

EXECUTIVE SESSION
UTAH STATE UNIVERSITY BOARD OF TRUSTEES
JULY 13, 2007

Minutes of the Executive Session of the Utah State University Board of Trustees held in the Alma Sonne Board Room of the University Inn at 9:30 a.m.

MEMBERS PRESENT

Richard L. Shipley	Chairman
Suzanne Pierce-Moore	Vice Chairman
David P. Cook	
Robert L. Foley	(By telephone)
Douglas S. Foxley	
David Johnson III	
Peter A. McChesney	
Paul D. Parkinson	

MEMBERS EXCUSED

Richard L. Nelson
Scott R. Watterson

UNIVERSITY REPRESENTATIVES PRESENT

Stan L. Albrecht	President
Fred R. Hunsaker	Interim Vice President for Business and Finance
Craig J. Simper	General Counsel
Jodi Bailey	Chief Audit Executive
Lee H. Burke	Assistant to the President and Board of Trustees Secretary

OTHERS PRESENT

Kellie S. Wood	Former Trustee
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Chairman Shipley conducted the meeting.

Personnel and legal items were discussed.

The Executive Session adjourned at 10:00 a.m.

Richard L. Shipley, Chairman



Lee H. Burke, Secretary

September 7, 2007
Date Approved

REGULAR MEETING
UTAH STATE UNIVERSITY BOARD OF TRUSTEES
JULY 13, 2007

Minutes of the Regular Meeting of the Utah State University Board of Trustees held in the Alma Sonne Board Room of the University Inn at 10:15 a.m.

MEMBERS PRESENT

Richard L. Shipley	Chairman
Suzanne Pierce-Moore	Vice Chairman
David P. Cook	
Robert L. Foley	(By telephone)
Douglas S. Foxley	
David Johnson III	
Peter A. McChesney	
Paul D. Parkinson	

MEMBERS EXCUSED

Richard L. Nelson
Scott R. Watterson

UNIVERSITY REPRESENTATIVES PRESENT

Stan L. Albrecht	President
Noelle E. Cockett	Vice President and Dean for Extension and Agriculture
Gary A. Chambers	Vice President for Student Services
Fred R. Hunsaker	Interim Vice President for Business and Finance
M. Kay Jeppesen	Vice President and CIO for Information Technology
Brent C. Miller	Vice President for Research
F. Ross Peterson	Vice President for University Advancement
Ned M. Weinshenker	Vice President for Strategic Ventures and Economic Development
Michelle B. Larson	Assistant Provost
Craig J. Simper	General Counsel
John DeVilbiss	Executive Director of Public Relations and Marketing
Lori Selby	Executive Director of Administration
H. Craig Petersen	Director of Analysis, Assessment and Accreditation
Randy Spetman	Director of Athletics

Jodi Bailey	Chief Audit Executive
Chris Fawson	Professor, Department of Economics
R. Douglas Ramsey	President of Faculty Senate
Betsy H. Newman	President of the Professional Employees Association
Jill J. Ballard	Former President of the Classified Employees Association
Lee H. Burke	Assistant to the President and Board of Trustees Secretary
Mira G. Thatcher	Secretary

OTHERS PRESENT

Sara Sinclair	Utah State Board of Regents
Kellie S. Wood	Former Trustee

MEMBERS OF THE MEDIA PRESENT

Kim Burgess	<i>The Herald Journal</i>
Amy Stewart	<i>The Ogden Standard Examiner</i>

Chairman Shipley welcomed those present including new Trustee Paul D. Parkinson, newly appointed Interim Vice President Fred R. Hunsaker; new Vice President F. Ross Peterson; and R. Douglas Ramsey, new president of the Faculty Senate. He also welcomed Jill Ballard who attended the meeting for Karen Hoffman, new President of the Classified Employees Association, and Betsy Newman, President of the Professional Employees Association

Chairman Shipley excused Provost Coward, who was in China for USU graduation ceremonies at three different institutions.

