

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES**

**REGULAR MEETING
February 5, 2010**

I. CALL TO ORDER, APPROVAL OF MINUTES

Chair Phil Sharpe called the regular meeting of the Board of Trustees of Western Washington University to order at 8:05 a.m. in OM 340, Western Washington University, Bellingham, WA.

Board of Trustees

Betti Fujikado
Sarah Ishmael
Dennis Madsen
Ralph Munro (via telephone)
Phil Sharpe, Chair
John Warner
Peggy Zoro, Vice Chair

Western Washington University

Bruce Shepard, President
Wendy Bohlke, Assistant Attorney General
Stephanie Bowers, Vice President for University Advancement
Sherry Burkey, Associate Vice President for University Relations
Eileen Coughlin, Vice President for Student Affairs & Academic Support Services
Matt Jarrell, President, Associated Students
Scott Pearce, Vice President, Faculty Senate
Nancy Phillips, Assistant to the Vice President, Business and Financial Affairs
Catherine Riordan, Provost & Vice President for Academic Affairs
Elizabeth Sipes, Secretary to the Board of Trustees
Barbara Stoneberg, Administrative Assistant to the President
Steve Swan, Vice President for University Relations
Kathy Wetherell, Interim Vice President for Business & Financial Affairs

MOTION 2-01-10

Trustee Warner moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following as amended:

- Minutes of the December 10 and 11, 2009 Board of Trustees Retreat

Motion passed unanimously.

2. RECOGNITIONS AND INTRODUCTIONS

- **Dr. Emily Gibson, Student Health Center**

Eileen Coughlin, Vice President for Student Affairs and Academic Support Services introduced Dr. Emily Gibson, Medical Director of the Student Health Center. The Peace Health Medical Staff has chosen Dr. Emily Gibson to receive a “Physician of Excellence” award for 2010. Dr. Gibson received this award for her 20+ years in behavioral health and chemical dependency patient care at St. Joseph Hospital and for her work in community patient care, as well as her work at Western Washington University. Dr. Gibson is a member of the St. Luke’s Foundation Board and was recently appointed to the Public Health Advisory Board for Whatcom County.

- **Academic Custodial Services – Team Recognition Award**

Trustee Sharpe introduced the Academic Custodial Services Team members. Trustee Warner read Resolution No. 2010-01.

WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES

RESOLUTION NO. 2010-01
CONGRATULATING THE ACADEMIC CUSTODIAL SERVICES TEAM

WHEREAS, The Academic Custodial Services Team won the 2009 Green Cleaning Grand Award for Schools and Universities from American School and University magazine, the top award given in the category nationally; and

WHEREAS, The Academic Custodial Services Team was awarded an Honorable Mention in the 2008 Green Cleaning Award for Schools and Universities from American School and University magazine; and

WHEREAS, The Academic Custodial Services Team has improved the sustainable practices used by its team members consistently on a year to year basis thereby significantly improving the quality of life and learning environment at Western Washington University; and,

WHEREAS, Western Washington University has established itself as a Sustainable Destination University through the efforts of many groups like the Academic Custodial Services; and

WHEREAS, Western Washington University wishes to acknowledge the contribution of those groups to the achievement of the University’s mission and its position as one of the pre-eminent publicly purposed Universities in the United States.

NOW, THEREFORE BE IT RESOLVED, that the Board of Trustees of Western Washington University officially recognizes the Academic Custodial Services Team for its accomplishment and extends to the team the Board's gratitude and best wishes on behalf of the entire University community.

PASSED AND APPROVED by the Board of Trustees of Western Washington University at its regular meeting on February 5, 2010.

EXECUTIVE COMMENTS

3. BOARD CHAIR REPORT

Trustee Howard Lincoln read Resolution No. 2010-02.

