

UNIVERSITY OF UTAH  
BOARD OF TRUSTEES MEETING  
DECEMBER 10, 2013

TRUSTEES PRESENT

H. David Burton	Michele Mattsson (Vice chair)
Phillip W. Clinger	Cristina Ortega
Lisa E. Eccles	Sam Ortiz
David Huntsman	Taft E. Price
Clark D. Ivory (Chair)	Keven Rowe

UNIVERSITY REPRESENTATIVES PRESENT

Martha Bradley	Associate Vice President and Dean of Undergraduate Studies
Arnie Combe	Vice President Administrative Services
Jana Cunningham	Communications Specialist, Marketing and Communications
Eric Denna	Chief Information Officer
Valoree Dowell	Communications Specialist, Marketing and Communications
Chris Hill	Special Assistant to the President and Athletic Director
Paul Larsen	President, University of Utah Staff Council
Vivian Lee	Senior Vice President, Health Sciences
Laura Marks	Liaison to the Board of Trustees
Rebecca McGarvey	Executive Assistant to the Board of Trustees
John K. Morris	Vice President and General Counsel
Allyson Mower	President of the Academic Senate
Jonathan Nichols	Associate Director, Marketing & Admissions – David Eccles School of Business
Jason Perry	Vice President, Government Relations
David W. Pershing	President
Taylor Randall	Dean, David Eccles School of Business
Patricia A. Ross	Chief Strategy Officer and Secretary to the University
Barbara H. Snyder	Vice President, Student Affairs
Mark Tullis	Director, Online Programs - David Eccles School of Business
Jay Vogelsang	Associate Vice President, Health Sciences - Development
William J. Warren Chief	Marketing and Communications Officer
Ruth Watkins	Senior Vice President for Academic Affairs

OTHERS

Dan Campbell	Vice chair, Board of Regents
Lindsay Whitehurst	Reporter, Salt Lake Tribune

**CALL TO ORDER**

Information: 1.01 - Call to Order

The meeting of the Board of Trustees was called to order at 9:30 AM. Chair Clark Ivory conducted the meeting. He welcomed Dan Campbell from the State Board of Regents.

## CHAIR'S REPORT

### Information: 2.01 - Student Focus: Engagement

Chair Ivory introduced Associate Vice President Martha Bradley who presented information on student engagement. She introduced the initiatives for improving retention and completion which include; every entering student *participate in a learning community or a living and learning community*, every student has at least one *deeply engaged learning experience*, and every student has a workable *plan to finish*. She noted that student success advocates, mentors and advisors are in place to help students complete their education objectives. Dr. Bradley added that a comprehensive Retention and Completion Task Force has been created to identify "success obstacles" by identifying solutions to streamline academic processes and to develop hybrid and online courses to alleviate course access bottlenecks.

Dr. Bradley reviewed the *New U Student Experience* which was recently developed and reported on the seven strategies of the program which include the Learning Community, Student Success and Engagement, Connection, The Presidential Promise: Deeply Engaged Learning, Broad and Deep Knowledge (core competency), Learning Outcomes, and Capstone Experiences. Associate Vice President Bradley reported that students involved in learning communities have much higher success rates. She discussed the variety of programs offered at the University; Honors, OSHER, Beacon Scholars, Living and Learning Communities, Faculty Learning Communities, LEAP, Block U and Integrated Minor Learning Communities, and the Center for Teaching and Learning Excellence. All of these programs promote engagement and encourage lifelong learning, in resource rich environments.

Dr. Bradley explained that the new Student Success Advocates are a group of advisors, comprised of former U students. The advisors offer assistance to students and help them formulate future goals to create a successful college career path. She added that the "Plan to Finish" program is the University's response to an Associated Student of the University of Utah (ASUU) strategy to help students complete their education in a timely manner. She added that high impact programs, such as those offered at the University, are proven methods for increasing retention and completion rates. Trustee Phil Clinger suggested that we track the percentage of students that don't join a cohort and target them.

Chair Ivory thanked the administration for their work in creating a quality student experience and noted the positive impact that this experience has on student success.

A copy of the PowerPoint presentation is included as Appendix I with the official minutes of this meeting and is on file in the office of the Secretary to the University.

