

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
AGENDA
August 18 & 19, 2011**

FRIDAY, AUGUST 19, 2011

Location: Shannon Point Marine Center, Anacortes, WA

Time: 8:30 a.m.

- 1. CALL TO ORDER, APPROVAL OF MINUTES**
8:30 – 8:35
 - Board of Trustees Meeting, June 9, 10, 2011

- 2. RECOGNITIONS AND INTRODUCTIONS**
8:35 – 8:45
 - Introduction of John Furman, Director of Facilities Management
 - Introduction of Earl Gibbons, Vice Provost for Extended Education

- 3. BOARD CHAIR**
8:45– 9:00
 - Resolution No. 2011- 06 Welcoming Trustee Jacob Whitish

- 4. UNIVERSITY PRESIDENT**
9:00 – 9:10

- 5. ASSOCIATED STUDENTS**
9:10 – 9:20

- 6. FACULTY SENATE**
9:20 – 9:30

ACTION ITEMS

- 7. CONSENT ITEMS**
9:30 – 9:35
 - Approval of Summer Quarter Degrees
 - Consultant Contract for Design Services for Classroom and Lab Upgrades (PW 644)
 - Delegation of Authority to Award Consultant Contract for Mathes Hall Renovation (PW 642)

8. APPROVAL OF POL-U6000.02 NAMING UNIVERSITY BUILDINGS, LARGE OPEN SPACES AND ALL OTHER UNIVERSITY FACILITIES (REVISED POLICY: NAMING UNIVERSITY FACILITIES)

9:35 – 9:40 Presentation: Stephanie Bowers, VP for University Advancement

9:40 – 9:45 Discussion:

9. APPROVAL OF POL -U6000.03 NAMING UNIVERSITY COLLEGES, AND ALL OTHER INSTITUTES, CENTERS AND PROGRAMS

9:45 – 9:55 Presentation: Stephanie Bowers, VP for University Advancement

9:55 – 10:00 Discussion:

10. APPROVAL OF 2012 BOARD OF TRUSTEES MEETING SCHEDULE

10:00 – 10:05

- February 9 & 10, 2012
- April 12 & 13, 2012
- June 7 & 8, 2012
- August 16 & 17, 2012
- October 11 & 12, 2012
- December 13 & 14, 2012

BREAK 10:05 – 10:20

DISCUSSION ITEMS

11. BANNER INITIATIVES PROJECT UPDATE

10:20 – 10:30 Presentation: Rich Van Den Hul, VP for Business & Financial Affairs

10:30 – 10:40 Discussion

12. THE BRAND IN ACTION: THE WESTERN EXPERIENCE

10:40 – 10:50 Presentation: Catherine Riordan, Provost & VP for Academic Affairs
Steve VanderStaay, Vice Provost for Undergraduate Education

10:50 – 11:00 Discussion

13. RETHINKING INSTRUCTIONAL SPACE

11:00 – 11:10 Presentation: Debra Jusak, Vice Provost for Academic Resources
Francis Halle, Director, Space Administration & Management

11:10 – 11:20 Discussion

14. EXTENDED EDUCATION: BUILDING ON THE PAST WHILE PREPARING FOR A BRIGHT FUTURE

11:20 – 11:30 Presentation: Earl Gibbons, Vice Provost for Extended Education

11:30 – 11:40 Discussion

REPORTS

15. **AUDIT COMMITTEE REPORT**
11:40 – 11:45

16. **INFORMATION ITEMS**
11:45 – 12:00

Alumni Relations Report
Capital Program Report
Development Report
Quarterly Academic Update
University Relations Report

17. **MEETING EVALUATION & FUTURE AGENDA TOPICS**

18. **DATE FOR NEXT REGULAR MEETING: October 13 & 14, 2011**

19. **ADJOURNMENT**

20. **LUNCH** - Tour of Shannon Point Marine Center

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard
DATE: August 19, 2011
SUBJECT: **Call to Order - Approval of Minutes**
PURPOSE: Action Items

Purpose of Submittal:

Approval of the Board of Trustees Meeting Minutes.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following minutes:

- June 9, 10, 2011 Board of Trustees Meeting

Supporting Information:

Minutes of the June 9, 10 2011 Board of Trustees Meeting

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
MINUTES
June 9, 2011**

1. CALL TO ORDER

Chair Dennis Madsen called the regular meeting of the Board of Trustees of Western Washington University to order at 3:03 p.m., June 9, 2011, in Old Main 340, Bellingham, Washington.

Board of Trustees

Ramiro Espinoza
Betti Fujikado, Secretary
Karen Lee
Dennis Madsen, Chair
Ralph Munro, Vice Chair
Phil Sharpe
Dick Thompson

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
Paul Cocks, Director, University Communications
Eileen Coughlin, Vice President for Student Affairs and Academic Support Services
Paul Dunn, Senior Executive Assistant to the President
Paula Gilman, Executive Director of Planning & Budgeting
Scott Pearce, President, Faculty Senate
Catherine Riordan, Provost and Vice President for Academic Affairs
Liz Sipes, Secretary to the Board of Trustees
Steve Swan, Vice President for University Relations
Richard Van Den Hul, Vice President for Business and Financial Affairs
Colin Watrin, President, Associated Students

Chair Madsen opened the meeting thanking those who advocated for Western in Olympia. Because of their hard work, the state budget for Western is better than originally expected.

President Shepard welcomed Margaret Curtis, outgoing President of the Western Foundation Board, and Jerry Thon, the incoming Western Foundation President.

2. SPECIAL REPORTS

A. MULTIPURPOSE & SOFTBALL FIELD BRIEFING

Stephanie Bowers, Vice President for University Advancement, presented information on a potential "gift in place" of design and construction of a softball field and design of a multipurpose field. This is an opportunity for the Western Foundation to partner with the university to

improve these recreational fields on Western's campus. The gift in place includes full design and construction ready documents for the planned multipurpose field, and full design and first stage renovation for the softball field, to include installation of field turf.

Bowers reported that over 65% of Western's students participate in some kind of intramural club or intercollegiate activity. Because of the limited year round space, there is a lot of competition among the activities for the available space. Bowers also noted that there is the potential for the many soccer teams around Whatcom County also wanting to use the multipurpose field. Bowers said the donors have submitted letters of intent to do the design, the dollars to complete the design and commitments of company resources to complete the first stage renovation of the softball field.

Rich Van Den Hul, Vice President for Business & Financial Affairs said the Campus Master Plan includes softball fields and multipurpose fields. With the construction of these proposed fields we could increase the usability of the fields but this would require the rerouting of South College Way. Van Den Hul noted that the current softball field is not regulation and Western cannot host college tournaments or high school games. He noted that these new fields would improve the view of campus, helping to recruit students and bringing more people to campus. By allowing others to use the field, we would also be generating revenue for Western.

Van Den Hul said clear understandings would be developed between all partners. The university will need assurance from the Foundation that they will be able to deliver the project and the Foundation will need clear agreements with the donors. The project will be built to the university's standards and specifications and the university can provide the project management expertise to the Foundation. Van Den Hul noted that the donors are experts in this field and have done work elsewhere in the state. The area will be leased or licensed to the Foundation during the duration of the project and then returned to the university upon completion. Van Den Hul said that the university will save approximately \$44,000/year on maintenance and the cost of rental and transportation costs to off-campus fields. He said these types of fields need to be replaced every 10 – 15 years, but would be eligible for State Minor Capital Program funding or could be funded through the annual maintenance operational savings.

In response to a question concerning dedicating this space for recreational use considering the limited space on campus, Van Den Hul said that the Institutional Master Plan included fields in this area as part of the original plan for the future growth of the campus.

Trustee Thompson noted this mix of private and state funding for university projects will be more common in the future. He supports and looks forward to the completion of a successful construction project.

B. REPORT ON THE CAMPAIGN FEASIBILITY STUDY

Stephanie Bowers, Vice President for University Advancement introduced Aggie Sweeney, President & CEO of The Collins Group. Sweeney presented an Executive Summary of the WWU Campaign Planning/Feasibility Study. The results have already been presented to The Western Foundation Board of Directors and the Campaign Study Advisory Committee.

The study concluded that Western is ready to move forward with the "quiet phase" of its five to six year comprehensive campaign. Sweeney said Western's top supporters encourage the university to concentrate on those pillars where we are uniquely positioned to be an academic leader and to set as aggressive a goal as possible.

Sweeney said that in the study research phase, the Collins Group heard from 111 individuals, including 104 donor units/households. In addition they interviewed 41 individuals, corporations or foundations that were identified as top donor prospects for Western. Sweeney said there are six elements -- organizational strength, leadership, case for support, giving potential, internal readiness, and climate and timing -- that are key to a successful comprehensive campaign. Study participants identified the following key strengths of Western: 1) intensive and meaningful faculty-student relations, 2) attractive location and campus, and 3) graduates who are prepared and compelled to make the world a better place.

Sweeney said that Western's top supporters encourage the University to concentrate on those areas where we are uniquely positioned to be a leader: 1) Leadership; 2) P-12 education; 3) Technology, science and sustainability; and 4) Access to higher education. Western should advance aggressively over the next two years to expand campaign leadership, secure personally significant gifts from board members, develop potential gifts at all levels, and at that time set as aggressive a goal as possible.

Margaret Curtis, President of the Western Foundation Board, reported that the board is very enthusiastic and hopes to set a campaign goal of \$50 million.

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES**

**RESOLUTION NO. 2011-05 TO ENDORSE
THE WWU FOUNDATION COMPREHENSIVE CAMPAIGN
IN SUPPORT OF
WESTERN WASHINGTON UNIVERSITY**

WHEREAS, Western Washington University Foundation (the Foundation) has completed a comprehensive study and planning process to assess the feasibility of a comprehensive campaign to support Western Washington University; and

WHEREAS, the President of Western Washington University, Bruce Shepard, has actively led and supported the study and planning process, engaging numerous constituents through 100 Community Conversations; and

WHEREAS, the campaign prospectus developed by the campus identified key areas in need of private support for Western Washington University, and the prospectus has been well received by key constituents and supporters of Western; and

WHEREAS, declining State support for the public universities of Washington have amplified the need for private support; and

WHEREAS, the Foundation Board of Directors has resolved to commence the campaign quiet phase on July 1, 2011;

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees of Western Washington University heartily endorses the Foundation's decision to proceed with a comprehensive campaign in support of Western Washington University.

MOTION 6-1-2011

Ralph Munro moved that the Board of Trustees of Western Washington University accept Resolution No. 2011-05 to endorse the WWU Foundation Comprehensive Campaign in Support of Western Washington University.

Motion carried.

C. STABLE FUNDING FOR PUBLIC HIGHER EDUCATION IN WASHINGTON: EXPLORING NEEDS, DEMINSIONS, OPTIONS

Two papers for discussion were included in the Trustees meeting packet: 1) *Needed: A New Approach to Funding Washington Public Higher Education*, by Denis Curry; and 2) *Performance-based Funding: A Re-Emerging Strategy in Public Higher Education Financing*, AASCI Policy Matters.

President Shepard opened the discussion on the need for stable funding for public higher education in Washington. Shepard said that in researching this issue there is very little information available. He sees this as an opportunity for WWU to be a leader not only in Washington State, but also nationally.

Shepard said universities will only find stability by continually changing – not focus on what has always been done, not focus on what the goals for our state were yesterday, but what are the goals going to be for our state tomorrow?

Trustee Munro said there is a new model of university out there in the newly established “WGU Washington,” a nonprofit, online university created through a partnership with the nationally and regionally accredited Western Governors University. Earning a degree through an online university is appealing to a lot of people. We need to figure out what is going to be Western’s model.

Trustee Thompson noted that more students are enrolled in UW, a research university, than are enrolled in all the Washington State comprehensive universities combined. Many are earning the same kind of degree that could be earned at comprehensive institution at a lower cost. He said with the pyramid approach, (the research institutions with the smaller enrollment, the comprehensives a larger enrollment and the CC system, the largest enrollment) would re-distribute dollars in a way that would allow more access and would help stabilize public higher education. Burkey noted that the UW branch campuses were developed to emphasize undergraduate education and keep the research emphasis at UW’s main campus.

Trustee Sharpe said we are currently essentially funding tuition on a sliding scale with higher tuition, State Need Grants and hopefully Work Study, as suggested in the Curry paper. If we don’t raise tuition and support the system, the system will go down.