I. Chairman's Report

A. Introduction of Paul D. Parkinson

Chairman Shipley conducted the meeting and invited former Trustee Wood to introduce new Trustee and President of the Alumni Association, Paul D. Parkinson. Mrs. Wood said Trustee Parkinson graduated from USU in 1993. His family has a long legacy at USU. His mother, Leah Parkinson Christensen, also served as President of the Alumni Association and was on the Board of Trustees thirty years ago.

B. USU Archeology Student Dig

Chairman Shipley said he had spent a few days in the field in southeastern Idaho with USU Archeology students looking for a dig dating back 9,000 to 14,000 years. Dr. Bonnie Pitblado directed the project. Approximately twelve USU students and graduate students from Wisconsin, Minnesota, and New Mexico participated. He said it was a delightful experience. Some of the ranches in that area are owned by USU alumni, who allow the archeology students access to their land.

C. Oath of Office for Peter A. McChesney and Paul D. Parkinson

Chairman Shipley administered the Oath of Office to Peter A. McChesney and Paul D. Parkinson and welcomed them as members of the USU Board of Trustees.

D. Election of Board Officers

Chairman Shipley stated that he, Trustees Cook, and Pierce-Moore, had been reappointed for four-year terms by Governor Huntsman. In accordance with the Board of Trustees Bylaws, which requires election of Chairman, Vice Chairman, and the Executive Committee every two years, an election was conducted.

1. Chairman

Action: Trustee Johnson nominated Richard L. Shipley as Chairman of the USU Board of Trustees, and Trustee Pierce-Moore seconded the motion. Trustee Foxley moved to close nominations and elect Trustee Shipley as chairman. Voting was unanimous in the affirmative.

Chairman Shipley expressed appreciation to the Trustees for their support. He said the Trustees will continue their efforts in support of USU. He said priorities will continue to include enrollment and the comprehensive campaign as well as student body issues and athletics.

Chairman Shipley stated that he is willing to serve as chairman for the next two years of his four-year term. He would like to mentor someone to replace him as chairman following that time.

2. Vice Chairman

Action: Trustee Cook nominated Suzanne Pierce-Moore as Vice Chairman, and Trustee Johnson seconded the motion. Trustee Foxley moved that nominations cease and Trustee Pierce-Moore be elected as vice chairman, and the voting was unanimous in the affirmative.

Student Affairs and Enrollment Committee: Suzanne Pierce-Moore, Chairman; Peter A. McChesney, Vice Chairman; David P. Cook; Robert L. Foley; David Johnson III; and Richard L. Shipley. (Staff Support Vice President Gary Chambers, Provost Raymond Coward, and Interim Vice President Fred R. Hunsaker)

Chairman Shipley asked Trustees to inform him if they had concerns about committee assignments.

E. ASUSU Report

Trustee McChesney stated that ASUSU has set goals this year to generate more scholarship opportunities for students, and for USU to become a more inclusive campus by helping minority groups feel more a part of the body. Vice President Chambers, student leaders, and student groups will help identify needs on campus in order to help everybody feel a part of Utah State and have a great experience.

He said that ASUSU is creating a small endowment which will provide scholarships for students for years to come. He said this year is the 100th anniversary of student government at USU, so it is a good year to begin the scholarship program. The goal amount has not been set. Trustee McChesney said they are working with University Advancement so that they will not interfere with the comprehensive campaign.

F. Committee Reports

1. Enrollment Committee Report

Trustees received the agenda for the Enrollment Committee which met earlier that morning (Appendix A).

Vice President Chambers reported that the enrollment goal for this year is 2,700 new freshman students. He said freshman enrollment is already at 83 percent of that goal, and should exceed it. Approximately 2,700 new students have attended Student Orientation, Advising, and Registration (SOAR) this summer, and there are five more sessions to take place. If ratios continue, an additional 240 students will attend SOAR before school starts. He said that approximately 99 percent of those who attend SOAR actually enroll. Freshmen enrollment last fall was just below 2,600.

Out-of-state student enrollment has already exceeded last year's enrollment. Last year's enrollment was the highest out-of-state enrollment in the last three years. Vice President Chambers indicated that the out-of-state recruitment efforts are paying off. An even more aggressive out-of-state recruiting plan is in place for next year. Vice President Chambers stated that out-of-state students help with diversity issues.

