7-22-2011

July 20-22, 2011 - Board of Trustees Meeting Minutes, Annual Planning Retreat, Regular and Special Meetings

Board of Trustees, Central Washington University

Follow this and additional works at: http://digitalcommons.cwu.edu/bot_minutes

Recommended Citation

Board of Trustees, Central Washington University, "July 20-22, 2011 - Board of Trustees Meeting Minutes, Annual Planning Retreat, Regular and Special Meetings" (2011). CWU Board of Trustees Meeting Minutes. Book 579.
http://digitalcommons.cwu.edu/bot_minutes/579

This Book is brought to you for free and open access by the University Archives and Special Collections at ScholarWorks@CWU. It has been accepted for inclusion in CWU Board of Trustees Meeting Minutes by an authorized administrator of ScholarWorks@CWU.
July 20, 2011

Present
Mr. Sid Morrison, Chair
Mr. Keith Thompson, Vice Chair
Mr. Ron Erickson
Mr. Dan Dixon
Dr. James Gaudino, President
Ms. Sherer Holter, Chief of Staff
Mr. George Clark, Vice President for Business and Financial Affairs
Mr. Alan Smith, Assistant Attorney General
Ms. Sandra Colson, Executive Assistant

The meeting was called to order by Chair Morrison at 5:30 p.m.

Dr. Gaudino reviewed how current economic conditions have impacted all areas of the university’s decision-making processes. He discussed our current emphasis on access and high quality, experiential learning and how we might elevate the university’s image in the public’s perception through greater selectivity in the admissions process, increased research opportunities and regional economic development.

Meeting adjourned at 6:50 p.m.

July 21, 2011

Present
Mr. Sid Morrison, Chair
Mr. Keith Thompson, Vice Chair
Ms. Kate Reardon
Mr. Ron Erickson
Mr. Dan Dixon

Others Present
Dr. James L. Gaudino, President
Ms. Sherer Holter, Chief of Staff and Secretary to the Board
Mr. George Clark, Vice President for Business and Financial Affairs
Mr. Alan Smith, Assistant Attorney General
Ms. Sandra Colson, Executive Assistant to the President
Public Present
Professor Bob Hickey, Geography; President, United Faculty of Central
Professor Holly Pinkart, Biology Sciences; Vice President, United Faculty of Central

Planning session was called to order at 8:30 a.m.

Panel Discussion
Dr. Sam Smith, President Emeritus, Washington State University, Mr. Don Bennett, Executive Director, Higher Education Coordinating Board and Mr. Charlie Earl, Executive Director, State Board for Community and Technical Colleges joined the Board in a discussion of the “Future of Higher Education, Technology and the Competitive Landscape.” Dr. Smith spoke candidly about the state of higher education in the state of Washington, and how the Western Governor’s University is meeting student demand for online learning. Mr. Bennett focused on the importance of an educated citizenry and the need for closer ties between the K-12 system and higher education. Mr. Earl discussed the values conflict between local autonomy and state decision making authority. Mr. Earl shared that there are 1.5 million people in Washington’s workforce who have not completed a degree. College has traditionally allowed for student exploration of many types of majors, but reduced state support is forcing universities to be more prescriptive in their course offerings. This will require universities to closely examine their program offerings and reduce or eliminate under-enrolled majors. Professor Hickey, who also serves as the president of the faculty union, was asked if faculty would support elimination of programs if it meant elimination of faculty positions. He responded that UFC would support entrenchment if the appropriate process was followed. At the conclusion of the discussion, the panel recommended that CWU not be timid in implementing change, that we grow our partnerships with community colleges, increase our online offerings, and not be hesitant to crow about our successes.

CWU Strategic Plan
President Gaudino discussed the plan that the Board will be asked to endorse. The CWU Strategic Plan was developed in three phases, starting with the Board’s discussion last summer and progressing through the work of the Strategic Planning Task Force over the course of the past academic year. All of the university’s constituencies (faculty, students, staff and community members) had input into the plan. The plan recommends core themes of teaching and learning, inclusiveness and diversity, scholarship and creative expression, public service and community engagement, and resource development and stewardship. The plan also sets specific outcomes and performance indicators to measure the university’s effectiveness in meeting its goals.

