



**MINUTES
REGULAR MEETING OF THE WOU BOARD OF TRUSTEES
JANUARY 17, 2018
1:00-6:00 PM
WERNER UNIVERSITY CENTER, COLUMBIA ROOM
MEETING NO. 22**

I. CALL-TO-MEETING/ROLL CALL

Chair Jim Baumgartner called the meeting to order at 1:02 PM and asked Secretary Ryan Hagemann to take roll. The following trustees were present:

Arredondo
Baumgartner
Evans
Fuller
Habermann-Guthrie
Komp
Koontz
Martin
Mladenovic
Paraskevas

The following trustees were absent:

Hurtado
Ingle
Kulongoski
Shetterly
Taylor

II. CHAIR'S WELCOME

Baumgartner welcomed the board and audience to the January meeting. He reminded the audience that there was a new emphasis on written reports in order to ensure time for strategic discussion. Baumgartner took time to introduce WOU's newest trustee Gayle Evans. Evans is the senior vice president for human resources for Unitus Community Credit Union.

III. CONSENT AGENDA (October 25, 2017 meeting minutes)

Baumgartner called for a motion to approve the consent agenda. The consent agenda consisted of the meeting minutes from the October 25, 2017. Mladenovic moved approval and Koontz seconded the motion. The following trustees voted for the motion:

Arredondo
Baumgartner
Evans
Habermann-Guthrie
Komp
Koontz
Martin
Mladenovic
Paraskevas

Fuller is non-voting.

There were no trustees opposed to the motion.

There were no abstentions.

Motion passed.

IV. PUBLIC COMMENT

There were no individuals signed up to offer public comment to the Board.

V. SHARED GOVERNANCE REPORTS

(1) Faculty Senate

Baumgartner recognized Dr. Adele Schpiege, Faculty Senate President, for a brief report. Schpiege provided the Board with an update on the general education task force. She explained that a new general education committee will work on preparing descriptions of the new curriculum for the catalog. Schpiege reviewed the work of the BA/BS task force. She also shared information about the executive committee's work on the committee project and the institution's faculty athletic representative. Upon Baumgartner's question, Schpiege described the difference between the general education task force and the general education committee. Baumgartner asked what role the new strategic plan played in the general education reform. Mladenovic asked clarifying questions about the differences between BA and BS degrees within departments. Koontz asked about the BA/BS timeline.

(2) Staff Senate

Baumgartner recognized Jesse Poole, Staff Senate President, for a brief report. Poole offered updates on the memorial book for Lamont Jarvis, designated trustee nominees for Staff Senate, the merger of Staff Senate and the Administrative Support Council, letter of support and concern about the use of the allfacstaff listserv, and vacancies on the Staff Senate due to resignations.

(3) ASWOU

Baumgartner recognized Lila Gardner, ASWOU Senate President, for a brief report. ASWOU President Jessica Freeman was absent. Gardner noted that the Incidental Fee Committee had started its work. She noted that the ASWOU President and Vice President were preparing the process to finalize nominees for the designated student trustee. Baumgartner asked about the Student Advisory Committee on Tuition and about whether or not there is student engagement on tuition rates.

VI. PRESIDENT'S REPORT

Baumgartner turned to Dr. Rex Fuller for the president's report. Baumgartner noted that there were comprehensive written materials in the docket. Fuller updated the board and summarized materials on the following topics:

- Introduction of Gayle Evans as a new trustee;
- Work of the Veterans Resource Center and recognition of the Student Veterans of America chapter as Chapter of the Year. Andrew Holbert, Veterans Resource Center Director, introduced several SVA members for recognition, including Janis Sabatula, Nicholas Kane, Chelsea Bitner, Stephanie Mahoney, Colin Haines, Jeremy Bulluss, Laura Pettyjohn, Shane Follett, Logan Doerfler, and Will Kaufman;
- Enrollment data, including a winter-to-winter comparison, undergraduate versus graduate, and resident versus non-resident;
- Strategic planning implementation, including the creation of the University Council;
- NWCCU Updated Year One report;
- 180-Credit to Degree Initiative;
- Willamette Promise accelerated learning program and discussions with Oregon State University and the Higher Education Coordinating Commission;
- Upcoming legislative session and the possible impact of Measure 101;
- Payroll transition to Human Resources;
- WOU-WOUFFT Labor-Management Council;
- 2017-2018 Work Plan of the Policy Council;
- Current Service Level projections for the 2019-2021 biennium;
- Capital Funding Allocation;
- University Budget Committee deliberations;

- Update of the Campus Master Plan;
- Updated application and admission data for the 2018 academic year;
- Woodcock \$1M scholarship pledge;
- Jack Morton Memorial Lobby campaign;
- Continued work in elevating the university's profile through Strategic Communications & Marketing.

