

8-7-2002

## 2002 - Board of Trustee Meeting Minutes

Board of Trustees, Central Washington University

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Approved August 23, 2002

## Board of Trustees Retreat

### Minutes

August 7-8, 2002

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Convened in Special Session (9:50 a.m.)

#### Present

Ms. Gwen Chaplin, Chair  
Ms. Jennifer Hazen  
Ms. Leslie Jones  
Mr. Ken Martin, Vice Chair  
Mr. Jay Reich  
Ms. Nadine Romero  
Mr. Mike Sells

#### Absent

Ms. Judy Yu

#### Others Present

Dr. Jerilyn S. McIntyre, President  
Ms. Judy B. Miller, Secretary to the Board

*Wednesday, August 7*

Following an hour of catch-up conversation, the board welcomed Provost David Soltz and began a discussion about university centers consistent with **Strategic Goal III** – provide for an outstanding academic and student life at the university centers. *Subgoal* – Define the role and determine the viability of each center.

#### Centers Discussion

Dr. Soltz reviewed historical information about the development of university centers and discussed their prominent role in serving time and place-bound students. CWU is being recognized for our forward-thinking programs at the centers and our direct cooperation with community colleges. This fall the Edmonds Higher Education Center will open followed by the Yakima Higher Education Center in Fall 2003.

A new bachelor's degree in applied science is being developed and is projected to be offered at Edmonds in Fall 2003 (perhaps other centers in the future) that features upper division general education courses, a focused minor, and capstone courses in a major. This degree is intended to assist students with two-year technical degrees achieve a four-year degree. An exciting program at the CWU Lynnwood Center helps cohorts of displaced engineers earn teaching certification in math. Several strong professional degrees are offered at the centers with direct application to job markets. We will focus our efforts on enhancing and expanding enrollment in these degree programs.

In an effort to contribute to a statewide vision for higher education, we must determine what role we want to play and whom we want to serve. How the centers meet the needs of the state must be clearly articulated. Budget support must be available for the centers. Specific budgets for the centers will be developed. With less reliable state funding for enrollment in higher education, alternative funding sources must be developed.

Discussions of the Marketing Report and PeopleSoft projections were framed in the context of **Strategic Goal III** – Develop a diversified funding base to support our academic and student programs. *Subgoals* – Enhance visibility of and knowledge about the university and its programs throughout the state and the Pacific Northwest; Expand Central Washington University's student base through recruiting and retention; Expand sources of revenue to support university initiatives.

#### **Marketing Report**

Mark Anderson, Director of Public Relations and Marketing, joined the trustees in an examination of the executive summary of the Marketing Report. Mr. Anderson explained the market survey process and indicated that the results were not particularly surprising. The university's communication is inconsistent. A core message must be developed to apply to all messages and enhance visibility. Ideas for a branding statement were reviewed and discussed.

#### **PeopleSoft Projections**

Budget Director Shelly Johnson and Vice President Rich Corona reviewed PeopleSoft status and projections. Two modules are operating – financial and human resources – with the student services module scheduled for installation in the next few months. Implementation issues, timelines, and financial implications were reviewed, with discussion extending through lunch.

*Lunch – at 12:15 p.m.*

Jay Reich provided a briefing on joint governing boards activity and a recent meeting with Governor Locke.

**Strategic Goals I and II** – Provide an outstanding academic and student life at the Ellensburg campus and the university centers. *Subgoals*: I – Provide easy access to accurate information and quality student support services; II – Develop a set of timely, dependable, and accessible student services at each center.

#### **Library Tour**

During the afternoon, Dean David Kaufman lead the board on a tour of library services and discussed issues impacting university libraries.

*Dinner – and discussion of presidential goals at 6:30 p.m.*

*Thursday, August 8 – 8:40 a.m.*

**Strategic Goal VI** – Create and sustain productive, civil, and pleasant campuses and workplaces. *Subgoals* – Develop an effective sense of community throughout the university; Reward the individual accomplishments of faculty and staff; Establish university-wide standards of professionalism; Value diversity of background, experience, belief, and perspective as a means to improve the quality of the educational experience and to achieve civility.