President Albrecht said freshmen enrollment is already 47 percent higher than final enrollment for fall 2005. A two-year increase of 47 percent is a great compliment to the recruiting team. Chairman Shipley indicated that legislators should also be thanked for passing HB 118 which is helpful in recruiting more out-of-state students.

Vice President Chambers said one major goal is to maintain a high quality of students as well as growth. The average ACT score did not change from last year.

Last year, 572 transfer students enrolled, and this year 603 transfer students have already enrolled. Vice President Chambers stated that in all measurable categories – new students, transfer students, and out-of-state students enrollment increased.

Vice President Chambers stated that members of the Executive Enrollment Management Committee include Provost Coward, Interim Vice President Hunsaker, Sydney Peterson, Jenn Putnam, Whitney Pugh, and himself. The committee is formulating the scholarship plan for upcoming years and will make a presentation to President Albrecht for funding. They are also considering the possibility of using a small portion of monies for leadership, achievement, and need-based scholarships for students who do not receive merit scholarships.

Trustee Foxley commended Vice President Chambers and his recruiting team for their work. He said that recruiting goes well beyond the borders of Utah and they should be recognized for their efforts. Vice President Chambers stated that his staff is committed, hard-working, and dedicated.

2. Audit Committee

Trustees received a copy of the Audit Committee agenda and minutes of the Audit Committee Meeting held on March 2, 2007. The Audit Committee met following the Regular Meeting (Appendix B).

G. House Bill 118 – Residency Requirements for In-state Tuition

President Albrecht said that the increase in fall enrollment has occurred even before HB 118 became effective. The bill passed into law July 1, 2007, but no student will benefit from it until July 1, 2008. We are able to tell students that they need to live in Utah one year rather than three years to meet residency requirements. That is helping with some of the recruiting. He said we continue to recruit in areas close to Logan, but there is also more out-of-state enrollment from places like Chicago, Washington, Virginia, Arkansas, Alabama, etc.

H. Board of Trustees Workshop

The annual Board of Trustees Workshop was tentatively scheduled for Wednesday, August 29, to be held at the USU campus.

I. Date of the Next Board of Trustees Meetings

The next Board of Trustees meeting will be held on Friday, September 7, 2007, as a telephone conference call.

J. USU Board of Trustees List for 2007-2008

Trustees were given an updated list of Trustee members for 2007-2008 for their information (Appendix C).

II. President's Report

A. USTAR Report

Vice President Weinshenker reported on the following USTAR and Innovation Campus items:

1. Personnel

Dr. Mike LeFevre has been hired to join the USU Center for Advanced Nutrition beginning September 1, 2007. David York is on that team and specializes in obesity and diabetes. Dr. LeFevre has expertise in cardiovascular disease. There is also discussion about cooperating with the Poisonous Plants Lab.

A Memorandum of Understanding has been sent to Jeff Muhs, who is currently at the Oakridge National Lab, to manage the Biofuels group. It is hoped that he will accept the offer.

The USTAR Authority Board gave approval to hire Dr. David Ward, a member of the National Academy of Sciences, as an adjunct professor. He has the biological expertise which is needed. He has pioneered work in the areas of Alzheimer's, Autism, hearing loss, cardiovascular disease, diabetes, and obesity. Negotiations are in process with Dr. Ward.

Professor Krishna Shenai, who was heading the intelligence systems, is leaving to go to the University of Toledo as Chair of the Department of Electrical and Computer Engineering.

2. USTAR Building

Programming for the new part of the USTAR building is progressing. The programming phase is expected to be finished in early October, the architectural phase is next, and ground breaking will take place in 2008.

Renovations are almost complete on the 620 building. The Biofuel team will move into that building soon and the Directive Energy Center team is already in the building. That is now the USTAR building. O & M for the building will probably be paid by USTAR.

3. Innovation Campus Buildings RP1 and RP2

Vice President Weinshenker reported that the sale of buildings RP1 and RP2 was completed on June 12. We ended up with almost \$1.99 million. That will be used to help with the 620 building and some of the bond payments.