## PRESIDENT'S REPORT

### Information: 3.01 - Honors and Awards to Members of the University Community, Distinguished Visitors and Research

President David W. Pershing highlighted national recognitions that included the David Eccles School of Business ranking jump of 28 spots to number 37 for its Professional MBA program along with the number 33 ranking for its Executive MBA program. He also noted that the Heath Science's *Algorithms for Innovation* publication won best annual report.

A copy of the President's Report is included as Appendix II with the official minutes of this meeting and is on file in the office of the Secretary to the University.

## SENIOR VICE PRESIDENTS' REPORTS

### Report: 4.01 - Health Science Report

Sr. Vice President for Health Sciences Vivian Lee reported on University Healthcare's goal to establish value driven outcomes – patient health outcomes vs. cost of care. She stated that, with the help of the Business School, they are deciphering actual appropriate costs to more efficiently manage healthcare. The University is also collaborating with the Mayo Clinic in researching more effective ways to manage healthcare costs without sacrificing patient health.

Dr. Lee reported on a recent meeting to discuss collaborative efforts between the College of Health and Health Sciences to create a "link initiative" to put health back into healthcare. She also reported on Vice President Jason Perry's efforts to formulate recommendations to the Legislature regarding the Medicaid/insurance issues now facing the healthcare industry.

### Report: 4.02 - Academic Affairs Report

Senior Vice President Ruth Watkins noted the University Distinguished Award candidates which appear on the Trustees agenda as item 6.03. She reported that the group is comprised of a wide variety of highly accomplished individuals. Dr. Watkins reported that opportunities for modular courses are being enhanced through technology and noted that the Council of Academic Deans is focusing on the implementation of online technology to enable students to better access learning. The group is currently targeting a few masters degrees for "trial" one-year online programs. They are also looking at the possibility of programs that allow for online completion of bachelors degrees for those with over 60 credit hours of classroom learning. Dr. Watkins stated that her group is identifying strategic areas of learning impact and is looking to bring in a few new faculty members that will enhance the "excellent student experience" programs.

## ACADEMIC SENATE

### Report: 5.01 - Academic Senate Report

President Allyson Mower reported that the Academic Senate approved items 6.02 through 6.06 along with item 6.13 as listed on the Trustees agenda. She stated that the Senate has organized a short-term ad hoc committee to investigate ways to save students money on textbooks. She added that recommendations from the committee are expected to come forward in May 2014.

## GENERAL CONSENT

Resolution: President David W. Pershing recommends approval of the Consent Calendar as listed in the agenda.

Action (Consent): 6.01 - Minutes of the November 12, 2013 Meeting of the Board of Trustees

Action (Consent): 6.02 - Faculty and Staff Matters (Appendix III)

Action (Consent): 6.03 - University Distinguished Teaching Awards (Appendix IV)

Action (Consent): 6.04 - Undergraduate Certificate in Hazards and Emergency Management (Appendix V)

Action (Consent): 6.05 - Department of Writing and Rhetoric Studies (Appendix VI)

Action (Consent): 6.06 - Emphasis in String Performance & Pedagogy (Appendix VII)

Action (Consent): 6.07 - Sponsored Projects Report for the month of October 2013 (Appendix VIII)

Action (Consent): 6.08 - Report of Investments Portfolio for the month of October 2013 (Appendix IX)

Action (Consent): 6.09 - Administrative Reports from the University of Utah to the State Building Board (Appendix X)

Action (Consent): 6.10 - Capital Facilities Projects - Approval to remodel existing space in the University Hospital (Appendix XI)

Action (Consent): 6.11 - Gifts Report for the month of October 2013 (Appendix XII)

Action (Consent): 6.12 - Naming of Facilities in the College of Engineering (Appendix XIII)

Action (Consent): 6.13 - Change to Academic Calendar (Appendix XIV)

Chair Ivory introduced the General Consent Calendar. Trustees asked for a clarification of the change to the academic calendar which eliminates Reading Day for spring 2014. Trustee Ortiz responded that this is a one-time request due to the shortened testing period because of an early commencement date this year. Senate President Allyson Mower added that Mary Parker is organizing an Academic Committee to consider what calendar adjustments may need to be made in the future. The library is staying open for extended hours to compensate for the loss of the Reading Day.