#### **Diversity Report**

Dr. McIntyre reviewed the origination of the Diversity Council and presented a final report of accomplishments and recommendations prepared by council chair Patsy Callaghan. Keith Champagne will chair the group next year. The board will hear more about the Diversity Council on an ongoing basis through the Student Affairs Committee. Dr. McIntyre will encourage dialogue on the issues and share progress toward meeting diversity recommendations at a forum next winter or spring. Nancy Howard and Ona Youmans joined the board for a discussion of exit surveys for faculty and staff. Results of the surveys will be compiled and presented to the President's Cabinet this fall. Increasing and maintaining our workforce diversity should be constantly in the minds of search committees and unit management. Trustees expressed their continuing support for these important initiatives.

**Executive Session – 9:40 a.m.**

Under the authority of RCW 42.30.110 (g), the board held an executive session for one hour and twenty minutes to review the performance of the president. *Reconvened in retreat session at 11:00 a.m.*

**Strategic Goals I and II** – Provide an outstanding academic and student life at the Ellensburg campus and the university centers. *Subgoals:* I – Provide easy access to accurate information and quality student support services; II – Develop a set of timely, dependable, and accessible student services at each center.

**SUB/REC Project**

Vice Presidents Charlotte Tullos and Rich Corona reviewed the per quarter student fee which was previously approved by the board at \$159.00. They explained that this issue has received intense discussion and analysis since June to determine if the fee could be reduced and still provide adequate operating reserves. This effort will continue. The new fee would be based on a student enrollment of 7,370 students on the Ellensburg campus by Fall 2006. A strong retention effort will help maintain the enrollment level needed to support conservative financial assumptions. Ms. Teresa Kulik, Senior Assistant Attorney General, was also present for the discussion. A recommendation was made to approve a motion that would allow a limited design phase that would better determine construction and mitigation costs.

At 11:45 a.m., Hugh Spitzer, contracted bond attorney, discussed the proposed bond disclosure statement with Ms. Chaplin and Mr. Corona. Mr. Spitzer concurred with the recommendation to proceed.

**Lunch – recessed at 12:15 p.m.**

**Reconvened – 12:50 p.m.**

Ms. Chaplin reconvened the board and indicated that Item 11, Exempt Administrative Appointment, would be removed from consideration.

**ACTION**

**Approval of Minutes** [Special Board Meeting, July 16, 2002]

**Motion 02-55:** Mr. Sells moved, seconded by Mr. Reich, that minutes of the special board meeting July 16, 2002 be approved. Motion carried.

### **SUB/REC Project Approval**

Mr. Corona indicated that the proposed motion will allow us to proceed with planning but allow a midpoint correction if revenue needs adjustment.

**Motion 02-56:** Mr. Sells moved, seconded by Ms. Jones, that the board delegate authority to the Vice President for Student Affairs and Enrollment Management and the Vice President for Business and Financial Affairs to proceed with the Recreation Center and Student Union Project by approving the initial program/site verification phase and authorizing the project architect to proceed with a 50 percent design phase to determine accurate construction and mitigation costs. Motion carried.

### **Next Steps**

#### *Board Committee Structure*

Committee chair assignments for 2002-03 include Ken Martin for the Resource Development Committee, Jay Reich for Academic Affairs, and Leslie Jones for Students Affairs. Ms. Hazen will serve as a member of the Student Affairs Committee and Mike Sells on the Resource Development Committee. Remaining unassigned trustees will determine committee service in the fall. Committee agendas and overarching yearly themes were discussed.

Meeting agendas will include a note to the trustees to focus attention on particular issues and trustees will continue to be more visible on campus during the year.

### **Next Meetings**

The Board of Trustees will meet in special session August 23 to accept an exempt appointment and will meet in regular session Friday, October 11, 2002, at 1:00 p.m. in Barge 412 on the Ellensburg campus of Central Washington University.

**Adjourned at 1:08 p.m.**

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Judy B. Miller, Secretary to the  
Board of Trustees  
Central Washington University

Gwen Chaplin, Chair  
Board of Trustees  
Central Washington University