Vice President Weinshenker said they are discussing with Woodbury developers and Grow Utah Ventures the possibility of teaming with the Technology Commercialization Office (TCO) and constructing a new building that would house the TCO at the Innovation Campus. This project is being considered to create an incubator for startup companies. Woodbury developers are also considering a major development on the corner of 600 East and 1400 North. Woodbury will make a presentation next week on a joint venture. The land will not be leased, but it is a joint venture between the University and Woodbury, which will bring in significantly more income than leasing the land.

4. Technology Commercialization Office (TCO)

There was a slight increase in licensing income this year. It is hoped that the increase will be significantly higher in 2008. One patent was issued, and several more are in progress.

Raymond DeVito has been appointed as the Director of TCO.

B. Comprehensive Campaign Update

Vice President Peterson reported that campaign events have been held in Phoenix, Las Vegas, San Jose, San Francisco, San Diego, and Los Angeles. Next week there will be events in Portland and Seattle. The first week of August events will be held in Chicago and Denver, and later in New York and Washington, D.C. He said that the number of participants at the events has been disappointing, but the quality of participants has been fantastic.

He stated that President Albrecht, Trustees, and others have done a great deal to pave the way to move quickly on the campaign. There is a tremendous team in place. Development Officers are needed in the College of Agriculture and the School of the Arts. They need to cultivate large donors. Vice Chairman Peterson feels that the program in place will increase annual giving tremendously.

Vice President Peterson reported that we are at \$111 million of the \$200 million campaign goal. He said the personal goal is to achieve that \$200 million by the end of the next school year and move to the next category. Vice President Peterson stated that this is all about student opportunities and opportunities that come through research, USTAR, and a variety of areas that benefit our students. The knowledge that students obtain at USU and take out into the world is one of the great tributes to USU.

He stated that those present are a part of this tremendous team and should give leads to President, himself, or others about those who are in a position to give back to USU. They are contacting former students who received scholarships and targeting those individuals to give back to USU. He said we need to teach what the scholarship means.

Vice President Peterson said he is excited about the potential, the campaign team, the development officers, and the relationship with the administration. He asked for suggestions, ideas, people, and programs.

C. NWCCU Accreditation Update

Dr. Craig Petersen reported that every ten years USU goes through the accreditation process, and that will take place this fall. He said USU has been preparing for two years for the accreditation visit. He distributed the NWCUU Accreditation Timeline and Progress (Appendix D).

Dr. Petersen stated that the self-study is a major project, and is almost completed. The draft, review, and revision of the self study has been completed and will now be given to the professional editor. A public notice asking for public comments about USU is required, and there will be an ad in *The Herald Journal* next week. The self study will then be printed. Departments have been asked to complete an assessment web site. Almost all of those sites are up, and now need to be updated.

Those individuals appointed to the Assessment team will be announced in mid August, and the team will come to USU in mid October. He said the accreditation process is on schedule, and that campus cooperation has been great. Dr. Petersen said this will be a great accreditation visit, and USU will look outstanding.

President Albrecht expressed appreciation to Dr. Petersen and said this is a huge project and Dr. Petersen has done a tremendous job.

D. President's Climate Commitment Action Plan

Dr. Selby distributed the updated version of the Climate Commitment Action Plan (Appendix E). She said that the primary goal is to provide leadership to the community through the development and implementation of action plans to reduce greenhouse gas emissions and energy costs. President Albrecht was the first president of an institution of higher education in the State of Utah to sign. Weber State and Westminster College have now also signed.

Dr. Selby noted that USU is committed to taking the following steps toward climate neutrality:

- *Develop a comprehensive plan to achieve climate neutrality as soon as possible.*
 - *Within one year of signing this document complete a comprehensive inventory of greenhouse gas emissions at Utah State.*
 - *Within two years develop an institutional action plan for becoming climate neutral.*
 - *Interim targets for goals and actions.*
 - *Actions to make climate neutrality and sustainability a part of the curriculum and other educational experience for all students.*
 - *Actions to expand research.*
- The second requirement for the President's Climate Commitment is to initiate two or more of a list of tangible action items. Of the three areas chosen, two have been accomplished. The Aggie Shuttle provides access to public transportation for faculty, staff, and students. We participate in the RecycleMania Waste Minimization competition, which is another requirement. As our third action we will adopt an energy-efficient appliance purchasing policy requiring purchase of ENERGY STAR certified products in all areas for which such ratings exist and where financially feasible and practical. We will be careful in formulating the policy so as not to add to the burden of faculty.
- The third requirement for the President's Climate Commitment is to periodically report the action plan, inventory, and progress to AASHE.