There was further discussion of defining the publicly-purposed institution, understanding the importance of that public purpose, and the role the Trustees play. It was noted that potential donors will want to know that the university’s administration and trustees are running the institution as efficiently as possible and that their donations are being well spent. The “rebasings” at Western is indicative that we are looking at a new approach to being efficient with public higher education and public revenue. The Trustees will talk further on this issue at future Board meetings.

3, EXECUTIVE SESSION

At 4:25p.m. Chair Madsen announced that the Board would go into Executive Session for approximately 30 minutes to discuss matters as authorized by RCW 42.30.110.

At 5:00 p.m. the Board of Trustees meeting adjourned with no action to report.

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
MINUTES
June 10, 2011**

1. CALL TO ORDER – APPROVAL OF MINUTES

Chair Dennis Madsen reconvened the meeting of the Board of Trustees of Western Washington University at 8:00 a.m., June 10, 2011, in Old Main 340, Bellingham, Washington.

Board of Trustees

Ramiro Espinoza
Betti Fujikado, Secretary
Karen Lee
Dennis Madsen, Chair
Ralph Munro, Vice Chair
Phil Sharpe
Dick Thompson

Western Washington University

Bruce Shepard, President
Wendy Bohlke, Assistant Attorney General
Sherry Burkey, Associate Vice President for University Relations
Paul Cocke, Director, University Communications
Eileen Coughlin, Vice President for Enrollment & Student Services
Paul Dunn, Senior Executive Assistant to the President
Paula Gilman, Executive Director of Planning & Budgeting
Scott Pearce, President, Faculty Senate
Catherine Riordan, Provost and Vice President for Academic Affairs
Liz Sipes, Secretary to the Board of Trustees
Steve Swan, Vice President for University Relations
Richard Van Den Hul, Vice President for Business and Financial Affairs
Colin Watrin, President, Associated Students

MOTION 06-01-2011 Ralph Munro moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the minutes of the May 20, 2011 Special Board of Trustees Meeting and the minutes of the April 14, 15, 2011 Board of Trustees Meeting.

Motion carried. Trustees Thompson & Espinoza abstained from voting on the minutes of May 20, 2011.

2. RECOGNITIONS AND INTRODUCTIONS

- a. Provost Riordan introduced Dr. Norman and Trustee Phil Sharpe read Resolution No. 2011-02 recognizing Arlan Norman, Dean of the College of Sciences & Technology.

WESTERN WASHINGTON UNIVERSITY BOARD OF TRUSTEES

RESOLUTION NO. 2011-02 RECOGNIZING THE SERVICE OF ARLAN NORMAN

WHEREAS, in 2003, ARLAN NORMAN was appointed by President Karen W. Morse as the founding Dean of the College of Sciences & Technology at Western Washington University; and

WHEREAS, ARLAN NORMAN brought to his appointment as Dean of the College of Sciences & Technology experience as Associate Dean for Natural Sciences, and Chair and member of the Chemistry department at the University of Colorado, Boulder; and

WHEREAS, ARLAN NORMAN has served as a consultant for numerous publishers, private companies, and scientific institutes; and

WHEREAS, ARLAN NORMAN received his undergraduate degree from the University of North Dakota; and his doctorate from Indiana University; and

WHEREAS, under ARLAN NORMAN's exceptional leadership, The College of Sciences & Technology has successfully addressed a number of significant goals and is now recognized throughout Washington, and beyond, as a leader in the development and implementation of programs such as the Advanced Materials Science and Engineering Center (AMSEC) and the Biomedical Research Activities in Neuroscience (BRAIN) program; and

WHEREAS, under ARLAN NORMAN's guidance, the College of Science & Technology has adopted and delivered a mission to *provide the highest quality education in science, mathematics and technology; to participate in the discovery, communication and application of knowledge; to integrate teaching, scholarly activity and service; and to maintain a diverse college community*; and

WHEREAS, ARLAN NORMAN is a highly effective leader noted for his vision, energy, commitment, candor and ever-present good humor, and has served with commitment and distinction as Dean of the College of Sciences & Technology and as a trusted member of the Academic Affairs leadership team; and

WHEREAS, ARLAN NORMAN will be retiring from Western to pursue new adventures in the next stage of his life;

NOW, THEREFORE BE IT RESOLVED that the Board of Trustees of Western Washington University offers thanks and commendation to ARLAN NORMAN on his many achievements and exemplary service as Dean of the College of Sciences & Technology.

Dated and signed this 10th day of June, 2011.

- b. Eileen Coughlin, Vice President for Enrollment and Student Services introduced Lynda Goodrich, Director of Athletics. Lynda noted that over the Memorial Day weekend, Western was awarded six national championships – three in Track and Field and three in Women’s Rowing. Lynda introduced PeeWee Halsell, Track & Field Coach, John Fuchs, Rowing Coach and the following athletes:
 - a. Monica Gruszecki. – 2nd National Champion in Outdoor Track & Field Women’s Javelin, 2007 & 2011.
 - b. Ryan Brown – Indoor Track & Field Pole Vault and Outdoor Track & Field Pole Vault, both for second successive year, 2010 & 2011.
 - c. WWU Women’s Rowing Team – 2011 NCAA Division II National Champions – 7th Consecutive Team title.

Trustee Fujikado read Resolution No. 2011-03 Recognizing WWU GNAC All-Sports Title.

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES**

**RESOLUTION NO. 2011-03
RECOGNIZING WWU’S GNAC ALL SPORTS TITLE**

WHEREAS, The Western Washington University Athletics program had yet another exceptional year which culminated with the Vikings winning the Great Northwest Athletic Conference All-Sports championship; and

WHEREAS, Western was the conference all-sports champion for the third straight year and for the seventh time in the 10-year history of the GNAC; and

WHEREAS, the Vikings had the highest winning all-sports point total in GNAC history, placing first in both the men’s and women’s divisions; and

WHEREAS, the team members distinguished themselves as students in the classroom as well as on the court; and

WHEREAS, all teams demonstrated fine sportsmanship and inspired youth to work hard, play well and enjoy athletic competition; and

NOW, THEREFORE BE IT RESOLVED, that the Board of Trustees of Western Washington University officially recognizes the Department of Athletics for its outstanding achievement and extends to the athletes, coaches and staff 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 June 10, 2011.

- c. Provost Riordan introduced Dr. Amir Abedi, faculty advisor for the WWU Model United Nations Team. They received the “Outstanding Delegation” at National Conference for the second time, the highest recognition at the conference.

3. BOARD CHAIR REPORT

Chair Madsen recognized the quality of journalism in the Klipsun Magazine, published twice quarterly by the students.

Chair Madsen read Resolution 2011-04 recognizing the service of Board Member Ramiro Espinoza.

WESTERN WASHINGTON UNIVERSITY BOARD OF TRUSTEES

RESOLUTION NO. 2011-04 RECOGNIZING THE SERVICE OF BOARD MEMBER RAMIRO ESPINOZA

WHEREAS, RAMIRO ESPINOZA of Bellingham, Washington, has served as a member of the Western Washington University Board of Trustees from July 26, 2010 to June 30, 2012; and

WHEREAS, RAMIRO ESPINOZA has the distinction of being the thirteenth student appointed by the Governor of the Board of Trustees of Western Washington University; and

WHEREAS, RAMIRO ESPINOZA received his Bachelor of Arts degree in Political Science and Anthropology in 2008, and is a Masters’ candidate in good standing at Western Washington University; and

WHEREAS, RAMIRO ESPINOZA brought to his appointment as a trustee leadership qualities developed as the 2007-2008 Associated Students President, as an ex-officio member of the WWU Board of Trustees and the WWU Foundation Board, as a member of the Presidential Search Advisory Committee, and as a member of several university committees; and

WHEREAS, RAMIRO ESPINOZA brought to his appointment as a trustee dedication to the campus community through his employments as a Staff Recruiter in Human Resources and as the Veteran’s Outreach Coordinator in 2006-2007; and

WHEREAS, RAMIRO ESPINOZA brought to his appointment as a trustee, dedication to the Bellingham community as a member of the Whatcom Museum of History and Art Board of Trustees, and as a volunteer for the Fairhaven Neighborhood Association and Worksource Whatcom; and

WHEREAS, RAMIRO ESPINOZA brought to his appointment experience as a Sergeant in the United States Marine Corps, 1998 - 2003; and

WHEREAS, RAMIRO ESPINOZA has contributed his time and commitment to the University at considerable personal sacrifice while preparing to earn a Master’s Degree with a concentration in Student Affairs Administration; and

WHEREAS, RAMIRO ESPINOZA contributed to the increased stature and the future potential of Western Washington University through his participation in numerous activities and decision affecting the University;

NOW, THEREFORE BE IT RESOLVED, that the Board of Trustees of Western Washington University that RAMIRO ESPINOZA 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 June 10, 2011.

4. UNIVERSITY PRESIDENT

President Shepard postponed an in-depth debriefing of the recent legislative session until the August Board meeting.

Shepard recognized Sherry Burkey, Associate Vice Presidents for University Relations, for her hard work in Olympia and asked her to highlight some of the activities in the recent legislative session.

Burkey said there was more interest and concern in Olympia regarding the underfunding and devaluing of higher education in this state. Burkey said Western's team of students, faculty, and staff working on our behalf were very effective in Olympia. Through over 8,000 emails and contacts with legislators the WWU Advocates Group of parents and alumni brought attention to the needs of higher education and Western. Burkey said this is just our first year "start-up" effort and we can do more in the future. The legislators are listening to our concerns and Western is being recognized as a high quality institution because of these efforts.

Trustee Thompson noted that the legislators were sensitive to the inequity funding issue of Western but we are still behind compared to the other state institutions.

Burkey distributed a copy of the **2011 Legislative Session Summary** that listed significant legislation affecting Western Washington University.

In response to a request, there will be an update on the elimination of the HECB at the August Board meeting.

5. ASSOCIATED STUDENTS

Colin Watrin, outgoing AS President, introduced Anna Ellermeier, the 2011-2012 AS President. Watrin reported that the Associated Students:

- Awarded fourteen \$1,000 scholarships and hope to expand the number in the future.
- Invested in Club Management System software to manage club membership, money, advertising, etc.
- Invested in Western Outdoor Orientation program (WOOT) in partnership with the Outdoor Center and New Student Services office for an outdoor trek as part of the new student orientation program.

- Approved some new energy efficiency projects, e.g. LED lights in the parking lots, through the increase in the Green Energy Fee.

6. FACULTY SENATE

Scott Pearce, Faculty Senate President, reported that he enjoyed his service as FS President and said the faculty appreciates the care and thought that the Board of Trustees brings to the governance of Western. Karen Stout, the 2011-12 Faculty Senate President, was unable to attend today's meeting.

7. CONSENT ITEMS

MOTION 6-2-2011

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

- Approval of Spring Quarter Degrees

Motion carried.

8. APPROVAL OF 2011-13 ACADEMIC YEAR TUITION RATES

President Shepard said there were two priorities in developing our budget --1) protect the core mission of the university, and 2) protect the areas of the highest quality. To this end, we developed a new strategic plan that builds on areas of Western's strengths to address areas of critical need in our state. Shepard said that the reduced budget is the "new normal" and we have to make fundamental changes in our budgeting so that we can sustain into the future.

Shepard distributed a copy of **WWU 2011-12 and 2012-13 Sources and Uses: Conference Budget**. He noted that a lot of the rebasing that has happened on campus is not reflected in the budget numbers. Shepard said that almost every academic department has critically examined their courses and how to allow for greater efficiency and effectiveness without sacrificing quality. Shepard and the Trustees discussed details of the conference budget.

In response to a question on the effect of the tuition increase on lower-income families, it was noted that Washington has one of the top funded financial aid programs in the country and there has been an influx of \$125M into the State Need Grant. Vice President Coughlin said that some students may choose to go to a community college first, but Western is positioned well nationally in terms of the cost vs. the quality of education provided.

Trustee Fujikado thanked the WWU administration for the transparent and understandable budget process which made it easier for her as a Trustee to understand what has been done in each area and support a decision.

Trustee Sharpe noted that it was very difficult for the Board to approve the tuition increase as they understand the impact that it will have on the students we want to serve. The Board views the tuition increase as a necessity to hold together what has been done at this institution over the past 100 years.

