

**Minutes**  
**PRESIDENT'S COUNCIL**  
**August 5, 2020**  
**8:00 am via Zoom**

**PRESENT (via Zoom Meeting):**

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

Mr. Steve Nabor, Sr. Associate Vice President for Financial Services

Ms. Adrienne Andrews, Assistant Vice President for Diversity

Ms. Sherri Cox, Executive Assistant

Dr. Timothy Herzog, Faculty Senate Chair

Mr. Luke Jenkins, Staff Advisory Council Chair

Mr. Steven Richardson, Director of Strategic Initiatives

Ms. Stephanie Hollist, Deputy General Counsel

Mr. Barry Gomberg, Executive Director of Equal Opportunity/Affirmative Action

Ms. Amy Hajdas, Graphic Designer

Mr. Rich Hill, General Counsel

Mr. John Kowalewski, Executive Director, Marketing and Communications

Ms. Becky Thompson, University Advancement Events Manager

Meeting Minutes (July 2, 2020)

Spring 2020  
Commencement Update

Back-to-School Meetings

1. The meeting convened at 8:00 a.m. President Brad Mortensen welcomed attendees.
2. President's Council Members approved minutes, with changes, from the July 2, 2020, meeting.
3. Ms. Becky Thompson, University Advancement Events Coordinator, gave an update on Spring 2020 Commencement plans:
  - a. Date scheduled is Sat. Aug. 29, 8:00 pm in Stewart Stadium using social distancing protocol. Face coverings will be required. Graduates will sit on the field six feet apart. Guests will be grouped by twos and sit in the stands six feet apart.
  - b. Each graduate will be issued 1 ticket plus 4 guest tickets. All involved are required to RSVP for pre-seating assignments and receive a ticket. No walk-ins will be allowed.
  - c. Plans are in place for crowd entrance to the stadium one way and exit as well. There will be no processional and all will remain in their seats for the ceremony.
  - d. A series of videos will show: Brady Distinguished Professors, Honorary Degree recipients and speaker, Crystal Maggelet, musical numbers, introduction of graduates showing each on the screen with announcement of their name, and the Purple and White song.
  - e. Lighting of the "W" will take place on the mountain, along with a surprise fireworks show.
4. President Mortensen discussed the upcoming Back-to-School Breakfast Meeting which included:
  - a. Ideas concerning a holding virtual meeting or gathering in the stadium.
  - b. Having a normal program with speakers.
  - c. Holding drawings for prize giveaways.
  - d. Holding a Town Hall panel with response to questions and answers from faculty and staff.
  - e. Giving a gift card to faculty and staff to dining services as a nice gesture since we cannot hold a breakfast as has been typically done in the past.

2020-21 Strategic  
Marketing &  
Communications Plan

Discussion included the logistics of how to hold the Back-to-School Breakfast and get information out to campus as soon as possible.

5. Vice President Betsy Mennell, Mr. John Kowalewski, Executive Director, Marketing and Communications, and Ms. Amy Hajdas, Graphic Designer, gave an update on 2020-21 Strategic Marketing & Communications Plan. Highlights included:
  - a. Introduction of a plan and four goals to implement digital platforms; digital platforms and marketing education, mask campaign, programs, organization of committees.
  - b. Using “Ever Upward” as a theme throughout the messaging, President Mortensen’s priorities, and proactively lead and guide.
  - c. Our brand at Weber State is “opportunity”.

Discussion included storytelling of our history, the need to feel, hear, and make our brand resonate more on campus. Can we incorporate our theme in the university’s overall strategic plan? President Mortensen feels we can.

PPM 3-32,  
Discrimination,  
Harassment, and Sexual  
Misconduct (including  
Title IX)

6. Ms. Stephanie Hollis, Deputy General Counsel, and Mr. Barry Gomberg, Executive Director of Equal Opportunity/Affirmative Action, presented changes to PPM 3-32, Discrimination, Harassment, and Sexual Misconduct (including Title IX). The adoption of Title IX regulations into this policy will ensure the university is in compliance with new federal regulations. Changes to the policy include reorganization of language, deletion of redundancy, addition of legislative guidelines and addition of Title IX details. Changes were made to reflect our current practices and policies at WSU. The chain of command for reporting was discussed, along with the process for proceedings. An appendix has been included to avoid additional changes to the PPM in the event of legal action from other states which could overturn the addition of Title IX to the policy. Notice may be given to campus with the changes to this PPM.

Approval

President’s Council approved the changes to PPM 3-32, Discrimination, Harassment, and Sexual Misconduct (including Title IX) and will move this forward for approval at the Board of Trustees Planning Retreat Aug. 10, 2020.

Legal Matters Update

7. Mr. Rich Hill, General Counsel, presented a legal update to the President's Council. He discussed several cases that were either ongoing or have been resolved involving the university. He also discussed WSU Foundation updates that Legal Counsel is involved with.

Other

8. Other items addressed by President's Council included further discussion and questions about commencement and whether faculty, staff, deans, trustees, etc. should attend. Details are continuing to be worked on.

Upcoming Events

9. Upcoming Events were included in the packet with questions about the upcoming Board of Trustees Planning Retreat on Aug. 10, 2020. The agenda will be in Nasdaq Boardvantage. Commissioner Woolstenhulme will be attending to give a presentation on changes to USHE. Brigadier General von Hoffman from Hill Air Force Base will also be joining to discuss the Northern Utah Collaborative Ecosystem.

Meeting Adjourn

10. With no further items to discuss, the meeting was adjourned.