**Motion to approve by David Huntsman, second by Keven Rowe. Final Resolution: Motion Approved.**

Aye: H. David Burton, Phillip W. Clinger, Lisa E. Eccles, David Huntsman, Clark D. Ivory, Michele Mattsson, Cristina R. Ortega, Sam Ortiz, Taft E. Price and Keven Rowe

Background materials are included in the Appendix (as noted above) and are on file in the office of the Secretary to the University.

## ACTION AGENDA

Action: 7.01 - Naming of Facilities in the Huntsman Cancer Institute Clinic

Associate Vice President Jay Vogelsang explained that the University is the recipient of a \$200,000 gift from the estate of Sheila Lee which will be used to support non-smoker lung cancer research. In recognition of this gift it is recommended that the second floor clinic check-in area for the Center for Infusion and Advanced Therapies be named the *In Loving Memory of Sheila Lee Check-In Area*. Additional funding from the estate is expected to be added in 2014.

**Motion to approve by Phil Clinger, second by Lisa Eccles. Final Resolution: Motion Approved**

Aye: H David Burton, Phillip W Clinger, Lisa E Eccles, David Huntsman, Clark D Ivory, Michele Mattsson, Cristina R Ortega, Sam Ortiz, Taft E Price, Keven Rowe

A copy of the proposal is included as Appendix XV with the official minutes of this meeting and is on file in the office of the Secretary to the University.

Action: 7.02 - Online Professional MBA Tuition Rates

Senior Vice President Watkins stated that the School of Business is leading the way in the University's initiative to develop online programs for graduate students. She noted that this is the first program to be offered entirely online. The request being presented is for a \$30 per credit hour additional cost for out-of state students. The professional degree program is the same program that is offered on campus and therefore does not need approval. The online degree program is slated to launch in fall 2014. Dean Taylor Randall clarified that the tuition rate is the same rate that is currently charged for professional MBA. He noted the importance of having this program online since most students maintain employment while obtaining this degree. He added that private online programs are the biggest competitor and that even with the out-of-state rate being slightly higher the University will still have competitive tuition rates. In response to Trustees' questions Dean Randall stated that our program costs thousands less than other public institutions even though we are higher ranked. He added that additional charges for out-of state online degree tuitions vary with some not charging more for out-of state students. Dean Randall indicated that the program has a projected growth of 300 students within two years.

Trustees suggested organizing an "online conversion group" to support departments and colleges who are considering offering online degrees. The group would be well versed in technology as well as online conversion issues and will better support the process. Dr. Watkins supported the idea and added that these programs need to be balanced with support coming from faculty as well as administrators. President Pershing noted that the online Professional MBA is the University's pilot program and will open the door for other online opportunities.

Trustees expressed concern over an additional out-of-state tuition charge with there being a negligible cost difference to the University and the state for running the program.

Taft Price made an amended motion to keep tuition the same for in-state and out-of-state students taking the online courses for the Professional MBA degree.

**Motion to approve as amended by Taft Price, second by Michele Mattsson. Final Resolution: Amended Motion Approved** Aye: H David Burton, Phillip W Clinger, Lisa E Eccles, David Huntsman, Clark D Ivory, Michele Mattsson, Cristina R Ortega, Sam Ortiz, Taft E Price, Keven Rowe

A copy of the proposal (as amended by the Trustees) is included as Appendix XVI with the official minutes of this meeting and is on file in the office of the Secretary to the University.

**ADJOURN**

Resolution: Chair Clark Ivory recommends approval to adjourn the open meeting of the Board of Trustees.

At 10:45 a.m. the December meeting of the Board of Trustees was adjourned. The next scheduled meeting will be held January 14, 2014.

**Motion to approve by Taft Price, second by David Huntsman. Final Resolution: Motion Approved**  
Aye: H David Burton, Phillip W Clinger, Lisa E Eccles, David Huntsman, Clark D Ivory, Michele Mattsson, Cristina R Ortega, Sam Ortiz, Taft E Price, Keven Rowe

Signed by 

Date approved: January 14, 2014