MOTION 6-3-2011

Ralph Munro moved, seconded by Dick Thompson, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve 2011-13 tuition rate increases for resident undergraduate students to the legislatively authorized level of \$857 or sixteen percent in 2011-12 and an additional \$994 or sixteen percent in 2012-13; and

Further moved, that tuition rates for non-resident undergraduate students, resident graduate students and non-resident graduate students each be increased by \$857 in 2011-12 and an additional \$994 in 2012-13; and

Further moved, that tuition rates for the Masters in Business Administration (MBA) program for resident students be raised by \$1,643 for 2011-12, and an additional \$1,464 in 2012-13, and for MBA non-resident students by \$1,705 in 2011-12 and an additional \$1,455 in 2012-13; and

Further moved, that the capital building fee for all programs be raised in 2011-13 by percentages corresponding to the percentage increases for the tuition operating fee for each category of students.

Motion carried.

MOTION 6-4-2011

Dick Thompson moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve a 2011-12 Annual State Operating Budget of \$127,905,925 consisting of a State Appropriations in the amount of \$40,356,000; WWU net tuition operating fee revenue of \$77,780,768; administrative services assessment revenue of \$2,652,157 and one-time funds and/or possible salary recapture of \$7,117,000.

Motion carried.

At 10:00 a.m. Chair Madsen announced a break. The meeting reconvened at 10:20 a.m.

9. APPROVAL OF THE 2011-2013 CAPITAL BUDGET

Rich Van Den Hul, Vice President for Business & Financial Affairs presented the detail of Western's 2011-2013 Capital Budget Request.

Van Den Hul said the request is a culmination of a new inclusive Capital Planning Process developed by the university. He acknowledged the work of Sherry Burkey, Rick Benner, Tim Wynn, the Capital Budget staff, UPRC and everyone involved in the process.

Van Den Hul recognized Renee Roberts who is stepping down as Director of Capital Budget. Roberts will continue at Western on a part-time basis.

MOTION 6-5-2011 Ralph Munro moved, seconded by Dick Thompson that the Board of Trustees of Western Washington University, upon the recommendation of the President, accept the 2011-2013 Capital Budget totaling \$3,193,000 comprised of \$24,902,000 in reappropriations and \$28,291,000 in appropriations, and approves the distribution of major categories.

Motion carried.

10. APPROVAL OF 2011-2012 STUDENT FEES

Eileen Coughlin, Vice President for Enrollment & Student Services presented a background on the Mandatory Student Fees. The S&A (services and activities) fee is legislatively designed and has a campus oversight committee. The other fees are approved by Western's student government. Coughlin noted that because of the hard work of the Associated Students there is no increase in the 2011-12 mandatory fees with the exception of the Non-Academic Building Fee that will increase by \$2/quarter.

MOTION 6-6-2011 Ralph Munro moved, that the Board of Trustees of Western Washington University, upon the recommendation of the university president and the various constituent review committees, approve the 2011-12 mandatory student fee levels and distribution for the S&A Fee as proposed in the attached documents for the following fees:

- Services & Activity (general S&A) Fee (*No increase*)
- Health Service Fee (*No increase*)
- Technology Fee (*No increase*)
- Non-Academic Building Fee (*\$2/qtr increase*)
- Green Energy Fee (*No increase*)
- Student Recreation Fee (S&A) (*No increase*)
- Student Transportation Fee (*No increase*)

Motion carried.

11. ACADEMIC SELF-SUSTAINING PROGRAMS FEES (EXTENDED EDUCATION AND OTHER PROGRAMS)

Catherine Riordan, Provost and Vice President for Academic Affairs, presented the motion on the Academic Self-sustaining Program Fees. These are the fees charged for the credit and non-credit and conference activities that are offered through Western's Extended Education unit. Extended Education brings in approximately \$5.5M to the academic division discretionary

fund. The tuition has been increased in the credit-bearing programs in lock step with the other tuition increases on campus.

Riordan announced that a new Vice Provost for Extended Education begins July 1.

MOTION 6-7-2011 Ralph Munro moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the attached 2010-2012 Academic Self-Sustaining Program fee schedule.

Motion carried.

12. APPROVAL OF PROPOSED NAMING OF FACILITIES IN COLLEGE OF FINE & PERFORMING ARTS

Shepard said that under the current Western Washington University naming policy (POL U6000.02 Naming University Facilities) Board of Trustees approval is required for all campus namings.

Mark Bagley, Western Foundation, said there are two naming opportunities in the College of Fine and Performing Arts: 1) the naming of a piano student in honor of Richard E. Clark, and 2) the naming of the new Steinway Grand Piano in honor of Ford D. Hill. Clark, through his estate plans, proceeds will benefit the Ford D. Hill piano scholarship and the purchase of a new Steinway Grand piano. Ford D. Hill is a professor emeritus of the Western music faculty.

MOTION 6-8-2011 Ralph Munro moved, seconded by Dick Thompson, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the naming of a piano studio within the College of Fine and Performing Arts in honor of Richard E. Clark; and the naming of the new Steinway Grand Piano in honor of Ford D. Hill.

Motion carried.

13. APPROVAL OF THE 2011-13 INTERNAL AUDIT SCHEDULE

Trustee Sharpe said that the Audit Committee has discussed the potential for more risk as staffing is cut, as we rebase, and as external auditors reduce their audits. After review, the Audit Committee recommends Board approval of the 2011-13 Internal Audit Schedule, Kim Herrenkohl, Director of Internal Audit, said the schedule is based on a risk assessment process, solicited input from the campus, considered planned external audit coverage, included required follow-up audits and allowed for flexibility for contingencies that may arise during the year. There was also input from the vice presidents and the president on some areas they would like to have looked at for a variety of reasons. This is a two year rolling schedule.

Rich Van Den Hul, Vice President for Business & Financial Affairs, met with the Audit Committee at the June 9 meeting. Van Den Hul reported that because of budget cuts the State

Auditors will no longer be able to conduct the annual Accountability Compliance Audit. Instead, the regional universities will be done as a Statewide Accountability Audit focusing on certain areas. The State Auditor will continue to conduct Western's Financial Statement Audit.

MOTION 6-9-2011

Ralph Munro moved, that the Board of Trustees of Western Washington University, upon recommendation of the Board of Trustees Audit Committee and President Shepard, approve the 2011-13 Internal Audit Schedule.

Motion carried.

DISCUSSION ITEMS

14. TEXT BOOK COSTS, POSITION THE BOOKSTORE FOR THE FUTURE

Eileen Coughlin, Vice President for Enrollment and Student Services, introduced Linda Beckman, Division Director of Budget and Administration, and Peg Godwin, AS Bookstore Manager. They presented a PowerPoint on the changing dynamics in the bookstore course-material industry and competitive enhancements of Western's Bookstore.

Beckman said the bookstore industry is greatly affected by technology, the same as the travel industry or the record industry. Beckman said that textbook prices have increased more than double the rate of inflation. Effective July 2010 the Federal Higher Education Opportunity Act (HEOA) requires institutions to list the ISBN & price at registration so that students will see the total cost of their textbooks, and requires publishers to disclose prices to faculty. A recent study by the Student PIRGs (Public Interest Research Groups) found that textbook prices do threaten students' ability to attend university. Beckman said that some students are moving toward using digital technology but 75% still prefer print. Bookstores are looking to offer a choice of course material formats to the students.

Beckman and Godwin presented the sales trends and new developments in Western's Associated Students Bookstore.

15. DINING SERVICES CONTRACT

Eileen Coughlin, Vice President for Enrollment and Student Services updated the Board on the transition from Sodexo to Aramark, the apparent successful bidder for Western's Dining Services.

Coughlin recognized Willy Hart, Director of University Residences, and Kurt Willis, Associate Director of Business & Information Systems, University Residences, for the development of an excellent RFP (Request for Proposal) for Western's Dining Services. Coughlin described the bid process and Aramark was the apparent successful bidder for a new 10-year contract. We are sorry to lose Sodexo who has been a partner with Western for 50 years, but are excited about this new opportunity.

REPORTS

16. AUDIT COMMITTEE

Trustee Phil Sharpe reported on the June 9, 2011 Board Audit Committee:

- Rich Van Den Hul, Vice President for Business and Financial Affairs, updated the committee on recent information received from the State Auditor's Office about the plan to perform a reduced accountability and compliance audit at Western for fiscal year 2011.
- Kim Herrenkohl, Director of Internal Audit, updated the committee on Internal Audit projects, and provided a report of the 1st quarter review of the President's state funded expenses.
- The committee met separately with Internal Audit and the President as provided by the Audit Committee's Charter.

17. INFORMATION ITEMS

- **Academic Report – Bottleneck Report Summary**

Provost Riordan provided a written report summarizing the Bottleneck allotments for AY 2010-2011 and 2011-12. Riordan reported that there has been increase of science majors, in demand for Spanish, Accounting, and areas in Fine and Performing Arts. We are addressing the problem and resources will be allocated to those departments. The Trustees said they would like follow-up at future meetings.

- **Admissions and Enrollment Summary**

Vice President Eileen Coughlin provided a written report on the university's enrollment planning consulting.

- **Alumni Relations Report**

Vice President Bowers provided a written report on the university's Alumni Relations activities.

- **Capital Program Report**

Vice President Van Den Hul provided a written report on the university's capital projects.

- **Development Report**

Vice President Bowers provided a written report on activities of the Western Washington University Foundation.

- **NWCCU Accreditation Year-One Self-Study and Evaluation**

Provost Riordan provides a written report summarizing the NWCCU's response to the university's Year-One Accreditation Report.

- **Professional Leave Report**

Provost Riordan provided a written report listing the faculty professional leave proposals that have been approved for the 2011/12 academic year and provided a brief summary of the exception research projects and scholarly activities engaged in by some of Western's faculty members.

- **Tenure and Promotion Report**

Provost Riordan provided a written list of faculty granted tenure and/or promotion on or before March 15, 2011, effective September 2011.

- **University Relations Report**

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

18. FUTURE AGENDA TOPICS

Trustee Munro said he would like to hear more about Western's International Programs.

19. DATE FOR NEXT REGULAR MEETING: August 18 & 19, 2011

20. ADJOURNMENT

The meeting adjourned at 12:00 Noon.

21. LUNCH

The Trustees were joined by the Presidential Scholars, their College Deans, Department Chairs and Faculty Members. Tim Wynn, Director of Facilities Management, was recognized upon his retirement from Western.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Bruce Shepard

DATE: August 19, 2011

SUBJECT: **Recognitions and Introductions**

John Furman, Director of Facilities Management

John Furman, an engineer and veteran U.S. Coast Guard administrator, is the new Western Washington University Director of Facilities Management.

Furman, as deputy at the Coast Guard's Shore Infrastructure Logistics Center in Norfolk, Virginia, was responsible for the overall leadership and management of a 1380-person organization with 22 satellite locations engaged in management of the Coast Guard's \$12 billion shore facilities.

Prior service includes as commanding officer, Coast Guard Facilities Design and Construction Center Pacific. In that position, among many responsibilities, he oversaw completion of a \$20 million LEED (Leadership in Energy and Environmental Design) silver-certified operations facility for the Coast Guard. Over the past 21 years, Furman has successfully managed a myriad of contracts for maintenance and repair projects as well as multi-million-dollar construction projects at dozens of locations around the country.

Furman received his bachelor's degree in Civil Engineering from the U.S. Coast Guard Academy and his master's in Civil Engineering from the University of Illinois. He was an assistant professor of Civil Engineering at the Coast Guard Academy. Furman is a registered professional engineer and a certified facility manager.

Earl Gibbons, Vice Provost for Extended Education

Dr. Earl Gibbons began his appointment as Western Washington University's Vice Provost for Extended Education on July 1, 2011.

Prior to coming to Western he was the vice provost and associate vice president at the University of North Texas. He has also served as vice provost for International and Educational Outreach at Eastern Washington University. Gibbons served as the dean of the College of Business and Economics at Longwood University in Virginia, and as associate vice president of Overseas Programs at Thunderbird, the American Graduate School of International Management in Glendale, Arizona.

He is the co-author of a book, "The Almanac of Modern Terrorism," and has authored numerous scholarly publications, presented papers at conferences and has been active in professional and community organization.