President Albrecht thanked Dr. Selby, and said she has given excellent leadership to this project. He said this action has not been without controversy. Some groups view green house gasses and climate as a hoax, but President Albrecht is pleased that USU is committing to it.

E. Name Change for Campus Judicial Office

Trustees were given information about the name change for the Campus Judicial Office (Appendix F) for their information.

F. Police Department 2006 Annual Report

Trustees received the Police Department 2006 Annual Report (Appendix G) for their information.

G. *The President's Report, April 13 to July 6, 2007*

Trustees received *The President's Report* for April 13 to July 6, 2007 (Appendix H).

President Albrecht said that David Sant has donated an additional \$1 million to his existing general Engineering scholarship endowment. Mr. Sant has been a tremendous friend to USU. He has cancer and is not doing well. (Chairman Shipley sent a letter of appreciation on behalf of the Board of Trustees to Mr. Sant for his generosity to USU.)

President Albrecht also pointed out that Joseph A. Tainter has been appointed Head of the Department of Environment and Society in the College of Natural Resources.

H. Search Updates for State and Federal Relations

Vice President Miller is chairman of the search committee for the State and Federal Relations position, and Trustee Foxley is a member of the committee. Vice President Miller reported that there were approximately seventy nominees for the position, and thirty-five applicants. Five finalists have been chosen to be interviewed for the position. Some of the applicants have more federal experience and others have more experience in state government. All of the applicants have a combination of state and federal experience. He said a decision will be made early in August.

President Albrecht thanked Vice President Miller and Trustee Foxley for their leadership on this committee.

I. Recent Events

The following is a list of recent USU events:

- Sunrise Sessions, Salt Lake City, June 8, 2007
- Campaign National Roll-out Events
 - San Jose/San Francisco, June 6, 2007
 - San Diego, June 21, 2007
 - LA/Orange County, June 22, 2007

J. Upcoming Events

The following is a list of upcoming USU events:

- Campaign National Travel
 - Portland, July 24, 2007
 - Seattle, July 25, 2007
 - Denver, August 7, 2007
 - Chicago, August 8, 2007
 - Washington, D.C., September 18, 2007
 - New York City, September 19, 2007
- Governor's Business Development Mission to India, September 21-30, 2007
- Homecoming, September 22, 2007
- NCAA Accreditation Site Visit, September 26-28, 2007
- Sunrise Sessions, Salt Lake City, October 5, 2007
- NWCCU Accreditation Site Visit, October 22-24, 2007
- Foundation Board, October 19-20, 2007
- Aggie-to-Aggie Business Connections, Salt Lake City (will not have a summer event)

III. Consent Agenda

Trustees were given the following consent agenda material for their consideration:

Minutes of the Executive Session Held on June 1, 2007;

Minutes of the Regular Meeting Held on June 1, 2007;

Resolution 07-7-1 Faculty and Staff Adjustments (Appendix I);

Resolution 07-7-2 Certificate of the Treasurer for the Period 1 July 2006 to 30 April 2007 (Appendix J);

Resolution 07-7-3 Certificate of the Treasurer for the Period 1 July 2006 to 31 May 2007 (Appendix K);

Resolution 07-7-4 Report of Investments for March 2007 (Appendix L);

Resolution 07-7-5 Report of Investments for April 2007 (Appendix M);

Resolution 07-4-6 Contract/Grant Proposals and Awards for April 2007 (Appendix N);

Resolution 07-4-7 Contract/Grant Proposals and Awards for May 2007 (Appendix O);

Acceptance of the following written reports:

Academic/Provost (Appendix P);

Faculty and Staff Activities and Achievements (Appendix Q);

Business and Finance (Appendix R);

Business and Finance Performance Dashboard, April 2007 (Appendix S);

Extension/Continuing Education (Appendix T);

Information Technology (Appendix U);

Research (Appendix V);

Research Performance Dashboard, FY 2006 (Appendix W);

Strategic Ventures and Economic Development (Appendix X);

Student Services (Appendix Y);

Enrollment Summary Information (Appendix Z);

University Advancement (Appendix AA);

Campaign Progress by Purpose (Appendix BB);

Monthly Gift Comparison (Appendix CC);

Significant Gifts Received, April-June 2007 (Appendix DD);

Alumni Association (Appendix EE);

Athletics (Appendix FF);

Public Relations and Marketing (Appendix GG);

Public Relations and Marketing Performance Dashboard, May 2007 (Appendix HH);

Faculty Senate (Appendix II);

Professional Employees Association (Appendix JJ);

Classified Employee Association (Appendix KK);

Executive Session to be held on September 7, 2007, to discuss those items which are permitted by law to be discussed in Executive Session.

Action: Trustee Foxley moved approval of the Consent Agenda items, and Trustee Cook seconded the motion. The voting was unanimous in the affirmative.

IV. Action Agenda

A. Request from the Department of Economics to Offer the Bachelor of Science in Economics in China

Trustees received information concerning the request from the Department of Economics to offer the Bachelor of Science in Economics in China (Appendix LL) for their consideration.

Dr. Chris Fawson said Provost Coward is in China visiting sites where USU offers the Interdisciplinary Studies degree at three partner institutions. He said the challenge has been that the degree has not had an academic home. The degree evolved into an Economics degree because of the demand for Business Education in China, particularly with a United States orientation. The curriculum was realigned to be consistent with curriculum of United States students for an Economics degree.

The program has been in operation since 2000. There are approximately 600 students enrolled. The program also involves English language instruction. A lead professor on campus works with a local facilitator, and USU maintains quality control over academic and course content. Distance technology, as well as other

methods of communication, are used. We have hosted more than twenty professors from the China institutions on our campus. Some Chinese students have transferred from China to Logan, so this has been a good recruiting tool. This program helps to further USU's commitment to be internationally recognized for excellence.

Some USU professors have traveled to China to teach. Right now there is a professor on site. Dr. Fawson said he has been to the sites five times and has lectured in classes.

Trustee Foxley asked about funding. Dr. Fawson said the program generates a positive revenue stream based on the existing structure. The expectation is that the revenue stream will be reinvested into the program, which will help build a stronger alliance.

Action: Trustee Cook recommended approval of Resolution 07-7-8 the request from the Department of Economics to offer the Bachelor of Science in Economics in China and suggested the addition of the word "students" (Appendix LL). Trustee Pierce-Moore seconded the motion. The voting was unanimous in the affirmative.

B. Approval of Plans for Improvement, Utah State University's National Collegiate Athletic Association (NCAA) Institution Self-Study Instrument Report

Trustees received information concerning approval of Plans for Improvement, Utah State University's National Collegiate Athletic Association (NCAA) Institution Self-Study Instrument Report (Appendix MM) for their consideration.

Randy Spetman, Director of Athletics, reported that USU student athletes had an average of 3.052 gpa last year and have had an 82.2 percent graduation rate in a five-year period. He also reported that 115 USU student athletes out of 301 made Academic All-conference, which requires above a 3.0 gpa. He said the closest competitor was Nevada with 101 students.

Director Spetman said that in 1993 the NCAA mandated that universities receive certification for governing, compliance, and integrity. Our first review was in 1998, and we received the results in 1999. We passed the certification with the following four minor recommendations: (1) consider a minority and gender equity opportunity plan and develop a specific strategy for gender equity; (2) review and address financial aid for women student athletes; (3) provide greater specificity in our minority-opportunities plan; and (4) develop a plan for funding a life skills coordinator. Director Spetman reported that Athletics has accomplished all four of those recommendations over the last ten years.