The Board discussed the importance of their participation in this process, and established trustee assignments to a series of action items to be completed by the end of the 2011/2012 academic year. These assignments are:

- Student Success and investment in Student Government – Annette Sandberg and Ivana Trotman (supported by Marilyn Levine, Ethan Bergman, and Sandy Colson)
- Growing the interface with Ellensburg and surrounding area – Sid Morrison and Ron Erickson (supported by Jim Gaudino, Linda Schactler and Sandy Colson)
- Foundation and alumni engagement – Pat Notter and Kate Reardon (supported by Jim Gaudino, Sherer Holter and Sandy Colson)
- Legislative Relationship – Sid Morrison, Ron Erickson and Dan Dixon (supported by Jim Gaudino, Linda Schactler, Ann Anderson and Steve Dupont)
Branding – Dan Dixon, Ron Erickson and Kate Reardon (supported by Sherer Holter and Linda Schactler)

Enrollment
Trustees Erickson and Thompson and Vice President George Clark discussed the private securitization of student loans as a way to mitigate the impact of higher tuition and fees on students and their families. Mr. Erickson said that Deutsche Bank already has a template for this type of loan. He noted that to be practical, CWU would need to partner with other institutions in order to meet the $1 million threshold for an optimal pool of resources. Several issues need to be resolved before we would move forward. Additional follow up is needed and another update will be provided at the October meeting.

Dr. Gaudino discussed the work of the Enrollment Management team and the Deans in developing an enrollment management plan that incorporates branding and communication strategies and financial aid packaging. Key elements of the final enrollment management plan will include program assessment (reviewing all 180 majors); ways to improve relationships with our best feeder schools; identifying the ideal mix of students (in-state, out-of–state, and international) to increase operational revenues; and identifying ways to improve our financial aid processes such as shortening the time it takes for us to extend financial aid offers as well as moving more aid to merit grants to attract high achieving students.

Executive Session
The Board convened in Executive Session at approximately 3 p.m. for the purpose of discussing the President’s annual performance review and contract. No action was taken.

Executive session adjourned at 4:30 p.m. and Board members attended a social barbeque with the Deans, Assistant Vice Presidents, Directors and the Associated Students of Central Washington University (ASCWU) Board of Directors.

July 22, 2011

Present
Mr. Sid Morrison, Chair
Mr. Keith Thompson, Vice Chair
Ms. Kate Reardon (by phone)
Mr. Ron Erickson
Mr. Dan Dixon

Others Present
Dr. James L. Gaudino, President
Ms. Sherer Holter, Chief of Staff and Secretary to the Board
Mr. George Clark, Vice President for Business and Financial Affairs
Mr. Alan Smith, Assistant Attorney General
Ms. Sandra Colson, Executive Assistant to the President

Public Present
Professor Bob Hickey, Geography; President, United Faculty of Central
Professor Holly Pinkart, Biology Sciences; Vice President, United Faculty of Central
Mr. Loren Bayles, Observer Student Reporter
Planning session convened at 9:15 a.m.

Entrepreneurial Framework/Budgeting Models
Dr. Gaudino reported that the university has been moving toward a more entrepreneurial budgeting model but the process will take at least two more years to identify programs that should receive additional resources as well as those that should be phased out. In the meantime, department budgets have been so constrained that they have had to use soft money for daily needs. He stressed the importance of reducing this trend and growing our resources so that we can return to funding important activities such as hiring grant writers. Board members discussed the need to look toward federally-funded initiatives, and to get federal legislators to support our grant activities. Dr. Gaudino also discussed the need to lower the budget decision-making process to the dean and/or department level to empower them to be more entrepreneurial.