Gibbons received his master's and doctorate degrees in Public and International Affairs from the University of Pittsburgh.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: Dennis Madsen, Chair, Board of Trustees
DATE: August 19, 2011
SUBJECT: Board Chair Report
PURPOSE: Information Item

Purpose of Submittal:

Board Chair Dennis Madsen will report to members of the Board, and President Shepard and his staff, on topics related to the Board of Trustees.

- Resolution No, 2011-06 Welcoming Trustee Jacob Whitish

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES**

**RESOLUTION NO. 2011-06
WELCOMING TRUSTEE JACOB WHITISH**

WHEREAS, on July 5, 2011, Governor Christine Gregoire appointed **JACOB WHITISH** of Shelton, Washington, to serve a one-year term on the Western Washington University Board of Trustees; and

WHEREAS, JACOB WHITISH is a senior in good standing at Western Washington University pursuing a B.A. in Environmental Studies in Disaster Reduction and Emergency Preparedness and has supplemented his course load with classes in Business Law, Financial Accounting, Micro and Macro Economics, and Management; and

WHEREAS, JACOB WHITISH brings to his appointment as a trustee dedication to the campus community through his service as an Account Executive in the Western Washington University Associated Students Publicity Center; and

WHEREAS, JACOB WHITISH, recipient of the Eagle Scout Award, brings to his appointment as a trustee, dedication to his community by giving back to the youth members of the Boy Scouts of America, and by working on a community service project to improve Franklin Park in Bellingham; and

WHEREAS, JACOB WHITISH was nominated by an Associated Students committee to serve as a student member of the Western Washington University's Board of Trustees; and

WHEREAS, JACOB WHITISH has declared his commitment to serve as a member of the Western Washington University Board of Trustees;

NOW, THEREFORE BE IT RESOLVED, that the Board of Trustees of Western Washington University officially extends a warm welcome to **JACOB WHITISH** as he begins his term on the Board.

PASSED AND APPROVED by the Board of Trustees of Western Washington University at its regular meeting on August 19, 2011.

Dennis Madsen, Chair

ATTEST:

Betti Fujikado, Secretary

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: Bruce Shepard, President

DATE: August 19, 2011

SUBJECT: **President's Report**

PURPOSE: Information Item

Purpose of Submittal:

President Shepard will present brief reflections on issues of interest to the Board.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard on behalf of the Associated Students
DATE: August 19, 2011
SUBJECT: **Associated Students**
PURPOSE: Associated Students Report

Purpose of Submittal:

Anna Ellermeier, AS president, will brief the Board on recent activities of the Associated Students.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard on behalf of the Faculty Senate
DATE: August 19, 2011
SUBJECT: Faculty Senate
PURPOSE: Information Item

Karen Stout, Faculty Senate President, will brief the Board on upcoming activities of the Faculty Senate.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard
DATE: August 19, 2011
SUBJECT: **Consent Items**
PURPOSE: Action Items

Purpose of Submittal:

Approval of the university recommendations provided on the consent item agenda.

Proposed Motion:

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

- Approval of Summer Quarter Degrees
- Delegation of Authority to Award Consultant Contract for Mathes Hall Renovation (PW 642)
- Consultant Contract for Design Services for Classroom and Lab Upgrades (PW 644)

Supporting Information:

Materials supporting the consent item agenda are attached.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard by Provost Catherine Riordan
DATE: August 19, 2011
SUBJECT: Approval of Degrees
PURPOSE: Action Item

Purpose of Submittal:

Board of Trustees responsibility to approve awarding of degrees

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, on recommendation of the faculty and subject to the completion of any unmet requirements, approves awarding undergraduate and graduate degrees to the candidates listed in the files of the Registrar and Graduate Dean, for Summer Quarter 2011, effective August 20, 2011.

Supporting Information:

<u><i>Students</i></u>	<u><i>August 2011</i></u>	<u><i>Comparison: August 2010</i></u>
<i>Undergraduates</i>	388	369
<i>Masters</i>	88	89

Lists on file with the Registrar and Graduate Dean.

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Vice President Richard Van Den Hul

DATE: August 19, 2011

SUBJECT: **Delegation of Authority to Award
Consultant Contract for Mathes Hall Renovation, PW642**

PURPOSE: Action Item

Purpose of Submittal:

Award a consultant contract for the Mathes Hall Renovation, PW642. Design contract award following Board action. Design to start in September 2011. Construction to start June 13, 2012.

Proposed Motion:

MOVED, upon the recommendation of the President, that the President or his delegate is hereby authorized to award contracts and execute documents for the design of Mathes Hall Renovation, PW642.

Supporting Information:

This project includes upgrading fire alarm and detection systems, installing fire suppression systems (sprinklers) and alternates for upgrades for seismic resistance, and replacing exterior windows.

The consultant team will be determined by a Request for Qualification (RFQ) process. Advertisement of the RFQ occurred on July 8, 2011, and closed on July 22, 2011. Eleven (11) proposals were submitted by design firms. The budgeted design fee is \$456,000.

Following design and competitive bidding, the construction is scheduled to be complete by Fall Quarter 2012.

The estimated construction cost of the project is \$3,800,000.

Source of Funding:

Housing & Dining System – Non-appropriated

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Vice President Richard Van Den Hul

DATE: August 19, 2011

SUBJECT: **Consultant Contract for Design Services for Classroom and Lab Upgrades, PW 644**

PURPOSE: Action Item

Purpose of Submittal:

Approval of a consultant contract for design through warranty services for Classroom and Lab Upgrades. Award following Board action. Services to start in August 2011.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, upon the recommendation of the President, award a consultant contract to RMC Architects, Bellingham, Washington, for a fee of \$430,215 (including reimbursables), to provide design through warranty services for the Classroom and Lab Upgrades project.

Supporting Information:

A review team representing Facilities Development, Space Administration and Academic Technology and User Services selected RMC Architects from 19 teams responding to the Request for Proposals. The firms responding to the Request for Proposals were:

1. Arai Jackson Ellison Murakami, LLP, Seattle
2. Davis Brody Bond Aedas, LLP, Seattle
3. DLR Group, Seattle
4. Hoshide/Wanzer/Williams Architects, Seattle
5. Integrus Architecture, Seattle
6. King Architecture, Bellingham
7. Lawhead Architects P.S., Bellevue
8. Mahlum, Seattle
9. McGranahan Architects, Tacoma
10. NAC Architecture, Seattle
11. NBBJ, Seattle
12. Perkins & Will, Seattle
13. RMC Architects, Bellingham
14. SABArchitects, Seattle
15. Schacht/Aslani Architects, Seattle
16. Schreiber Starling & Lane Architects, Seattle
17. SHKS Architects, Seattle
18. 10 Arch, Bellingham
19. Zervas Group Architects, Bellingham

Sources of Funding: State Building Construction Account – Appropriated
WWU Capital Projects Account – Appropriated

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Stephanie Bowers
Vice President for University Advancement and
Executive Director, WWU Foundation

DATE: August 19, 2011

SUBJECT: **Approval of POL-U6000.02 Naming University Buildings, Large
Open Spaces and All Other University Facilities (Revised Policy:
Naming University Facilities)**

PURPOSE: Action Item

Purpose of Submittal:

Provide information to the Board for revised **POL-U6000.02 NAMING UNIVERSITY BUILDINGS, LARGE OPEN SPACES AND ALL OTHER UNIVERSITY FACILITIES.**

Provide information to the Board for PRO-U6000.02 and PRO-U6000.03 **Procedure for Naming University Buildings, Large Open Spaces, Facilities, Colleges and All Other Institutes, Centers and Programs.**

Proposed Motion:

MOVED that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve POL-U6000.02 Naming University Buildings, Large Open Spaces And All Other University Facilities.

POLICY

Effective Date: June 13, 2003

Approved By: Board of Trustees

Authority: RCW 28B.35.120; WWU Board Rules of Operation, Section 020(3)S

Cancels: This policy revises, merges and replaces all previous naming policies including but not limited to *Facilities: Naming University Facilities* (POL 3680 and POL 350-30).

POL-U6000.02 NAMING UNIVERSITY BUILDINGS, LARGE OPEN SPACES AND ALL OTHER UNIVERSITY FACILITIES

This policy applies when naming university buildings, large open spaces and facilities in honor of an individual or group of individuals a benefactor(s) or person(s) of distinction.

Definition:

- **University Facilities Buildings:** All university buildings, wings, labs, classrooms, lecture halls, libraries, meeting spaces, offices and all interior components; recreational or athletic facilities, plazas, fountains, roadways, parks and other natural or physical external features of university property. This policy does not apply to the naming of colleges, institutes, programs, endowments or scholarships. Structures that have a roof and walls and stand permanently in one place.
- **Large Open Spaces:** Outdoor spaces such as recreational or athletic facilities, large plazas and parks.
- **University Facilities:** All university spaces (other than buildings and large open spaces), such as building wings, labs, classrooms, lecture halls, libraries, meeting spaces, offices and all interior components, smaller plazas, fountains, roadways, smaller parks and other natural or physical external features of university property. This policy does not apply to the naming of colleges, institutes, centers, programs or other initiatives (see POL-U6000.03).
- **Benefactor:** Individual(s), groups of individuals, foundation(s) or corporations(s).
- **Person of distinction:** Individual(s) whose academic, administrative, service or other achievements have contributed significantly to the welfare of the university.

1. Board Of Trustees Authorizes The Naming Of University Facilities Buildings and Large Open Spaces

The Board of Trustees reserves unto itself the authority, "To name buildings and facilities-large open spaces in honor of a person or persons." [WWU Board of Trustees Rules of Operation, Section 020(3)S.]

POLICY

2. The Office Of The President Administers And Implements This Policy Board Of Trustees Delegates Authority To The President For Naming of University Facilities

- ~~The Trustees delegate authority to the president to engage in preliminary discussions for a specific naming opportunity, in consultation with the Trustee Liaison to the WWU Foundation.~~
- ~~The Vice President for University Advancement is responsible for recommending appropriate recognition levels.~~

3. The Naming Of A University For An Individual Or Group Of Individuals Building, Large Open Space Or Facility For A Benefactor or Person of Distinction Is A High Honor

4. Consideration May Be Given For Naming University Buildings, Large Open Spaces and Facilities When A Monetary Gift To The University Or Its Foundation Is Made Through Its Foundation

- Consideration may be given to naming buildings, large open spaces and facilities to recognize a benefactor or benefactor's designee whose financial contributions to the university represent significant philanthropy in the history of the ~~campus~~university.
- Consideration may be given to naming buildings, large open spaces and facilities to recognize a benefactor or benefactor's designee whose gift represents some or all of the costs of a specific project. ~~Recommended recognition level in this case will be based on the current needs of the University and gifts that represent an amount equal to if not greater than gifts donated by individuals or entities for whom University facilities have been named in the past, or whose gift is of a magnitude to warrant naming recognition on the campus regardless of designation.~~

5. In Extraordinary Circumstances, Consideration May Be Given For Naming University Buildings, Large Open Spaces and Facilities Without A Monetary Gift To The University

- Consideration may be given to naming buildings, large open spaces and facilities without a gift to the university if an individual

POLICY

has achieved distinction in academic, administrative, service, or other exceptional ways that have contributed significantly to the welfare of the University.

- Buildings, large open spaces and Facilities will not be named for current government officials, current university employees, or current trustees.

6. The Integrity Of The Benefactor Will Be Maintained

No naming will be approved or continued (once approved), that will call into serious question the public respect of the University.

7. Monetary Gifts Approved Naming Decisions Will Be Honored In Perpetuity

Once a university building, large open space, or facility has been named after a benefactor, it will be honored in perpetuity. The University reserves the right to determine the form which such recognition may take, in the event that circumstances change, e.g., a facility no longer exists. In certain circumstances, at the onset of an agreement, limited-term namings may be deemed appropriate.

8. A Plaque Or Other Commemorative Tribute May Be Placed To Acknowledge The Individual Or Group Of Individuals For Whom A Building, Large Open Space or Facility Is Named

A plaque or memorial may be installed within or outside the building, large open space or facility to acknowledge the person-individual or group of individuals for whom it is named.

POLICY

Effective Date: June 13, 2003

Approved By: Board of Trustees

Authority: RCW 28B.35.120; WWU Board Rules of Operation, Section 020(3)S

Cancels: This policy revises, merges and replaces all previous naming policies including but not limited to *Facilities: Naming University Facilities* (POL 3680 and POL 350-30).

