

## **Meeting Minutes**

Weber State University Board of Trustees Strategic Planning Meeting

December 7, 2020 – 3:00 pm

WSU Ogden Campus

Online Forum – Zoom Meeting

### **Trustee Members:**

Mr. Nolan Karras (Chair)

Ms. Kearston Cutrbus (Vice Chair)

Ms. Karla Bergeson

Mr. Marty Carpenter

Mr. Clint Costley

Ms. Amanda Covington

Ms. Louenda Downs

Ms. Karen Fairbanks

Mr. Don Salazar

### **Excused:**

Mr. Ben Ferney

### **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 for 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. Amy Hajdas, Marketing Strategist

Dr. Wendy Holliday, Dean of Stewart Library

Dr. Brenda Kowalewski, Associate Provost and Professor of Sociology

Mr. Steve Nabor, Senior Associate Vice President for Financial Services & CFO

Mr. Chaz Steimel, Institutional Analyst II

**Public Attendees:**

No public attendees were present

**Press:**

No members of the press were present

The Strategic Planning Meeting of the Board of Trustees convened at 3:00 p.m. originating at the Ogden campus via Zoom digital platform.

Welcome

I. Chair, Mr. Nolan Karras, welcomed those in attendance.

Strategic  
Planning History

II. President Brad Mortensen gave a history on the strategic planning process to the trustees. He then gave a presentation on trustees delegated responsibilities that align with the Utah Higher Board of Education, including attainment goals, workforce needs, institution roles, performance metrics, and progress.

Draft  
Foundational  
Statements:  
Values, Vision,  
Mission, Core  
Themes

III. President Mortensen discussed Draft Foundational Statements: Values, Vision, Mission, and Core Themes. Updates to these foundational statements have been discussed in past University Planning Council meetings and are currently in process of being revised to better represent WSU. Brief discussion took place among trustees concerning the foundational statements drafts.

Presentations -  
University  
Planning Council  
Task Forces

IV. Presentations were given by five different University Planning Council task force group leaders:

1. Vice President Brett Perozzi and Mr. Chaz Steimel gave a presentation on Retention and Completion. Their presentation included 1- Goal Statement. 2- Retention Outcomes. 3- Completion Outcomes. Trustees requested a report each year on the metrics and data from this category.

2. Assistant Vice President Adrienne Andrews and Dean Wendy Holliday gave a presentation on Diversity, Equity and Inclusion. Their presentation included 1- Goals and Background. 2- Principals (equity minded practices.) 3- Outcomes (equity minded.)

3. Dr. Brenda Kowalewski and Mr. Steve Nabor gave a presentation on Anchor Mission-Building Community Resources. Their presentation included 1-Goal & measurable outcomes, which is about leveraging our resources. 2- Goals. 3- Desired measurable outcomes of: economic development, workforce development, sustainability, two-community development and education partnerships by spring 2025.

4. Provost Ravi Krovi and Dr. Tim Herzog gave a presentation on Enhance Personal Contact and Experiences. Their presentation included 1- Goal statement-with a focus

	<p>on relationships. 2- Gallup survey: Workplace engagement point to the importance of relationships. 3- Desired “personal contacts” outcomes: Outside the classroom/inside the classroom. 4- Proposed strategies</p> <p>5. Vice President Betsy Mennell and Ms. Amy Hajdas gave a presentation on Marketing and Branding. Their presentation included 1- Goal &amp; desired outcomes. 2- Goal statement. 3- Desired outcomes. Discussion concerning benchmark and goal levels followed.</p>
Next Steps	<p>V. Next Steps moving forward were discussed by President Mortensen. He would like trustees to approve the Draft Foundational Statements: Values, Vision, Mission, Core Themes, as well as the task force presentations in the spring meetings so they can be presented to the Utah Board of Higher Education.</p>
Other	<p>VI. Other discussion items included:</p> <p>1- A suggestion to put all information together in one document.</p> <p>2- Growth as an organization is necessary as changes cost money. Financial resources will go hand in hand with strategic plans.</p> <p>3- Fundraising organization is taking place to assist with the goals and objectives of the strategic plan.</p> <p>4- Importance of having a clear, concise message for donors, WSU, and the community.</p> <p>5- Accreditation standards make it difficult to adjust statements and missions once they are approved and put in place. How do we allow some wiggle room in statements?</p> <p>6- Every strategic plan needs to build in an annual review.</p> <p>7- Working groups will finalize their presentations and bring them to the next University Planning Council and to Board of Trustees.</p> <p>8- Trustees will need to have a meeting dedicated to approving the plan at the end of January or early February.</p>
Meeting Adjourned	<p>VII. With no further items to discuss, the meeting came to a close.</p>