VII. FINANCE & ADMINISTRATION COMMITTEE (FAC)

(1) Committee Chair Report

Baumgartner recognized Cec Koontz, FAC Chair, for a brief committee report. Separate from committee items already on the agenda, Koontz updated the Board on capital allocation, VPFA meetings, OSU-Cascades, and affordability and the interplay of tuition rates.

(2) Committee Recommendations for Board Action/Discussion

(a) FY 2017 Annual Financial Statements

Baumgartner asked Koontz to preview the FY2017 Annual Financial Statements. Koontz explained that the Finance & Administration Committee went through the annual financial statement in length and there were no findings. She explained that there were good reports on WOU's internal control structure. After discussion, Baumgartner asked for a motion to accept the FY2017 Annual Financial Statements. Mladenovic moved acceptance and Komp seconded the motion. The following trustees voted for the motion:

Arredondo
Baumgartner
Evans
Habermann-Guthrie
Komp
Koontz
Martin
Mladenovic
Paraskevas

Fuller is non-voting.

There were no trustees opposed to the motion.

There were no abstentions.

Motion passed.

(b) FY2018 Q2 Report

Baumgartner asked Koontz to introduce the FY2018 Q2 Report. Koontz observed that the FAC considered a preliminary report. Baumgartner asked if there were any variances to report to the full Board and Koontz explained that there were not. After discussion, Baumgartner asked for a motion to accept the FY2018 Q2 Report. Paraskevas moved acceptance and Arredondo seconded the motion. The following trustees voted for the motion:

Arredondo
Baumgartner
Evans
Habermann-Guthrie
Komp
Koontz
Martin
Mladenovic
Paraskevas

Fuller is non-voting.

There were no trustees opposed to the motion.

There were no abstentions.

Motion passed.

(c) 2019-2021 Current Service Level (CSL) Estimate

Baumgartner asked Koontz to discuss the 2019-2021 Current Service Level (CSL) Estimate as included in the docket materials. Koontz offered some highlights of the 2019-2021 projections and estimate, including the structural deficit and costs that are out of the University's control.

VIII. BREAK

IX. JANUARY DISCUSSION THEME: AFFORDABILITY

Baumgartner recognized Fuller to open the January discussion theme of affordability. Amid the discussion, the Board considered the following concepts and topics:

- Affordability and sustainability elements from the previously approved university goals;
- Linkage and exposition of affordability concepts in the strategic plan;
- Impact of the current fee remissions and scholarship programs;

- Total cost of attendance;
- Comparison costs across Oregon's public universities, Chemeketa Community College, and Portland Community College;
- Net cost of attendance data and comparisons;
- Average institutional aid compared to other institutions; and
- Strategies to improve enrollment and fiscal stability.

President Fuller started the presentation by introducing frameworks and approaches to tuition. He ensured that the Board viewed tuition discussions comprehensively by reflecting on the University's goals and the President's goals. Fuller also highlighted the importance of tuition as a percentage of median family income and the tuition assistance programs offered by the University. Mladenovic asked about the comparison between WOU and Chemeketa Community College. Fuller and the Board discussed the new net cost dashboard, showing WOU as the second most expensive public university. Komp asked about resident students and Paraskevas asked about student fees. Fuller described WOU's discount rate and how it was much lower than the national average of approximately 17%, which contributed to WOU's net cost position. Baumgartner inquired about market sensitivity and explained that WOU needed to develop alternative examples to permit WOU to speak in key markets. Koontz asked for information on how effective key fee remissions were in the past. Baumgartner noted that the drive to a larger tuition step in order to operate the university was difficult to explain to student populations. Habermann-Guthrie offered that the University should try a focus group approach to gather information about the tuition/fee remission balance. Komp recognized the difference between qualitative and quantitative approaches to setting tuition and fee remissions. Mladenovic and Baumgartner both stressed the importance of multidimensional approaches. Director of Admission Rob Findtner explained some changes to WOU admission requirements.