POL-U6000.02 NAMING UNIVERSITY BUILDINGS, LARGE OPEN SPACES AND ALL OTHER UNIVERSITY FACILITIES

This policy applies when naming university buildings, large open spaces and facilities in honor of a benefactor(s) or person(s) of distinction.

Definition:

- **University Buildings:** Structures that have a roof and walls and stand permanently in one place.
- **Large Open Spaces:** Outdoor spaces such as recreational or athletic facilities, large plazas and parks.
- **University Facilities:** All university spaces (other than buildings and large open spaces), such as building wings, labs, classrooms, lecture halls, libraries, meeting spaces, offices and all interior components, smaller plazas, fountains, roadways, smaller parks and other natural or physical external features of university property. This policy does not apply to the naming of colleges, institutes, centers, programs or other initiatives (see POL-UXXXX.XX)
- **Benefactor:** Individual(s), groups of individuals, foundation(s) or corporation(s).
- **Person of distinction:** Individual(s) whose academic, administrative, service or other achievements have contributed significantly to the welfare of the university.

1. Board Of Trustees Authorizes The Naming Of University Buildings and Large Open Spaces

The Board of Trustees reserves unto itself the authority, "To name buildings and large open spaces in honor of a person or persons."
[WWU *Board of Trustees Rules of Operation*, Section 020(3)S.]

- The final decision to name buildings and large open spaces rests with the Board of Trustees, upon recommendation of the President.

2. Board Of Trustees Delegates Authority To The President For Naming of University Facilities

POLICY

3. **The Naming Of A University Building, Large Open Space Or Facility For A Benefactor or Person of Distinction Is A High Honor**

4. **Consideration May Be Given For Naming University Buildings, Large Open Spaces And Facilities When A Monetary Gift To The University Is Made Through Its Foundation**

- Consideration may be given to naming buildings, large open spaces and facilities to recognize a benefactor or benefactor's designee whose financial contributions to the university represent significant philanthropy in the history of the university.
- Consideration may be given to naming buildings, large open spaces and facilities to recognize a benefactor or benefactor's designee whose gift represents some or all of the costs of a specific project or whose gift is of a magnitude to warrant naming recognition on the campus regardless of designation.

5. **In Extraordinary Circumstances, Consideration May Be Given For Naming University Buildings, Large Open Spaces and Facilities Without A Monetary Gift To The University**

- Consideration may be given to naming buildings, large open spaces and facilities without a gift to the university if an individual has achieved distinction in academic, administrative, service, or other exceptional ways that have contributed significantly to the welfare of the University.
- Buildings, large open spaces, and facilities will not be named for current government officials, current university employees, or current trustees.

6. **The Integrity Of The Benefactor Will Be Maintained**

No naming will be approved or continued (once approved), that will call into serious question the public respect of the University.

7. **Approved Naming Decisions Will Be Honored In Perpetuity**

Once a university building, large open space, or facility has been named after a benefactor, it will be honored in perpetuity. The

POLICY

University reserves the right to determine the form which such recognition may take, in the event that circumstances change, e.g., a facility no longer exists. In certain circumstances, at the onset of an agreement, limited-term namings may be deemed appropriate.

8. A Plaque Or Other Commemorative Tribute May Be Placed To Acknowledge The Individual Or Group Of Individuals For Whom A Building, Large Open Space or Facility Is Named

A plaque or memorial may be installed within or outside the building, large open space or facility to acknowledge the individual or group of individuals for whom it is named.

**PROCEDURE
PRO-U6000.02 and PRO-U6000.03**

Procedure For Naming University Buildings, Large Open Spaces, Facilities, Colleges and All Other Institutes, Centers and Programs

Proposals for naming opportunities will follow the procedure described below to obtain appropriate approvals before publicly discussing recognition of an individual or group of individuals.

- 1a.** Naming opportunities generated from **campus community members** will be sent in the form of a recommendation to the appropriate Vice President.
 - The Vice President will confer with the Executive Director of the WWU Foundation.
 - If the naming opportunity involves a building, large open space or college, the Executive Director will consult with the President and the Trustee Liaison to the WWU Foundation.
- 1b.** Naming opportunities generated from **off-campus constituents** will be sent to the Executive Director of the WWU Foundation.
 - If the naming opportunity involves a building, large open space or college, the Executive Director will consult with the President and the Trustee Liaison to the WWU Foundation.
- 1c.** Naming Opportunities recognizing limited term sponsorships.
 - Limited term sponsorships do not involve gifts but rather an exchange of dollars for public relations exposure, for example, placing a name on the gym floor in return for advertising via signage, radio spots, or public relations announcements. A university procedure is nearing finalization and will be incorporated once approved by the president.
- 2.** The Executive Director of the WWU Foundation will take all other naming opportunities to all the Vice Presidents for discussion.
 - The Executive Director is responsible for recommending appropriate recognition levels.
- 3.** The Vice Presidents' final proposal and recommendation will be sent to the President for consideration based on the results of these discussions with a copy going to the Chair of the Board of Trustees.

4. Recommendations to the President will take into consideration the magnitude of the donor's commitment, if relevant; consistency and equivalency of the gift(s), if relevant, with other naming opportunities; integrity and reputation of individual or group of individuals being honored; and how the naming reflects Western's values.

5. The President will consult with the Chair of the Board of Trustees and either one may direct that the matter be reserved for action by the Board. Unless such reservation is made, the President will have final approval regarding the naming of facilities and all other institutes, centers and programs.

6. The Trustees will have final approval regarding the naming of buildings, large open spaces and colleges. In these instances, the President will send a recommendation to the Board of Trustees for final approval.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Stephanie Bowers
Vice President for University Advancement and
Executive Director, WWU Foundation

DATE: August 19, 2011

SUBJECT: **Approval of POL-U6000.03 Naming University Colleges And All
Other Institutes, Centers And Programs**

PURPOSE: Action Item

Purpose of Submittal:

Provide information to the Board for

**POL-U6000.03 NAMING UNIVERSITY COLLEGES AND ALL OTHER INSTITUTES,
CENTERS AND PROGRAMS**

Proposed Motion:

MOVED that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve POL-U6000.03 Naming Colleges and All Other Institutes, Centers and Programs.

POLICY

Cancels: This policy revises, merges and replaces all previous naming policies including but not limited to *Facilities: Naming University Facilities* (POL 3680 and POL 350-30).

POL-U6000.03 NAMING UNIVERSITY COLLEGES AND ALL OTHER INSTITUTES, CENTERS AND PROGRAMS

This policy applies when naming university colleges and all other institutes, centers and programs in honor of a benefactor(s) or person(s) of distinction.

Definition:

- **University College:** a designation reserved for entities at the university level, led by a Dean who reports to the Provost, which grant degrees
- **Institute:** a designation reserved for entities at the collegiate or university level, and entities in partnership with external agencies, that are broadly focused, with a mission that includes multiple functions across research/creative activities, curriculum/pedagogy, and outreach
- **Center:** a designation reserved for entities within a single department or college, with a narrow focus, which could be any of the three basic functions— research/creative activities, curriculum/pedagogy, or outreach
- **Programs:** a designation reserved for a coordinated, defined set of services, activities or courses, usually focusing on a single objective, possibly reporting to a department chair or director rather than to a dean or Provost
- **Benefactor:** Individual(s), groups of individuals, foundation(s) or corporation(s).
- **Person of distinction:** Individual(s) whose academic, administrative, service or other achievements have contributed significantly to the welfare of the university. This policy does not apply to the naming of buildings, large open spaces or facilities (see POL-U6000.02)

1. Board Of Trustees Authorizes The Naming Of University Buildings and Large Open Spaces

- The final decision to name colleges rests with the Board of Trustees, upon recommendation of the President.

2. Board Of Trustees Delegates Authority To The President For Naming of University All Other Institutes, Centers and Programs.

3. The Naming Of A University College or Institute, Center or Program For A Benefactor or Person of Distinction Is A High Honor

POLICY

4. **Consideration May Be Given For Naming University Colleges or Institutes, Centers and Programs When A Monetary Gift To The University Is Made Through Its Foundation**

- Consideration may be given to naming colleges or institutes, centers or programs to recognize a benefactor or benefactor's designee whose financial contributions to the university represent significant philanthropy in the history of the university.
- Consideration may be given to naming colleges or institutes, centers or programs to recognize a benefactor or benefactor's designee whose gift represents some or all of the costs of a specific project or whose gift is of a magnitude to warrant naming recognition on the campus regardless of designation.

5. **In Extraordinary Circumstances, Consideration May Be Given For Naming University Colleges or Institutes, Centers or Programs Without A Monetary Gift To The University**

- Consideration may be given to naming colleges or institutes, centers and programs without a gift to the university if an individual has achieved distinction in academic, administrative, service, or other exceptional ways that have contributed significantly to the welfare of the University.
- Colleges and institutes, centers and programs will not be named for current government officials, current university employees, or current trustees.

6. **The Integrity Of The Benefactor Will Be Maintained**

No naming will be approved or continued (once approved), that will call into serious question the public respect of the University.

7. **Approved Naming Decisions Will Be Honored In Perpetuity**

Once a university college, institute, center or program has been named after a benefactor, it will be honored in perpetuity. The University reserves the right to determine the form which such recognition may take, in the event that circumstances change, e.g., a facility no longer

POLICY

exists. In certain circumstances, at the onset of an agreement, limited-term namings may be deemed appropriate.

8. **A Plaque Or Other Commemorative Tribute May Be Placed To Acknowledge The Individual Or Group Of Individuals For Whom A College or Institute, Center or Program Is Named**

A plaque or memorial may be installed in an appropriate campus location to acknowledge the individual or group of individuals for whom it is named.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard
DATE: August 19, 2011
SUBJECT: **2012 Board of Trustees Meeting Schedule**
PURPOSE: Action Item

Purpose of Submittal:

To establish the 2012 meeting schedule for the Board of Trustees of Western Washington University.

Upon approval, the schedule will be submitted to the Code Reviser's Office and the Office of University Communications.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University establish the following meeting schedule for the year 2012:

February 9 & 10, 2012

April 12 & 13, 2012

June 7 & 8, 2012

August 16 & 17, 2012

October 11 & 12, 2012

December 13 & 14, 2012

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Vice President Richard Van Den Hul

DATE: August 19, 2011

SUBJECT: **Banner Initiatives Project Update**

PURPOSE: Informational Item

Purpose of Submittal

Western Washington University is currently using SunGard Higher Education's Banner Enterprise Resource Planning (ERP) system as the official record for Finance, Student, Payroll, Human Resources (HR) and Advancement. In 1991, the University served as a beta (test) site for the implementation of the Banner Finance module. At that time, a chart of accounts structure was developed by mirroring the old home-grown system, rather than being redesigned to fit the intended functionality of all Banner modules. The Banner HR module was implemented in 1997.

In August 2010, Vice President Van Den Hul updated the Board on the efforts to update and revise the chart of accounts, implement the Governmental Accounting Standards Board (GASB) automated financial statement preparation, and implement the Banner Budget Development module. The project's next phase included implementation of the Grants & Projects and Fixed Assets modules. The presentation will provide an update on the implementation of those projects, as well as discuss how the project has been expanded to fully utilize Banner system functionality in key business processes to optimize use of resources and services to Western. This includes conducting a business process analysis to document current and develop best practice processes. The best practice recommendation may involve use of existing modules and applications, or suggest the use of additional applications.

Links to Relevant Documents

[Project Amended Charter, Phases 2, 3 & 4 – Banner Finance and HR Initiatives](http://www.wvu.edu/bfa/BannerInitiative/index.shtml)

<http://www.wvu.edu/bfa/BannerInitiative/index.shtml>

[Project Phase 1 Close-out – Finance/HR Data Warehouse Initiatives](http://www.wvu.edu/bfa/BannerInitiative/Documents/Phase1_CloseoutDocument.pdf)

http://www.wvu.edu/bfa/BannerInitiative/Documents/Phase1_CloseoutDocument.pdf

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Provost Catherine Riordan

DATE: August 19, 2011

SUBJECT: The Brand in Action: The Western Experience
Catherine Riordan, Provost and VP for Academic Affairs
Steve VanderStaay, Vice Provost for Undergraduate Education

PURPOSE: Discussion Item

Purpose of Submittal:

For ambitious, open-minded learners, Western is the premier undergraduate-centered university that fosters a dynamic collaborative environment at an intimate scale, where students fully engage, reveling in the freedom to develop their intellectual potential and achieve their personal goals.

