chair, Staff Advisory Council / Senior Network Engineer

Ms. Stephanie Hollist, Deputy General Counsel

Mr. Bryce Barker, Director of Internal Audit

Ms. Amy Hajdas, Marketing Strategist

Mr. John Kowalewski, Executive Director, Marketing and Communications

Dr. Sarah Steimel, Associate Professor of Communications/Director MPC Program

Public Attendees:

Ms. Jesselie Anderson, Utah State Board of Higher Education

Press:

Ms. Emily Anderson, Standard-Examiner

	<p>The meeting of the Board of Trustees convened at 9:30 a.m. via Zoom digital platform with President Brad Mortensen at the WSU Ogden Campus and other participants joining electronically.</p>
Welcome	<p>I. Vice Chair, Ms. Kearston Cutrbus, welcomed those in attendance.</p>
Approval of Meeting Minutes (Sept. 15, 2020)	<p>II. Upon a motion from Ms. Karen Fairbanks, with a second by Ms. Louenda Downs, the Board of Trustees unanimously approved the meeting minutes from September 15, 2020.</p>
Board of Trustees College Liaison Report	<p>III. Chair Nolan Karras discussed College Liaison Reports that will be given by the Trustees during the year. He gave a report on the Stewart Library which has been impacted by COVID-19. The library is virtually empty but is offering checkout of laptops for student use. One source of cost savings is the use of digital textbooks. The library has suffered budget cuts, which is a state-wide problem.</p>
Shared WSU/Tech College Trustee Report	<p>IV. Ms. Amanda Covington gave a Shared WSU/Tech College Trustee report. Ms. Covington, Ms. Cutrbus, Mr. Karras, and President Mortensen attended a shared meeting with Ogden-Weber Technical College President, Jim Taggart, Davis Technical College President, Darin Brush, their trustee chairs, Matt Wardle from Ogden-Weber, and Troy Wood from Davis Tech. Discussion stemmed around articulation agreements, which is a top priority. Davis Tech and Ogden-Weber Tech are the largest two technical colleges of the eight in Utah. Programs have been created to assist the underserved population. The ability for students to move between colleges is very easy as these colleges work together for this cause. Marketing opportunities to raise awareness will take place moving forward, along with open houses. They agreed that the trustee chairs would meet quarterly. Discussions are ongoing with the Presidents at regular meetings that also include the superintendents of the school districts and with Julie Snowball. Discussion is moving forward concerning registering students at Tech Colleges at Weber State also, similar to concurrent enrollment students for courses that articulate.</p>
Special Topic – Strategic Marketing & Communications Plan	<p>V. A presentation on Strategic Marketing & Communications Plan was given by Mr. John Kowalewski, Executive Director, Marketing and Communications, and Ms. Amy Hajdas, Marketing Strategist. Their presentation included: A commercial made by Marketing and a plan overview for the:</p>

	<p>1-Ever Upward Campaign. 2- President’s Priorities. 3- Proactively Lead & Guide. 4- Analyze & Optimize. Goals included: 1- Raising WSU’s profile and reputation among peers, partners, students and alumni. 2- Unifying WSU’s communication channels with MarCom as the lead and guide. 3- Implementing <i>Ever Upward</i> storytelling as a guiding principle of MarCom. 4- Implementing a “Life-cycle”-oriented marketing framework to increase wildcat dedication. These goals align with WSU’s strategic plan for spring 2021.</p>
<p>Faculty Presentation</p>	<p>VI. Dr. Sarah Steimel, Associate Professor/Director MPC Program, gave a faculty presentation on her sabbatical projects from the spring, and why they made her a better teacher and faculty member. Dr. Steimel did a project on “Challenging Conversations – Pregnancy Loss with Women in the Workforce.” Her second project was on “Communication & Conflict Management in Nonprofit Organizations.” Her third project was on “Best Practices in Online Teaching,” for which she was awarded a Fulbright Scholarship to go to Belarus to represent WSU. Unfortunately, due to COVID-19, Dr. Steimel was unable to travel and participate in this. She is teaching entirely virtually now.</p>
<p>WSUSA Report</p>	<p>VII. A WSUSA report was given by Mr. Ben Ferney, WSUSA President. He talked about “Ferney Wants Feedback” and how the feedback has been very positive, along with opportunities for improvement. He is also doing a program called “Bagels with Ben,” that supports Weber Dining and helps students. President Ferney also discussed WSU Homecoming and all the virtual activities associated with it. He feels he has had positive interaction with students during the pandemic.</p>
<p>Written Reports</p>	<p>VII. Written Reports were acknowledged and included in the agenda packet. Reports came from the President, Alumni Association and Staff Advisory Council. A COVID statement was included in the SAC report with a focus on safety and guidance for best practices for meetings, holding them remotely as much as possible. This statement was approved by SAC and Faculty Senate.</p>
<p>Upcoming Events Calendar</p>	<p>VIII. An Upcoming Events Calendar for October and November was included in the agenda packet for reference. President Mortensen mentioned the university’s strategic plan and the</p>