X. SHOWCASE: WOU FOUNDATION

Baumgartner asked Erin McDonough, Interim Executive Director of University Advancement and the WOU Foundation and Cory Frauendiener, '67, Chair of the WOU Foundation Board, to share some thoughts on the WOU Foundation. McDonough and Frauendiener covered the following information and topics:

- Outline the mission of the WOU Foundation;
- Understanding the difference between WOU University Advancement and the WOU Foundation;
- Structure and membership of the WOU Foundation Board;
- Vision for the Foundation from the Foundation Board Chair;

- Review of the current funding priorities for the WOU Foundation;
- Endowment value;
- Foundation budget;
- Spectrum of activities that WOU donors currently support;
- Intersection of the WOU Foundation activities and cost of attendance; and
- Future direction of the WOU Foundation and FY2018 proposed action steps.

McDonough explained, at the outset of her presentation, that she and Frauendiener would cover basic information about the Foundation, the numbers, and the Foundation's future endeavors. McDonough stated that the Foundation's mission is to strengthen relationships to support the University's mission. She explained that the Foundation had four standing committees and that it was a separate legal entity from the University. Frauendiener stressed the importance of collaboration between the Foundation and the University. She shared the significance of strategic planning, the Foundation's planning efforts, and the work to update and change many of the documents and forms at the core of the Foundation's operations. Both McDonough and Frauendiener described the impact of the Foundation's planning retreat. McDonough walked through the Foundation's assets and historical giving data. Baumgartner asked about who made scholarship decisions and McDonough explained Academic Works. McDonough framed the future conversation about the need to use comparator data and the importance of visibility in growing the Foundation's impact and assets. She reiterated the need for a new campus culture regarding fundraising and focus on staffing needs. Frauendiener concluded the presentation by reaching out to the Board to keep the eye of for new donors and thanking the trustees for their service.

XI. EXECUTIVE GOVERNANCE & TRUSTEESHIP COMMITTEE (EGTC)

(1) Committee Chair Report

Baumgartner offered a brief report from the EGTC.

(2) Committee Recommendations for Board Action/Discussion

(a) President's Dashboards

Baumgartner recognized Fuller and Dr. Abdus Shahid, Director of Institutional Research & Effectiveness, to review university dashboards. Dashboards included (1) graduation and retention cohort, (2) degrees awarded, (3) net price, (4) revenue, (5) expenditures, and (6) faculty and staff. Dr. Shahid walked through the dashboards, including all of the drill-down information. Baumgartner and Fuller discussed the impact of quarterly and annual metrics. Mladenovic asked whether or not expenditures was a piece of information that should be included on the dashboard. Baumgartner stressed the need

to tie the dashboards to particular presentations over the course of the year. Komp asked about data consistency with the Higher Education Coordinating Commission. Hagemann described the difference between HECC's statutory duty for data and the University's use of a strategic dashboard.

(b) Board Vacancies

Baumgartner updated the Board on the status of pending and future board vacancies.

XII. ACADEMIC & STUDENT AFFAIRS COMMITTEE (ASAC)

(1) Committee Chair Report

Baumgartner recognized Kelsee Martin for a brief ASAC report. Chair Lane Shetterly was absent. Martin offered a report on general education reform, BA/BS efforts, and enrollment data.

(2) Committee Recommendations for Board Action/Discussion

(a) Proposal: Minor, Public History

Martin introduced the proposed public history minor and Baumgartner asked Dr. Steven Scheck, Vice President for Academic Affairs & Provost, to answer any questions. After discussion, Baumgartner asked for a motion to approve the minor in public history as included in the written docket materials. Koontz moved approval and Paraskevas seconded the motion. The following trustees voted for the motion:

Arredondo
Baumgartner
Evans
Habermann-Guthrie
Komp
Koontz
Martin
Mladenovic
Paraskevas

Fuller is non-voting.

There were no trustees opposed to the motion.

There were no abstentions.

Motion passed.

XIII. FINAL ANNOUNCEMENTS:

Baumgartner made final announcements and directed the Board to the update materials in the red folder. Scheck informed the Board about the transition to an electronic college catalog.

XIV. ADJOURNMENT

Baumgartner adjourned the meeting at 5:36 PM with a quorum (Arredondo, Baumgartner, Evans, Fuller, Habermann-Guthrie, Komp, Koontz, Martin, Mladenovic, Paraskevas).

A handwritten signature in black ink, appearing to read "RYAN JAMES HAGEMANN". The signature is fluid and cursive, with a prominent initial 'R' and 'J'.

RYAN JAMES HAGEMANN
Secretary, WOU Board of Trustees