This presentation will provide examples of how this brand "positioning" is lived out in the classes our students take and the experiences they have over the course of their education at Western. Topics to be covered include the strength and value of our liberal arts core, student satisfaction with opportunities for student/faculty interaction, and recent efforts to preserve and enhance opportunities for dynamic academic engagement.

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Provost Catherine Riordan

DATE: August 19, 2011

SUBJECT: **Rethinking Instructional Space**
Debra Jusak, Vice Provost for Academic Resources
Francis Halle, Director, Space Administration and Management

PURPOSE: Discussion Item

Purpose of Submittal:

The 2011-2013 Capital Budget resulted in Western receiving \$24.6M for five projects. Most significantly these funds will enable WWU to improve learning by providing modern and functional teaching space across campus. Our successful proposal to upgrade learning space within the colleges described how our historic focus on general university classrooms has resulted over time, in a relative abundance of well-equipped learning space that is relevant to lower division courses and a lot of poorly equipped, antiquated learning space that is generally used by upper division courses. The approach allowed us to frame our diverse need for learning space within the context of broader institutional goals. We expect to get better classrooms and labs and higher utilization of the renovated spaces.

The current classroom and lab project requires usage data as a tool for determining if space should be renovated or repurposed for other institutional use. Renovation dollars will be sought only for projects that provide the largest benefit to the University. Poorly performing space will be repurposed. Projects for renovation were selected according to: (1) Measureable Outcomes - the upgrades will increase capacity and room usage and this can be supported with usage data, and (2) Performance Thresholds - the renovated rooms will operate at a minimum level of usage per academic year.

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Provost Catherine Riordan

DATE: August 19, 2011

SUBJECT: **Extended Education: Building on the Past While Preparing for a Bright Future**
Earl Gibbons, Vice Provost, Extended Education

PURPOSE: Discussion Item

Purpose of Submittal:

Western's traditional extended education and summer offerings continue to grow both in the number of participants and in programming breadth. Once again this year, Summer Session has set a new enrollment record. Nearly 3,500 students chose to continue their studies this summer and speed their progress toward graduation. Adding to this high level of activity on campus this summer were a growing number of camps and youth programs. These programs bring young persons of all ages to campus; from high school students exploring Western through *College Quest* to elementary school kids engaged in recreational and activity based day camps. Summer at Western has also begun to take on an increasingly international character. This year 238 Western students studied abroad in 15 countries and more than 100 international elementary and high school students traveled to the U.S. to join programs on our campus. In addition, the continued growth of online education at Western has helped keep many more students engaged with the university even if they were not physically in Bellingham.

As Extended Education looks toward the future, we expect each of these programs to continue to grow, but we are also beginning seriously to explore new outreach opportunities, new ways we might serve the needs of Washington residents throughout our region and around the State. These expansion initiatives include strengthening our connections to longtime off-campus hosts and partners in Whatcom and surrounding counties, in Everett, and on the Peninsula. Just as importantly, we are seeking new partnerships and developing new programs to meet the State's evolving needs. For example, detailed planning is underway to develop a RN to BSN nursing program, a Professional Science Master's degree, and a General Studies bachelor's degree. These new initiatives will greatly expand the offerings available to working adults and place bound individuals unable easily to access programs on the main campus and are aimed at address specific needs identified by our community partners. During the coming year we plan to make Western more visible and valuable to all the people of Washington.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: Phil Sharpe, Trustee, Board Audit Committee
DATE: August 19, 2011
SUBJECT: **Audit Committee Report**
PURPOSE: Information Item

Purpose of Submittal:

Trustee Sharpe will report to members of the Board of Trustees and university staff on topics related to the Board Audit Committee.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Stephanie Bowers
Vice President for University Advancement and
Executive Director, WWU Foundation

DATE: August 19, 2011

SUBJECT: **Alumni Association Report**

PURPOSE: Information Item

Purpose of Submittal:

Provide an update to the Board on Alumni Association activities.

Supporting Information:

OFFICE OF ALUMNI ASSOCIATION

News

The Alumni website traffic continues to grow: it is becoming the primary access point for our alumni to stay current and gather information on Western and Western Alumni Association activities. Over the past year, the website had 66,438 individual visits from 93 countries/territories.

Alumni Association Memberships continue to be a key indicator in engagement with and support of the University. Over the past year, we have achieved a 2.5% increase in membership and a 25% increase in members who have made a gift to the University. Additionally, a recent analysis shows a 159% increase in Western's staff who have become members since 2007.

Alumni Events

We continue to focus on ongoing broad-based engagement opportunities. Since July 2010, we have planned and executed 35 events and programs with an additional 12 in the upcoming three months including:

RECENT PROGRAMMING INCLUDES:

Student Programming	Broad Based Alumni Programs
6/8-9 – Senior Celebration	7/9 & 10 – SW Washington/Portland Wine Tasting
6/10 – Outstanding Graduation Ceremony	7/14 – Grandparent's U
6/11 – Graduation	7/17-25 – Grand Canyon Family Trip
8/11 Senior Celebration	8/13 Alumni & Family Day @ Seattle Mariners
8/13 Graduation	

UPCOMING PROGRAMS:

Student Programming	Broad Based Alumni Programs
9/7 Get Your Blue On BBQ on campus	8/25 Alumni Networking Social @ WAC
12/9 Senior Celebration	9/10 13th Annual Salmon BBQ in Olympia
12/10 Graduation	9/16-18 Walla Walla Wine Tour
On-going ASK! Promotion	9/24 Alumni Bike Ride in Snoqualmie Valley
	9/24 Tour of the Heritage of the Americas' Museum in San Diego
	10/7 Oktoberfest on Bellingham Bay
	10/8 Oktoberfest on Bellingham Bay
	10/15 Alumni and Family Day @ Seattle Sounders
	11/3-6 Disney Classic Basketball Tournament
	11/TBD Traveling Professor in Seattle
	12/9 Zoo Lights @ Pt. Defiance Zoo

WESTERN WASHINGTON UNIVERSITY

Capital Program Report

Board of Trustees

August 19, 2011

MAJOR CAPITAL PROJECTS

- **Miller Hall Renovation**

Phase 2 of the Miller Hall Renovation has been underway since September 2010 and is scheduled to achieve substantial completion by August 18, 2011. The GCCM, Dawson Construction, is now working on punch list items. Final completion of the project is scheduled for October 17 including exterior elements of the project, such as the covered bike racks and landscaping.

The repaving of East College Way from the back of Old Main to South College Drive is scheduled to begin on August 21 and be complete on or before August 28.

Furniture is scheduled for delivery August 29 through September 9. Woodring College of Education and the Modern and Classical Languages Department will move into their new offices starting in mid-September, shortly after furniture delivery. Classes are scheduled for Fall Quarter in the Phase I portion of the building.

The project is on track for LEED Silver status.

The re-dedication of Miller Hall is scheduled for November 2, and the contractor/subcontractor appreciation event on Saturday, October 1. Building tours will be given in conjunction with Back to Bellingham in 2012.

- **Buchanan Towers Addition**

The contractor for the completion project, Tiger Construction Inc., is making good progress and anticipates achieving the scheduled date of Substantial Completion on August 16. University Residences will start the delivery and moving-in of new furniture on August 22.

- **Carver Academic Renovation**

The process has begun for selecting the design consultant on the Carver Academic Renovation. A consultant selection committee has been formed to review 10 responses to the University's Request for Qualifications (RFQ). The committee will be shortlisting teams for interviews and making a recommendation to the University in September. Following Board of Trustees approval in October, the selected consultant team will begin design later this fall.

- **Classroom and Lab Upgrades**

Following action at the August Board meeting, consultants will begin design to upgrade numerous classrooms and labs on campus. This project is a continuation of upgrades that have been occurring over several biennia and are intended to increase efficiencies in classroom utilization and improve the quality of the teaching and learning environments.

2013-2015 CAPITAL PLANNING AND BUDGET PROCESS

Over the last couple of months, work has begun on developing the 2013-2015 Capital Budget Requests and 2013-2023 Capital Plan. The electronic submittal forms have been updated with lessons learned from the 2011-2013 process, and planning unit leaders are considering their needs for major and intermediate size projects. The minor works request component of the process is set to begin this fall.

For more information about the major projects, please visit the Facilities Management website at: <http://www.wvu.edu/depts/fm/Services/FDCA/index.html>.

For information about the Capital Program and the 2013-2015 Capital Planning Process see: <http://www.wvu.edu/wwuarchitect/>.

For information about the 2011-2013 Capital Budget see: <http://www.wvu.edu/depts/capitalb/index.shtml>

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Stephanie Bowers
Vice President for University Advancement and
Executive Director, WWU Foundation

DATE: August 19, 2011

SUBJECT: **Development Report**

PURPOSE: Information Item

Purpose of Submittal:

Provide an update to the Board on Western Washington University Foundation activities.

Supporting Information:

Report attached

OFFICE OF DEVELOPMENT

In fiscal year 2010-2011 (ended June 30) the Foundation saw an increase in the total number of donors who made a commitment to Western – the first increase since 2006-7. The number of donors was up by 7%. In total, the Foundation raised nearly \$4.6 million, down from \$5.5 million in fiscal year 2009-2010. The Foundation's endowment investment return for fiscal year 2011 was 21.1%, up 7.2% from the previous fiscal year. Endowment distributions for fiscal year 2012 are up 21% over fiscal year 2011 to over \$1.4 million.

Western is establishing an office in Seattle in order to maximize our visibility, work closely with campaign supporters and create even closer ties with business, industry and educational leaders in the greater Seattle area. Vice President Bowers will be on location in Seattle 50% of the time beginning in the fall. Sherry Burkey will also be based out of the Seattle office on a regular basis. We also anticipate that all of Western's outreach offices will make use of this space. The office will be in the Two Union Square building and will provide a significant greater Puget Sound presence for the University, Foundation and Alumni Association.

The Foundation hosted two successful summer BBQ's for members of the President's Club. We welcomed 75 guests to the Seattle event on August 3, and nearly 300 guests attended the Bellingham event on August 10.

On July 1, new officers began their terms for the Foundation Board of Directors. Jerry Thon has assumed the presidency, Dan Guy will serve as Vice President, Bruce Clawson as Treasurer and Joe Erickson as Secretary. The first board meeting of 2011-12 will be held September 22 in Seattle.

Gifts of Note

\$12,000 from the American Chemical Society to support the Hach Chemistry scholarships

Total of \$10,000 from Robert Duke to establish an endowment in memory of his wife and former WWU professor Shearleen Duke

A gift of \$20,000 from Don Gerould to support the Avis Joanne Stewart Scholarship

A gift in excess of \$15,000 from June and Charles Ross to support biology graduate fellowships

A gift of \$10,000 from Jack and JoAnn Bowman to support the Daniel Bowman Presidential Endowment

\$20,000 from Midge Loser and Fran Frazier to establish their third endowed scholarship

Upcoming Events

September 15 – Annual Viking Night Auction and Dinner

September 22 – Foundation Board Quarterly meeting

October 11 – Bellingham Business Forum featuring Erin Baker, founder of Erin Baker's Wholesome Baked Goods, as the keynote speaker

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard by Provost Catherine Riordan
DATE: August 19, 2011
SUBJECT: **Quarterly Academic Updates**
PURPOSE: Information Items

Purpose of Submittal:

Information and updates are provided about the following:

- “Bottleneck” Funding and Course Access
- Honors Expansion Report
- WWU Named a “2011 Great College to Work For” by the *Chronicle of Higher Education*

“Bottleneck” Funding and Course Access

Update to the Board of Trustees

August, 2011

INTRODUCTION

This report provides an update on our initiative to improve course access and reduce bottlenecks. The report is in three sections. In the first section we summarize the two principal components of the initiative: improvements in scheduling and data collection and targeted, rapid funding to create additional sections in high-demand areas. In the second section we provide outcome data to summarize bottleneck funding allocations and to illustrate the results of the initiative. In the third section we provide samples of the kind of contextual data we draw on to track and anticipate changes in course demand.