WESTERN WASHINGTON UNIVERSITY BOARD OF TRUSTEES

RESOLUTION NO. 2010-02 RECOGNIZING THE SERVICE OF BOARD MEMBER JOHN D. WARNER

WHEREAS, JOHN D. WARNER of Seattle, Washington was appointed by Governor Gary Locke on April 2, 1999 to serve on the Western Washington University Board of Trustees and was reappointed to a second Board term by Governor Locke on September 18, 2003; with the appointment extended to February 5, 2010 by Governor Christine Gregoire, and

WHEREAS, JOHN D. WARNER brought to his appointment as trustee exceptional knowledge, experience, and insight stemming from his experience as Chief Administrative Officer and Senior Vice President of the Boeing Company; and

WHEREAS, JOHN D. WARNER also brought to the University 30 years' experience with The Boeing Company in an array of assignments, ranging from service as an engineer in the Supersonic Transport program to vice president of engineering for Boeing's Commercial Airplane Group, president of Boeing Computer Services; and

WHEREAS, JOHN D. WARNER also brought to the University his experience as a member of the Puget Sound Regional Council's Prosperity Partnership, the Washington Learns Higher Education Advisory Committee, a board member of the Pacific Science Center, IslandWood, KCTS- 9, the Alliance for Education, and The Seattle Foundation; and

WHEREAS, JOHN D. WARNER earned his undergraduate and graduate degrees, including a doctorate in aeronautical engineering, from the University of Michigan; and was a Boeing Sloan Fellow at the Stanford Graduate School of Business, and was elected to the National Academy of Engineering; and

WHEREAS, JOHN D. WARNER as a resident of Seattle and having served two terms as trustee on the Board, and as Chair of the Board of Trustees 2004-2006, contributed his time to the stewardship of the University above and beyond the usual expectations for Board service; and

WHEREAS, JOHN D. WARNER contributed to the increased stature and the future potential of Western Washington University through his participation in numerous activities and decisions affecting the University;

NOW, THEREFORE BE IT RESOLVED, by the Board of Trustees that JOHN D. WARNER be and is hereby honored for outstanding service and dedication to the University and is extended the gratitude and best wishes of the entire University community.

PASSED AND APPROVED by the Board of Trustees of Western Washington University at its regular meeting on February 5, 2010.

President Shepard expressed the deep appreciation of both the Board and himself for Trustee Warner's strong commitment to Western. He has been the most effective spokesperson for a core liberal arts education, keeping Western and the State strong.

4. UNIVERSITY PRESIDENT

President Shepard advised the Board that the State Treasurer has met with Washington's university presidents to share details of a pending serious cash flow issue the state faces come September 2010.

President Shepard and Dr. Eileen Coughlin, Chair of the Vice President for Business and Financial Affairs Search Advisory Committee, updated the Board on the search for Vice President for Business and Financial Affairs.

5. ASSOCIATED STUDENTS

Matt Jarrell, AS President updated the Board on recent activities of the Associated Students. Jarrell advised that student leaderships are coordinating simultaneous state-wide rallies on university campuses and in Olympia to voice their concerns about budget cuts. A resolution was approved by the Associated Students' Board of Directors in support of HB 1706 and SB 5959, which would expand the eligibility for the State Need Grant to students without the proper documentation, as defined in Section e of RCW 28B.15.012.

6. FACULTY SENATE

Scott Pearce, Vice President of the Faculty Senate, presented an oral update of recent Faculty Senate activities. Pearce expressed appreciation to President Shepard and Provost Riordan on behalf of the Faculty Senate for cooperation with the Faculty Senate, and the transparency of budgeting processes. A number of joint committees have been formed consisting of the University's administration, Faculty Senate representatives and other faculty. One example is the University Planning and Resources Council, which looks at how decisions are made in Western's capital and operating budgets. Pearce also reported that the Faculty Senate is working to break down silos with the faculty by encouraging involvement and participation through emails, small group and department meetings.

