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**Executive Committee  
Minutes****Committee Trustees Present:**

Lisa Graham, Chair  
Jeremy Brown

Dan Peterson  
Steve Sliwa

Paul Stewart  
Fred Ziari

**Other Board Members Present:**

Dana Henry (10:30 arrival)      Chris Maples, President

**University Staff and Faculty Present:**

Mateo Aboy, Assoc. Provost, VP for Research  
Brad Burda, Provost, VP for Academic Affairs  
Lita Colligan, Assoc. VP for Strategic Partnerships and Government Relations  
Erin Foley, VP Dean of Students  
Sandra Fox, Board Secretary  
Michelle Meyer, Acting VP for Finance and Administration and Director of Business Affairs  
Di Saunders, Assoc. VP for Communication and Public Affairs  
Maureen Sevigny, Distance Education Program Manager

**Others in Attendance:**

Penny Burgess, CFA, Directory of Treasury Operations, USSE  
Jenee Hilliard, Legal Counsel Miller Nash Graham and Dunn  
Rafael Santiago, Oregon Tech Alumni Association President

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

**Chair Graham** called the meeting to order at 9:10am. The secretary called roll and a quorum was declared.

**2. Consent: Approve Minutes**

**Trustee Stewart** moved to approve the minutes from the April 6, 2015 meeting. **Trustee Brown** seconded the motion. With all Trustees present voting aye, the motion passed unanimously.

**3. Action Items**

No items

**4. Discussion Items****4.1 Marketing/Communications**

**AVP Saunders** walked the committee through a handout (on record) and explained how Marketing and Communication strategies are supporting enrollment growth and retention.

**An additional report on marketing results will be available in the fall.** Discussion regarding the various types of advertising, budgets, markets, and foci; the need to focus on enrollment management, obtaining student commitments sooner, becoming a tuition driven institution, and keeping the campus involved in the process. **Consensus to bring a proposal to address enrollment management, at the board level, to the full board.**

#### 4.2 University Evaluation Process

**Provost Burda** requested feedback from the Board on HECC's proposed evaluation process (handout on record) and explained the President's Council, Provost's Council and Board Secretaries are reviewing it, also. Discussion about what is valuable when measuring the university from HECC's perspective; reasoning behind the request for details (to address statute or better the university); the need to reduce redundancy but keep consistency; the need to acknowledge differences between universities and allow the evaluation process to address each individually; how the funding formula is addressed; and how the university becomes less dependent on state funding. **Consensus that the evaluation should be mission oriented, global in its view, and differentiate between universities.**

**Provost Burda will report back to the Executive Committee on outcome based funding and the evaluation process in the fall.**

#### 4.3 Mission Alignment

**Provost Burda** explained this process is long in the making by the Chancellor's office and was meant to create a portfolio for each university looking at providing access to students, types of academic programs, and research/innovation. HECC is now revising the matrices; the Provost's Council will meet in August to discuss potential changes. Discussion regarding weighting, importance of graduating students who obtain jobs, the need to distinguish the university as the only and best polytechnic university in Oregon, and a proposal to challenge the definition of innovation. **Provost Burda will provide the original matrices and explanations related to each university's rankings.**

#### 4.4 Review July 9, 2015 Pending Board Action Items

**Chair Graham** stated she will raise the proposal regarding enrollment management to the full board.

#### 5. Other Items and Adjournment

**Trustee Ziari** stated that in eastern Oregon a \$27M bond was passed which focused on precision irrigation technology, and manufacturing and mega-tronics. He inquired if there is interest for Oregon Tech to become involved with the manufacturing component. **President Maples** will discuss this and other opportunities to partner, at the full Board meeting later today.

With no further business proposed, the meeting was adjourned at 10:55am.

Respectfully submitted,



Sandra Fox  
Board Secretary