SECTION I: THE BOTTLENECK INITIATIVE

IMPROVEMENTS IN SCHEDULING AND DATA COLLECTION

Improvements in scheduling and data collection occurred as we provided department chairs and college deans with new technological tools to help them better match course schedules to student needs. These tools included the Waitlisting registration system and the section projection report. Waitlisting provides real-time waiting lists where demand exceeds supply, and sends automatic notifications to students when seats open in a course they are waiting for, providing a fair and efficient means of keeping courses full. The sections projection report, which can be generated a year in advance, regresses across several data points to predict the number of sections of each course departments will need to meet student demand each term.

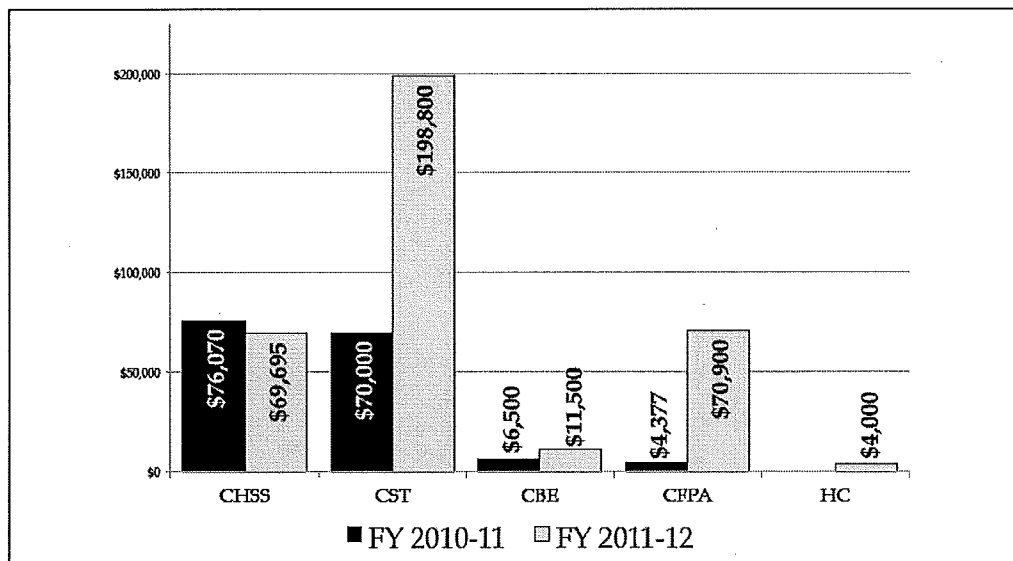
TARGETED, RAPID FUNDING IN HIGH-DEMAND AREAS

Improving departmental course scheduling reduces bottlenecks and increases efficiency and our use of resources. However, changes in student demand can be more sudden than sections projection reports can anticipate. Therefore, we created a flexible fund to deliver targeted, rapid funding to create additional sections in high-demand areas. This funding occurs in two waves. In the first, deans use recent trend and waitlist data to predict bottleneck areas and request additional funding. This funding is awarded a year in advance and typically addresses multi-area bottlenecks. The growth in health-science interest, for example, created systemic bottlenecks that required additional sections in chemistry, biology, physics and math. In the second wave of funding, chairs apply for additional funding during registration itself. In this way we can sometimes create an additional section of a course within two days of the emergence of the waitlist.

SECTION II: BOTTLENECK INITIATIVE RESULTS

In the first year of the bottleneck initiative, we earmarked the largest allocation for the College of Science and Technology. However, CST did not have sufficient time to recruit the faculty needed. Chemists, especially, typically require a national search, even when hired on yearly contracts. We remedied this for FY 11-12, awarding the funding earlier. Bottleneck funded areas included Chemistry, Biology, Physics, Math, Engineering Technology, Spanish, French, and areas with shortages within our General University Requirements (GURs). (See Figure 1 on next page.)

FIGURE 1: "BOTTLENECK" FUNDING BY COLLEGE • FISCAL YEARS 2010-11 AND 2011-12 COMPARED



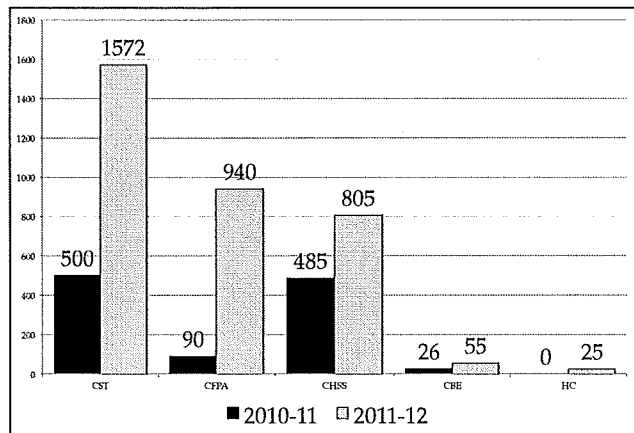
CHSS=College of Humanities & Social Sciences • CST=College of Sciences & Technology • CBE=College of Business & Economics • CFPA=College of Fine & Performing Arts • HC=Huxley College

NOTE: Fairhaven College (FC) and Woodring College of Education (WCE) received no "bottleneck" funding.

SEATS CREATED

The Provost receives many more requests for bottleneck funding than can be filled. A committee of faculty, staff and a registration analyst reviews proposals and awards funding with an eye both to need and to the impact of the requested dollars. This has enabled us to maximize the use of the dollars, efficiently expanding seats and sections in high-demand areas. (See Figure 2.)

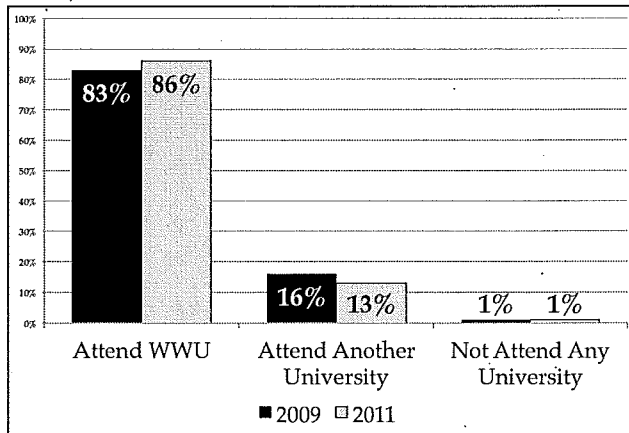
FIGURE 2: "BOTTLENECK" FUNDING BY COLLEGE • SEATS CREATED



STUDENT SATISFACTION WITH COURSE ACCESS

We track student satisfaction on several measures via longitudinal surveys. We are very pleased, for instance, that the percentage of graduates who report that they would attend Western if they could start college over again continues to improve. (See Figure 3.)

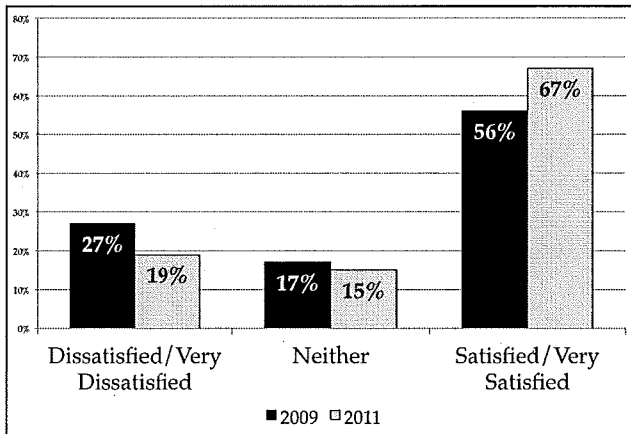
FIGURE 3: "IF YOU COULD START YOUR HIGHER EDUCATION AGAIN, WOULD YOU ..."



STUDENT SATISFACTION WITH COURSE ACCESS
(CONTINUED)

Because waitlisting is less than a year old, we do not yet have trend data documenting the number of students waiting for course. However, our senior exit survey data clearly indicates an improvement in student satisfaction with course in the major availability over the last two years. (See Figure 4.)

FIGURE 4: "HOW SATISFIED ARE YOU WITH YOUR MAJOR'S COURSE AVAILABILITY?"

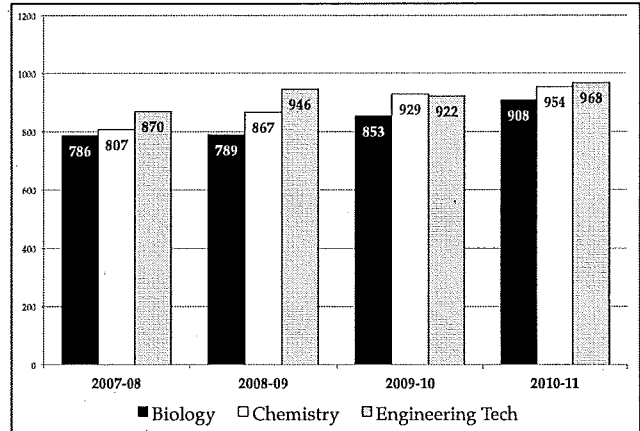


SECTION III: THE CONTEXT OF CHANGES IN COURSE DEMAND

The departments receiving bottleneck funding have seen the largest increases within their enrolled

majors. This is evident in the following chart, which graphs the increase in majors within three of the departments receiving bottleneck funding in the College of Sciences and Technology. (See Figure 5 below.)

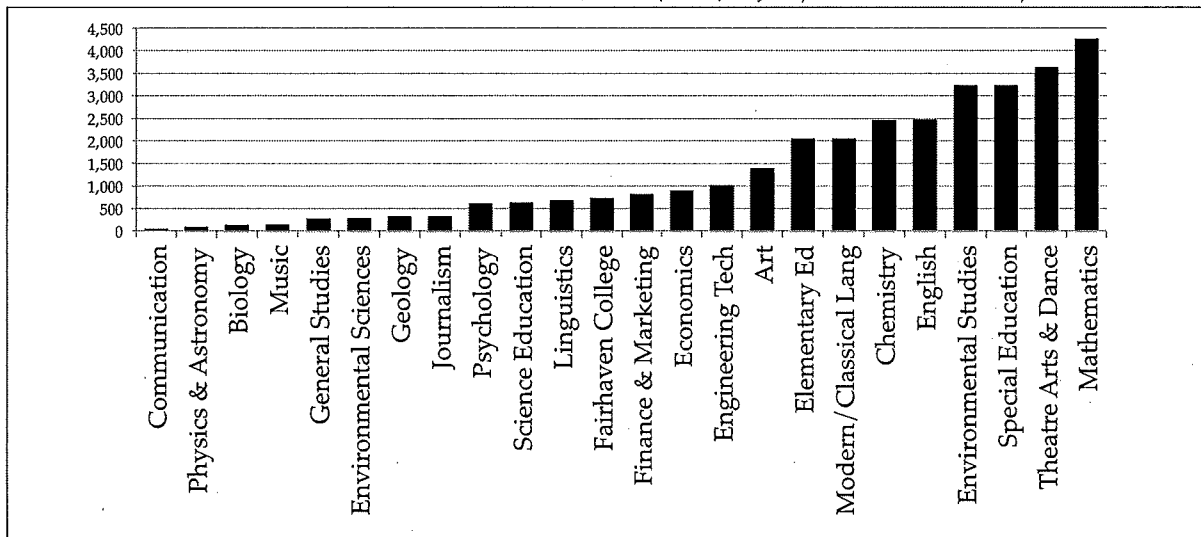
FIGURE 5: DEPARTMENTS THAT RECEIVED "BOTTLENECK" FUNDING FOR TWO OR MORE COURSES • ENROLLED UNDERGRADUATE MAJORS*



*State reportable.

Over the last four years there has been a shift in the student credit hours (SCH) generated by Western's colleges and departments. While SCH is impacted by factors beyond student demand, such as funding and faculty availability, the trend provides a rough approximation of student demand. (See Figure 6 below.)

FIGURE 6: DEPARTMENTS INCREASING STUDENT CREDIT HOURS (SCH) • JULY, 2008 TO OCTOBER, 2011**



**Includes state and non-state funded courses

Honors Expansion Report

Update to the Board of Trustees

August, 2011

BACKGROUND

This document describes the results of a two-year pilot to expand the freshman class admitted to the Honors Program from 100 to 125. The purpose of the pilot was to improve our recruitment of promising, high achieving in-state and non-resident students.