	work that is going into it. A new statute requires the Board of Trustees to approve the strategic plan in the spring. It was suggested that a meeting take place in November or December to discuss this further.
Personnel & Academic Policy Committee	IX. Ms. Karla Bergeson, chair of the Personnel & Academic Policy Committee, reported on the following action items for business:
Program Reviews	<ol style="list-style-type: none"> 1. The following Program Reviews were discussed: <ol style="list-style-type: none"> a. Communication b. Earth & Environmental Science c. Foreign Language d. Medical Laboratory Sciences e. Women and Gender Studies
ACTION	On a motion to approve the five Program Reviews by Ms. Louenda Downs, with a second by Ms. Amanda Covington, the Board of Trustees unanimously passed the motion.
Proposed Academic Calendars	2. Proposed Academic Calendars were listed as an Action Item on the agenda. Upon further review, PPM 2-19 states that President's Council has the ability to approve the Academic Calendars and approval by the Board of Trustees is unnecessary. This item was therefore reported as an Information Item.
Consent Calendar	X. The Board of Trustees had the opportunity to review the Consent Calendar items, including eight early retirement requests and personnel reports.
ACTION	On a motion to approve the Consent Calendar by Ms. Kearston Cutrbus, with a second by Ms. Louenda Downs, the motion passed unanimously.
Information Items	XI. Information items were discussed concerning a series of Personnel from the university that may be invited to attend the Personnel & Academic Policy Committee. Those mentioned included: The Office of Institutional Effectiveness, and the OIE. Presentations may also be given on retention and completion strategy, interdisciplinary programs, enrollment, and WSUSA policies.
Business Committee Report	XII. Ms. Karen Fairbanks, chair of the Business Committee, reported on the following action items for business:

Audit Committee Report	1. An Audit Committee Report was reviewed without discussion.
ACTION	On a motion to approve the Audit Committee Report made by Mr. Nolan Karras, with a second by Mr. Marty Carpenter, the motion passed unanimously.
Stewart Stadium East-side Bleacher Replacement	2. The Stewart Stadium East-side Bleacher Replacement request was discussed. This is a safety and structural concern that needs to be addressed. The committee would like this request to be moved forward to the Utah Board of Higher Education and the Legislature.
ACTION	On a motion to approve the expense of the Stewart Stadium East-side Bleacher Replacement and move it forward to the Utah board of Higher Education and the Legislature by Ms. Karen Fairbanks, with a second by Mr. Nolan Karras, the Board of Trustees unanimously approved the motion.
Proposed Sale of Net Zero Home	3. The Proposed Sale of WSU's Net-Zero Home was discussed. The couple that won the drawing are alumni.
ACTION	Upon a motion to approve the Proposed Sale of WSU Net-Zero Home by Ms. Karen Fairbanks, with a second by Louenda Downs, the motion passed unanimously.
Proposed Property Sale	4. The Proposed Property Sale of land owned by Weber State University to the Weber Basin District was brought forth by the Business Committee.
ACTION	On a motion to approve the Proposed Property Sale by Ms. Karen Fairbanks, with a second by Mr. Ben Ferney, the motion passed unanimously.
Consent Calendar	XIII. The Board of Trustees had the opportunity to review the Consent Calendar items without discussion.
ACTION	On a motion to approve the Consent Calendar by Ms. Karen Fairbanks, with a second by Mr. Marty Carpenter, the motion was unanimously approved.
Information Items	XIV. Information Items included Business Committee Meeting Minutes from Sept. 15, 2020 and All Funds Budget Overview. A recommendation was made to have Vice President Norm Tarbox report on this to the Board of

Trustees in the future.

Other

XV. No additional items were brought forth for discussion.

Meeting
Adjourned

XVI. With no further items to discuss and upon a motion to adjourn by Ms. Karen Fairbanks, with a second by Ms. Amanda Covington, the meeting came to a close.