Provost Coward was the chairman of the committee and Michelle Larson, Assistant Provost, oversaw the compilation and submission of the self-study. Director Spetman expressed appreciation to her for her work. An intensive self-study was conducted over a six-month period, and the 132-page report was submitted to the NCAA on May 1.

The NCAA certification visit will take place September 26-28, 2007. Dr. Steven S. Ballard, Chancellor of East Carolina University, will lead the team of six individuals who will come to USU.

Director Spetman indicated that Trustees' approval of the plan concerning gender equity and governance and student well-being is required. He reviewed the following items that were identified:

- Responsibility to ask student-athletes and the student body what sports they want. A survey has been created and circulated. Results will be monitored and considered based on financial ability to add or change sports.
- Responsibility to maintain men's and women's teams so that gender equity is balanced. Director Spetman said USU leads the nation in gender equity, and it is monitored. The men's track team has more athletes participating than the women's track team, but that is due to the number of women who want to participate.
- More assistant coaches are needed in several programs including soccer, track and field, softball, men's golf, and tennis. Director Spetman said this is a funding issue. Track allows twelve coaches, and we have five; tennis allows four coaches, and we have only one coach for the men's and women's program; and golf allows two coaches and we have one 50 percent-time coach. An assistant coach will be hired 50 percent-time for tennis this fall. He said the teams continually do well. The coaching staffs will continue to be evaluated, and as money becomes available, more coaches will be hired. USU does not have an indoor tennis facility, but we have a tremendous relationship with the Sports Academy in Logan.
- Distribution of administrative, secretarial, and clerical support and office space should be equitable within the Athletics Department. Director Spetman said the department has been reorganized to address this issue. He said e-mail and computers have eliminated the need for a lot of secretarial support. Also, they have established secretarial pools and they share secretarial staff.
- Establish a committee within USU's Athletics Council Minority/Equity Advisory Committee to review the department's commitment to diversity and recommend ongoing measures. Director Spetman indicated that the issues of equity and diversity identified in the 1998 study were addressed with new committees that had

a great initial start, but there was no follow up. In order to rectify this, Vice President Chambers has added a Diversity and Gender Equity Committee to the Athletics Council. They will report semi-annually to the Athletics Council and keep them focused on what is happening in Athletics.

- Evaluation. The new subcommittee on the Athletics Council will continue evaluations through studying interviews.
- Continue to use the existing structure to promote diversity among student-athletes and staff. Director Spetman said this is a University issue. They will advertise on the national level through black coaches associations and national publications to help ensure opportunities to people of diverse ethnic backgrounds. Mens' tennis and golf have no minority athletes and few are on the cross country and track teams. Coaches have been schooled to recruit diverse athletes.
- Integration of minority student-athletes. Vice President Chambers and Director Spetman will make plans to ensure that minority athletics get specific briefing about activities available on campus and require them to attend at least one of the organizations in order to become more integrated.
- Lack of minority on the staff. Director Spetman said Athletics continues to look for individuals of diversity when they hire. Several women have been added to the staff.
- Ethnic student-athletes should be organized and integrated into the University system.

Director Spetman explained to the Trustees that this is a five- to ten-year plan and everything does not have to be accomplished by the time of certification. Trustees need to be aware of the plans for Athletics. The entire self-study is on the web page.

Director Spetman said that coaches are allowed only a certain number of foreign student-athletes because those students never get in-state residency. Athletics has to pay for many of their expenses such as travel and insurance.

Director Spetman pointed out the cost of adding sports at USU. Additional funding would be needed to add any sport. For instance, he said to add women's golf would be an additional \$300,000 to \$400,000 a year.

Action: Trustee Foxley moved approval of Resolution 07-7-9 approval of Plans for Improvement, Utah State University's National Collegiate Athletic Association (NCAA) Institution Self-Study Instrument Report (Appendix MM). Trustee Johnson seconded the motion, and the voting was unanimous in the affirmative.

V. Strategic Agenda–“Utah State University’s Messaging Strategy”

Trustees were given information concerning Utah State University’s Messaging Strategy (Appendix NN).