RESULTS

High-achieving non-resident students typically comprised 20-25% of previous Honors classes. However, our expanded pilots drew non-resident cohorts of 36% (2010) and 40% (2011). The incoming Honors class includes 46 high-achieving non-resident students, nearly double the number from the years prior to expansion. Because the pilots expanded the entire class, no high-achieving in-state students were turned away. These outcomes positively impact the university in several ways.

A STRONGER FRESHMAN CLASS

The Academic Index, or preparedness, of Honors students is much higher than other students: increasing the size of the Honors cohort increases the number of such students. (See Table 1.)

Table 1: Improved Academic Index (AI = SAT + HSGPA)

Average admitted frosh AI for fall, 2011	56
Average admitted Honors frosh AI for fall, 2011	83

MORE TUITION REVENUE

Non-resident Honors students pay an additional \$3,487.00 each year in tuition. Consequently, the effect upon tuition revenue of an increase in high-achieving non-resident students is considerable. (See Table 2.)

Table 2: Return on Investment for the 2011 Freshman Cohort

Additional tuition revenue yielded by expansion*	\$73,227
Additional tuition revenue annualized over four years	\$292,908
Honors expansion cost, 2011	\$36,000*
Return on investment over four years	\$256,908

*The cost of the Honors expansion will modestly increase as the expansion becomes sustained.

IMPROVED RETENTION

Honors students are much more likely to be retained. Any increase in the size of the Honors class improves the university's freshman to sophomore retention rate. (See Table 3 on the next page.)

Table 3: One-year Fall-to-Fall Freshman Retention • 2005 through 2009

	Honors	Non-Honors
2005	94%	86%
2006	86%	84%
2007	96%	83%
2008	91%	84%
2009	87%	85%

IMPROVED FOUR-YEAR GRADUATION RATE

Honors students are much more likely to graduate in four years. Any increase in the size of the Honors class improves the university's four-year graduation rate. (See Table 4.)

Table 4: Four-year Graduation Rates • Freshmen Cohorts 2005 through 2007

	Honors	Non-Honors
2005	65%	39%
2006	45%	35%
2007	58%*	31%*

*The four-year graduation rate of the fall, 2007, cohort will increase slightly when summer, 2011, degrees are awarded.

IMPROVED MAJORS

Honors students are distributed throughout the university. (See Table 5.)

Table 5: Percentage of Enrolled Majors Who Are Honors Students

Chemistry	9.6%
Philosophy	9.1%
Biology	8.3%
Theatre Arts	7.6%
Environmental Sciences	7.1%
Economics	5.3%
Physics	4.9%
Computer Science	4.9%
Modern and Classical Languages	4.9%
Art	4.7%
Geology	4.4%
Science Education	4.3%
Environmental Studies	4.1%
Political Science	3.5%
History	3.5%
Journalism	3.1%
English	3.1%

WWU NAMED A "2011 GREAT COLLEGE TO WORK FOR" BY THE CHRONICLE OF HIGHER EDUCATION

Update to the Board of Trustees

August, 2011

Western Washington University is one of the best colleges in the nation to work for, according to a new survey by The Chronicle of Higher Education.

The results, released on July 25, 2011, in The Chronicle's fourth annual report on the Academic Workplace, are based on a survey of nearly 44,000 employees at 310 colleges and universities. In all, only 111 of the 310 institutions achieved "Great College to Work For" recognition for specific best practices and policies. Results are reported for small, medium, and large institutions, with Western included among the large universities with 10,000 or more students.

Western won honors in four categories:

- Collaborative Governance;
- Teaching Environment;
- Confidence in Senior Leadership; and
- Tenure Clarity & Process.

"Western is a campus community that values and emphasizes collaboration and respect among all employees. Individuals – the people of Western – make this a great place to work for, with their strong commitment to serve our students, community and state," Western President Bruce Shepard said.

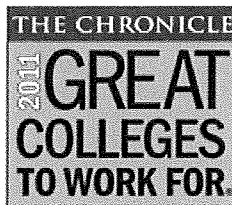
The Chronicle is the nation's most important source of news about colleges and universities.

The survey results are based on a two-part assessment process: an institutional audit that captured demographics and workplace policies from each institution, and a survey administered to faculty, administrators and support staff. The primary factor in deciding whether an institution received recognition was the employee feedback.

To administer the survey and analyze the results, The Chronicle worked with ModernThink LLC, a strategic human capital consulting firm that has conducted numerous "Best Places to Work" programs, surveying hundreds of thousands of employees nationwide.

"It is easier to be a great workplace during good times but it's when times are tough that commitment to workplace quality really gets tested. And those institutions that measure up during times of economic hardship reinforce their already strong cultures and put even more distance between them and their peer institutions for whom they compete for talent," said Richard K. Boyer, principal and managing partner of ModernThink LLC.

Great Colleges to Work For is one of the largest and most respected workplace-recognition programs in the country. For more information and to view all the results of the survey, visit The Chronicle's Web site at <http://chronicle.com/academicworkplace>.



**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Bruce Shepard by Steve Swan, V.P. for University Relations
DATE: August 19, 2011
SUBJECT: **University Relations Report**
PURPOSE: Information Item

Purpose of Submittal:

A written report is provided on the recent activities of University Relations.

Supporting Information:

Report Attached

**WESTERN WASHINGTON UNIVERSITY
OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS**

REPORT FROM THE VICE PRESIDENT TO THE BOARD OF TRUSTEES

OFFICE OF UNIVERSITY COMMUNICATIONS

Our skilled professionals worked hard on a wide range of online, print, social media, video and graphic design communications and marketing, which included:

- Continued participation with the university team reworking the university website.
- Coordinating with Google Street View, which mapped Western's campus using a [specially modified Trike](#).
- Expanding Western's social media outreach, such as the [WWU's Facebook](#) site which is growing. Work continues on refining social media best practices and expanding Western's online storage of digital images.
- Successfully placing stories in local, regional and national media that enhance Western's reputation, such as Western's [Ralph Munro Seminar](#) that was [televised on TVW](#) and Western being named by the national publication Chronicle of Higher Education as a ["Great College to Work For"](#).
- Improved daily online campus newsletter [Western Today](#).
- Preparing the fall edition of [Window magazine](#) and the summer and fall editions of the [Soundings](#) family online newsletter. The Annual Report is also undergoing a redesign to make this definitive document of achievement at Western more reader-friendly. This fall, we hope to conduct another survey of Window readers – sampling a different group from the spring survey – because surveys conducted in the fall typically have a better response rate.
- Completion of graphic design projects with many campus offices, including Admissions, New Student Services, Athletics, the Audiology and Speech Pathology Department and Student Outreach.
- Booking faculty speakers through [Western's Speakers Bureau](#).

GOVERNMENT RELATIONS

State Relations

Western's Ralph Munro Institute for Civic Education sponsored a successful week long seminar program from July 11 – 15th focused on ***Governing in Challenging Economic Times***. Sponsored by the Political Science Department, with a welcome and keynote address by the Honorable Ralph Munro, the program included an address by President Shepard, a keynote address by Trustee Dick Thompson and panel discussions with elected officials and higher education leaders. TVW was on campus and filmed the seminar.

Several pieces of legislation that passed during the 2011 legislative session have resulted in some activity in this interim period. As a result of the passage of SB 5182, which eliminated the HECB on July 1, 2012 a new Council for Higher Education is created, subject to recommendations of a Steering Committee on Higher Education and legislation that will be enacted in 2012.

The Steering Committee is chaired by the Governor and included four legislators and equal representation from higher education sectors in the state. On August 4th, the Governor announced the membership and meeting dates for the Steering Committee. This group will determine the membership and specific functions of the new Council for Higher Education.

HB 1795, the Tuition Flexibility bill, also included requirements related to performance measures. The Presidents, Provosts and Legislative Officers are working to create potential common performance measures that will be in each institution's performance plan. The Presidents will be meeting with the Governor to discuss this and other higher education issues in the next week or so.

As a result of the Governor's veto to the provisions of HB 1795 that were related to management flexibility and efficiency and effectiveness for higher education, a work group from each of the institutions is being formed, with OFM as the lead agency, to put together those things that can be dealt with administratively and those that may require a legislative change with the goal of taking those to the 2012 session.

A series of *Chautauqua* programs sponsored by the House Higher Education Committee is being planned across the State with all of the 4 year and 2 year, public and private higher education institutions participating to talk about the current higher education system and how to better meet the state's higher education needs. WWU will be participating in the NW regional meeting on October 13th to be held in the Skagit Valley. We will be partnering with the members of our NW Higher Education Coalition to present a day long program.

The House Education Appropriations and Oversight Committee is holding a work session in Olympia on August 10th to look at the impact of the 2011-13 budget cuts and tuition policy on higher education institutions.

Federal Relations

Much to the relief of financially challenged students and people across the country, President Obama and Congressional leaders agreed to a compromise plan on July 31st that will raise the nation's debt limit and simultaneously outline a path to spending reductions over the next decade. It was then signed into law by President Obama thus avoiding a default by the nation. The measure includes key provisions for student financial aid programs.

The compromise legislation is a victory for students in higher education as it provides strong financial backing to the Pell Grant program in the near-term and preserves the maximum award at \$5,550. The bill provides \$10 billion for FY2012 and \$7 billion for FY2013 for the Pell Program. These funds will supplement annual program appropriations while not completely eliminating the funding gap that exists between need and budgeted funding. The maximum Pell award will remain at \$5,550 for academic year 2012-2013.

The bill creates a joint, bipartisan deficit reduction committee to find an additional \$1.5 trillion in deficit reduction from all potential funding sources, including tax and entitlement reform, by December 23rd. If the committee fails to reach an agreement that achieves at least \$1.2 trillion in deficit reductions, automatic across-the-board cuts in discretionary spending of \$1.2 trillion will be enacted. The Pell Grant program is exempt from cuts, but other ED programs will be eligible for budget reductions.

UNIVERSITY RELATIONS

Website Reconstruction

The Website Project Working Team is on schedule to roll out the new Western homepage design and infrastructure by its September 1st goal. Testing with new and prospective students and some of their parents was conducted in July and one of the three proposed designs clearly stood out with very high ratings by those tested. Word usage will continue to be reviewed in August during which time final adjustments will also be made to infrastructure navigation.

The new internet web site will be outward facing and geared to meet the needs of prospective students and their parents while also promoting Western to other external stakeholders. It will provide a specific link to the Western Comprehensive Campaign. The new web site strongly conveys the new Western brand.

A temporary intranet website has been created through the current My Western portal for the campus community with a direct link on the new homepage. A permanent new intranet homepage will be designed and constructed beginning this fall. The Website Architecture Specification Report is available [here](#).

Community Relations

- The University Relations Office worked with the Extended Education and Special Programs Office in hosting the 2011 BALLE (Business Alliance for Living Local Economies) National Conference on the Western campus June 14-17. BALLE proclaimed the 9th annual national event as its best ever as more than 600 people from 40 states and four Canadian provinces attended the event. Western made two presentations on its sustainability programs.
- The new “Western Window” television show hit a snag in July when program partner KVOS-TV unexpectedly discontinued the partnership. The internship portion of the program, with 12 summer interns, continues on while a new production and broadcast partner is identified.
- Still nothing new to report on the signing of a new contract between the City of Bellingham and Comcast for cable television services in Bellingham. Western has pushed for the creation of an educational channel as a part of those negotiations along with an allocation of funds from increased franchise fees, to help fund potential Western programming of that channel.
- The University Relations Office is actively involved in county-wide discussions to create a new economic development model for Whatcom County. It is also involved in a series of other economic development initiatives that will be shared with the Trustees in the near future.

Print and Copy Services

- The Western/Whatcom Community College Printing and Copy Services collaboration continues to expand its customer base as it will be the primary provider for Bellingham Technical College in 2011-12. We are also working with the State Printer in exploring “niche printing” opportunities for the Western/Whatcom operation.
- Western and Whatcom C.C. have finalized agreement on a new partnership in copyright services. Western will provide copyright services for WCC beginning in August, 2011.

MEETING EVALUATION & FUTURE AGENDA TOPICS

DATE FOR NEXT REGULAR MEETING

- **October 13, 14, 2011**

ADJOURNMENT