7. CONSENT ITEMS

MOTION 2-02-10

Trustee Warner moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following consent items:

- Approval of Winter Quarter Degrees
- Delegation of Authority to Award Buchanan Towers Fire Alarm and Sprinklers Construction Contract (PW595)
- Delegation of Authority to Award Classroom Mediation 2010 Construction Contract (PW614)
- Approval of Construction Contract for Haggard Hall/Wilson Library Renovation for ATUS (PW620)
- Approval of Amendment to August 2010 Board of Trustees Meeting Date

Motion passed unanimously.

8. REVISIONS OF BOT RULES OF OPERATION

President Shepard discussed the draft of 1-21-2010, noting that the revisions are designed to make the Rules of Operation easier to follow. Wendy Bohlke, Assistant Attorney General, stated that state law, under RCW 2B.35.105, requires the Board to have bylaws for its government and the government of the school. Until 1990 the principles that were followed were called bylaws. In 1990 the Board of Trustees repealed the bylaws and created its Rules of Operations. Since that time the Rules of Operation were amended eleven times. In 2008 Trustee Higgins, Wendy Bohlke and Elizabeth Sipes were tasked with conducting a review of the Rules of Operations. The President's Cabinet reviewed the work product in Fall 2009. The intent is to make the Rules of Operation easier to read, to include short descriptive headers for the paragraphs, and to make the document searchable. The other major change is to include the Board Audit Committee's Audit Committee Charter. Following discussion of the draft revisions to the Rules of Operation, Bohlke also reviewed Board approval limits for select Washington public universities. A final version will be brought back to the Board for approval at the April meeting.

9. ADMISSION AND ENROLLMENT TRENDS

Vice President Coughlin introduced Karen Copetas, Director of Admissions and Enrollment Planning, who presented information on current trends in admissions and enrollment. Discussion included price elasticity, institutional growth, access, diversity and non-resident enrollment. President Shepard stated that there is talk that university students are postponing graduation due to the economy. Copetas concurred with Shepard that there is no evidence that students are postponing graduation due to the economy; however there is evidence in the applications that students are looking for scholarships. Fall 2010 admissions and ongoing trends and observations were discussed. Western is seeing a tremendous increase in the number of first generation students, students of color and bilingual students. One of the new proposals by the Governor is to eliminate the WAVE scholarship and the Washington's Scholars

program. There are high needs, high potential students who are knocking at Western's door at a time when the financial assistance they require may not be available. Copetas advised that statistics show that Western's caliber of student has dropped since 2005. Western's freshman admits is 3.31 – 3.73 gpa compared with 3.62 – 3.92 gpa at the University of Washington-Seattle. She noted that Western's peers are becoming increasingly aggressive in their marketing strategies.

At 9:50 a.m. Chair Sharpe announced a ten minute break. At 10:05 a.m. the Board reconvened in OM 340.

10. CAMPAIGN PRIORITIES

Vice President Bowers provided an update to the Board on the WWU Foundation campaign priorities. Bowers discussed a joint collaborative meeting between the WWU Foundation Board and the Alumni Association Board held on January 23, 2010. Development of campaign priorities and campaign planning are underway. Trustee/WWU Foundation Board Director Warner discussed a resolution that the WWU Foundation Board reconfirms its commitment to carry out activities to support a major campaign, and the Alumni Board affirms its support for a campaign. Trustee Warner advised that the potential for contributions to Western is significant as compared to other institutions due to untapped resources. Bowers thanked Provost Riordan, the deans and faculty for working for the last six months on developing campaign priorities. The overarching priorities will be refined over the next six weeks so there is significant impact in each of the college units. One of the key factors is recruiting leadership for the campaign. Bowers stated that the "100 Conversations" initiative continues to play a strategic and significant role in campaign planning.