Director of Public Relations and Marketing, John DeVilbiss, stated that there are many positive stories to tell about USU, so many that it is difficult to determine which ones receive the greatest focus. The challenge is what we say versus what people hear. All of the institutions of higher education compete to get their messages out.

The results of a survey of future higher education students indicate that many students are not familiar with USU. In order to be more effective in telling USU’s story, it is important to know our audiences, make connections by giving information that has relevance, and to give the right information to the right audience in the right way. We need to stay focused and simplify our messages.

Director DeVilbiss stated that some important messages about USU are (see Appendix NN):

- the variety of academic strengths and qualities as well as research prowess on par with the University of Utah;
- personalized professor-student hands-on learning;
- the total college experience and safe residential campus; and
- educational careers will lead to higher paying careers.

The message should go to prospective students, parents, legislators, alumni, community leaders, community members, business leaders, and media. We use posters, brochures, post cards, view books, and magazines. The web site uses interactive digital brochures, blogs, post cards, e-mails, DVDs, direct mail, and news channels. We also communicate to the recruitment audience which includes: prospective students, transfer students, out-of-state students, in-state students, minority students, international students, and graduate students.

“Utah State Greats,” a paper prepared by Public Relations and Marketing (Appendix OO), is distributed to the president, provost, deans, trustees, faculty staff, news media, and other targeted audiences. It highlights five areas of distinction at USU: research and academics; teaching and learning; location; access; and alumni. Ten versatile Utah State Greats” are printed and digitized monthly which can be used to tell USU’s story. They are also assembled in booklet form to target specific audiences.

Research Matters targets KUSU listeners and the website visitors. Legislative updates are prepared specifically for Utah legislators and Utah business and community leaders. This information provides accountability and impact on key projects funded by the legislature such as the new regional campus collaborations, USTAR highlights, enrollment (particularly the out-of-state increase resulting from residential requirement legislation), and progress on the south farm.

A new USU Guide Book has been published for prospective students, parents, summer citizens, current students, and community members. It provides a view of campus, an overview of depth and breadth of the university, and a quick overview of USU's core messages. Director DeVilbiss stated that USU's Public Relations is the first in Utah to produce the 18,000 copies at no cost through a collaborative effort with *Campus Publishers* out of Boulder, Colorado.

Utah State Today has a circulation of 27,000 through the internet. It goes to faculty and staff, students, alumni, and news media. It centers on the university's core messages and is the official university news medium for features, announcements, highlights, and media mentions.

The University website is available for prospective students and their parents, transfer and graduate students, current students, faculty and staff, and the general public.

The Campaign for Utah State University is specifically for current donors and future donors. The core messages are woven throughout using the campaign theme of people, places, and programs.

The audience for the media relations component includes mainstream print media, mainstream broadcast media, web media, and specialized media. It includes press releases that highlight the core messages. Director DeVilbiss said that 267 related articles and stories have been published.

A DVD has been prepared that specifically targets new faculty and staff. Director DeVilbiss expressed appreciation to President Albrecht and Provost Coward for their support. A survey was conducted prior to producing the DVD, and results indicated that some of the reasons new faculty choose to work at USU is because of academic research opportunities at the University as well as collaborations with faculty colleagues. He said the new DVD is a good example of how to say the right thing to the right people in the right way. The DVD was viewed by the Trustees.

Director DeVilbiss said they hope to provide the best materials possible to get USU's message out.

President Albrecht said there are great USU stories to tell, and Director DeVilbiss is doing a wonderful job telling the stories. Chairman Shipley expressed appreciation to Director DeVilbiss for the presentation.

VI. Regent Sara V. Sinclair Message

Regent Sinclair expressed appreciation for the opportunity to attend the Trustees meeting. She said she attended in order to be supportive and find out if there is anything the Regents need to know. She said that USU is a marvelous institution which continually strives to be better, and it is a pleasure to be involved. She said that the Regents have complete confidence in President Albrecht.

The Regular Meeting adjourned at noon.

Richard L. Shipley, Chairman

Lee H. Burke, Secretary
(Minutes Taken by Mira G. Thatcher)

Date Approved