Research/CWURF
CWURF - Dr. Gaudino reported that the Central Washington University Research Foundation (CWURF) was initiated by Dr. McIntyre as a way to link university research activities to economic development and service to the local community. This process has been continued and a significant milestone was achieved when CWU was granted Safe Harbor status. CWU is the only comprehensive university in the state that has this status. Provisions of Safe Harbor allow faculty to use university resources (such as computer equipment and labs) to commercialize their research by using CWURF as the contract administrator. This process provides for student research opportunities, creates strong relationships with the business community, supports economic development, and creates jobs. An example of this is the work done by Dr. Tim Melbourne and the PANGA project. The university is still working on an intellectual property policy to cover these types of contracts. Also discussed were a number of ways to support faculty research such as providing release time for writing grants or hiring a grant writer with expertise with the National Institute for Health (NIH) and National Science Foundation (NSF).

Graduate (doctoral) collaborations – The cost of running doctoral programs is very high because of the high cost of the 1-1 teaching component. However, Dr. Gaudino discussed how we could partner with doctoral granting institutions by providing PhD candidates an opportunity to complete their dissertations at CWU. Such a program would be beneficial to both CWU and the students. Since many students in doctoral programs are preparing to be faculty, they would be exposed to the types of institutions for which they would teach in the future and CWU would benefit from the energy and enthusiasm that doctoral students bring to the institution.

As a wrap-up of the retreat, several Board members commented positively on the substance of their discussions over the past two days and encouraged the administration to push the Board toward greater engagement through targeted reading assignments and development of a “mini salon” atmosphere that would include speakers such as historians, social scientists, and economists.

Business Meeting Called to Order at 11 a.m.

Approval of Minutes
Motion 11-37: A motion that the Board of Trustees of Central Washington University hereby approves the minutes of the regular and special meetings of June 9 and 10, 2011 was presented by Mr. Dixon and seconded by Mr. Erickson. Motion carried.
Election of Chair and Vice Chair
Mr. Dixon recommended that the Board extend the terms of Sid Morrison as Chair and Keith Thompson as Vice Chair for the coming year. He noted their leadership and experience will allow the Board to maximize the benefits of a number of significant activities that will be launched during the coming year.

Motion 11-38: A motion that the Board of Trustees of Central Washington University elect Sid Morrison as Chair and Keith Thompson as Vice Chair for the coming year was presented by Mr. Erickson and seconded by Ms. Reardon. Motion carried.

Strategic Plan
Motion 11-39: A motion that the Board of Trustees of Central Washington University endorse the strategic plan with the understanding that implementation of the plan will involve everyone on campus and include an analysis of programs and system to further the positive public perception of the university was presented by Mr. Erickson and seconded by Mr. Dixon. Motion carried.

President’s Contract
Motion 11-40: A motion that the Board of Trustees of Central Washington University hereby approves the modification to Article II of President Gaudino’s employment contract and extends his appointment to July 31, 2014 was presented by Mr. Dixon and seconded by Mr. Erickson. Motion carried.

Student Union and Recreation Center Fee Increase
Motion 11-41: A motion that the Board of Trustees of Central Washington University hereby approves the $5 per quarter increase in the Student Union fee and a $7 per quarter Recreation Center fee increase, effective fall quarter 2011 was presented by Mr. Dixon and seconded by Mr. Thompson. Motion carried.

Naming of Interdisciplinary Lab in Hogue Technology
Motion 11-42: A motion that the Board of Trustees of Central Washington University hereby approves naming the interdisciplinary lab in Hogue Technology the Fluke Corporation Interdisciplinary Lab was presented by Mr. Erickson and seconded by Mr. Dixon. Motion carried.

Mr. Erickson noted the recent passing of Mr. John Ludtka, who came to Central Washington University as a professor of journalism in 1963. Mr. Ludtka also served as the director of public relations for the university as well as becoming the publisher of the Daily Record in 1968. On behalf of the Board he extended his condolences to the family and appreciation for Mr. Ludtka’s service to CWU.

Meeting adjourned at 11:25 a.m.

Next Meeting
The Board of Trustees next meetings are scheduled for October 6 and 7, 2011 on the campus of CWU-Lynnwood.