11. BRANDING AND MARKETING UPDATE

President Shepard discussed Western's aspiration to be the best university of its type. Vice President Swan provided an update of the branding and marketing project for Western which has been ongoing for about seven months. Lyric of Seattle was hired for the project. Swan introduced Lyric principals Ann Bradford, Jane Davis and Jennifer Bartlett who presented a draft brand strategy to the Board. Bradford noted that qualitative and quantitative brand perception research was completed. The first group studied was alumni and students, including statistically valid representation from each college. The sample size was around 370. A study was also implemented to gather information from 500 internal audiences, including faculty, professional and classified staff. Twenty-five one-on-one interviews were held with a cross-section of stakeholders that included administration, representatives from the WWU Foundation and members of the Board of Trustees. Bradford noted that there is significant pride of affiliation as well as alignment with the University.

Vice President Swan reviewed the teams working with Lyric. The core group, the Branding Leadership Team, is comprised of 15 people from on and off-campus. The second group is the Branding Implementation Team, comprised of 40 people from campus that will be involved in the implementation process.

Bradford discussed the strategic direction draft. Trustee Fujikado stated her concerns with a section of the positioning statement. Trustee Zoro noted that the positioning statement must be

a novel of a few words which require no interpretation. President Shepard said that it was established early on that students are the audience for Western's branding. How to use the brand for various groups will be a challenge.

12. LEGISLATIVE UPDATE

Vice President Swan and Sherry Burkey, Associate Vice President for University Relations, provided an update on legislative activities.

Vice President Swan advised that four federal appropriations requests will be submitted. The first is a \$1.8 million request for the creation of a national economic gardening center at WWU. It will attempt to capitalize on the work that Western's Center for Economic Vitality has done in this region. Economic gardening focuses on taking small businesses and assisting them in not only retaining employees but helping them to grow the number of employees they have as part of their operation (anywhere from 2 to 100 employees). The second request is for \$1 million for Western's Canadian Border Policy Institute to fund continuing studies with Canada, the U.S. border on Mexico, and policy related to trade and economic issues. The third request is for \$4.5 million with Bellingham Technical College and Northwest Indian College for the creation of the North Puget Sound Clean Ocean Training, Research and Innovation Initiative. This initiative focuses on the strengths of Bellingham Technical College and Northwest Indian College and WWU's Huxley College of the Environment. The fourth request is for \$300,000 for the Washington Compact, which focuses on service learning. The Compact is hosted by Western. Associate Vice President Burkey advised that this is an important time in the legislative session, as bill deadlines are looming. Budget continues to be the major conversation in Olympia.

13. AUDIT COMMITTEE REPORT

Board Audit Committee Chair Zoro reported the Committee approved the minutes of August 12, 2010; received a preliminary draft report for the Information Technology Security Audit performed by the consulting firm, LBL Technology Partners; received an update on Internal Audit projects; and met separately with the Internal Auditor and the President as provided by the Audit Committee's Charter.

The amendments to the Internal Audit Charter, Policies and Procedures will be tabled and brought back to the Board at the April 2010 meeting.

14. INFORMATION ITEMS

- **Enrollment and Admissions Summary**

Vice President Coughlin provided a written report for enrollment and admissions.

- **Alumni Relations Report**

Vice President Bowers provided a written report of Alumni Relations activities.

- **Campus Safety/University Police Annual Report**

Interim Vice President Wetherell provided an annual update of the University Police Department.

- **Capital Program Report**

Interim Vice President Wetherell provided a written update on major capital projects.

- **Development Report**

Vice President Bowers provided a written update on WWU Foundation activities.

- **Quarterly Grant Report**

Provost Riordan provided a written report on Grants and Contracts.

- **Mid-Year Housing and Dining Report**

Vice President Coughlin provided a written report on the Housing and Dining System.

- **University Relations Report**

Vice President Swan provided a written report on the recent activities of University Relations.

15. MEETING EVALUATION & FUTURE AGENDA TOPICS

16. ADJOURNMENT

The meeting adjourned at 11:50 a.m.

17. DATE FOR NEXT REGULAR MEETING: April 15 & 16, 2010

20. LUNCH PRESENTATION

Steve VanderStaay, Vice Provost for Undergraduate Education, presented "Instructional Technology in Hybrid and On-line Courses"