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## MINUTES

### Committee Trustees Present:

Chair Lisa Graham	Dan Peterson	President Chris Maples
Vice-Chair Steve Sliwa	Jeremy Brown	
Paul Stewart	Fred Ziari	

### Other Trustees Present:

Trustee Goloski

### University Staff and Faculty Present:

Sue Cain, Senior Budget and Planning Officer  
Lita Colligan, AVP Strategic Partnerships  
Erin Foley, VP of Student Affairs/Dean of Students  
Lori Harris, Senior Fiscal Manager  
Traci Houtz, Associate Director of HR  
Michelle Meyer, Interim VPFA  
Laura McKinney, VP Wilsonville  
Hallie Neupert, Interim Dean ETM  
MaryLou Nicholson, Accountant  
Denise Reid, Assistant Director of Business Affairs  
Sara Reuter, Director of Sponsored Projects and Grant Administration  
Tracy Ricketts, AVP Development and Alumni Relations  
Paul Rowan, VP ITS  
Di Saunders, AVP Communications and Public Affairs

### 1. Call to Order/Roll/Declaration of a Quorum

**Chair Graham** called the meeting to order at 3:20pm. The Secretary called roll and a quorum was declared.

### 2. Consent

#### 2.1 Approve Minutes of July 9, 2015 Meeting

**Trustee Brown** moved to approve the minutes. **Trustee Peterson** seconded the motion. **With all Trustees present voting aye, the motion passed unanimously.**

### 3. Action Items

#### 3.1 Recommendation to the Board regarding a Policy on Recommending Candidates for At-Large Board Positions

**Chair Graham** outlined the proposed policy and explained the Governor can directly appoint a member to the Board but the board can take the initiative to recommend names based on the culture and make-up of the board the Trustees believe is best for the university. She stated trustees will assist in bringing names to the President and the Executive Committee essentially serves as the nominating committee. Consensus that policies need to be drafted for board evaluation, including our values statement, and self-evaluation processes for review at the February meeting.

**Vice-Chair Sliwa** moved to recommend the board adopt the policy on recommending candidates for at-large positions. **Trustee Stewart** seconded the motion. **Trustee Peterson** asked about the internal selection process and how the review committee was put together. **President Maples** stated that in the past he received names from Faculty Senate, Administrative Council and students. **With all Trustees present voting aye, the motion passed unanimously.**

### 4. Discussion Items

#### 4.1 Marketing Report Update

**AVP Saunders** walked through a PowerPoint presentation (on record) outlining what the Marketing Communication and Public Affairs department accomplished last year and what the focus will be on in the year to come. She explained they are moving from a reactive to a proactive approach and have approximately \$85,000 in the budget for advertising. She addressed the department's role in admissions. **Chair Graham** suggested contacting companies and explaining what programs, degrees, and advanced training we offer to increase student enrollment. The Board would like to know which businesses the Board and Foundation Board might contact. Discussion regarding advertising with local versus regional and statewide media outlets. **AVP Saunders** stated the department is working to evaluate what worked and what did not. She will contact her colleagues at other universities to discuss advertising strategy and the correlation on student enrollment and retention. **Vice-Chair Sliwa** suggested conducting focus groups for the students who chose to attend Oregon Tech and contacting students who chose a different school over Oregon Tech to see if their decision could have been changed. The Board would like to know what markets the Marketing Department is focused on, what strategies are used to focus for each of them, and what hurdles exist in each.

#### 4.2 HECC University Evaluation Presentation

**AVP Colligan** presented for Provost Burda. She went over a high level summary of the authority of the HECC and explained it is broadening through legislation because of the absence of a Chancellor's Office. HECC is to evaluate each university on an annual basis; she outlined the specifics the evaluation must include. HECC approved the evaluation format but still wants to have a 360 degree review including faculty, students, and community members. Oregon Tech will not be required to complete this until 2017. **Vice Chair Sliwa** stated he sees the request for information as the legislature gathering data to ensure they made the right decision creating individual boards. He would like to remind

HECC that the university already has accreditation and we don't need another detailed reporting requirement. **Chair Graham** suggested that the Board or President present the evaluation information to the HECC to ensure they hear the challenges of the university and understand we are in alignment with what they are asking for. **President Maples** will work with LAC and other TRU presidents and will return to the Board with a strategy.

#### 4.3 Mission Alignment and Outcome Based Funding Update

**AVP Colligan** presented for Provost Burda. She stated that the provosts put together a list of principles showing the core similarities of all universities and matrices showing data. **Chair Graham** requested to see those numbers brought before the board. **Trustee Brown** asked how much it costs to produce a degree in each program across the universities. **Vice-Chair Sliwa** stated there is a need to provide data that shows HECC is looking at things in an antiquated manner; suggested collecting data that proves the philosophy of keeping tuition down for all students is dated; students who can afford to pay more can offset the students who can't pay full tuition.

#### 4.4 Oregon Tech Mission Presentation to HECC

**President Maples** stated we are heavily pre-scripted by the NWCCU on what the mission is supposed to look like, requiring inclusion of the core themes and measurable outcomes. He will present the mission to HECC and explain the differences in our students and degrees, what we do, and how we do it. **Chair Graham** asked him to address the industry needs and how Oregon Tech provides graduates for those industries and what it costs to produce those graduates versus the funding we receive. She asked the executive staff to propose out of the box programs to differentiate the University. **Trustee Peterson** stated that the board needs to be cognizant of how these thoughts are communicated, the need to obtain faculty input, and whether there is adequate faculty in place.

#### 4.5 Review October 9, 2015 Pending Board Action Items

**Chair Graham** reviewed the two action items on the Board agenda. **Trustee Brown** stated his concern about having a budget that is not balanced.

### 5. Adjournment

**Trustee Brown** moved to adjourn the meeting. **Vice-Chair Stewart** seconded the motion. With all trustees present voting aye, the motion passed unanimously. Meeting adjourned at 5:25pm.

Respectfully submitted,



Sandra Fox,  
Board Secretary