

Meeting Minutes
Weber State University Board of Trustees Strategic Planning Meeting
March 3, 2021 – 1:300 pm
WSU Ogden Campus
Online Forum – Zoom Meeting

Trustee Members:

Mr. Nolan Karras (Chair)
Ms. Karla Bergeson
Mr. Marty Carpenter
Ms. Louenda Downs
Ms. Karen Fairbanks
Mr. Curtis Funk
Mr. Don Salazar

Excused:

Ms. Amanda Covington
Ms. Kearston Cutrubus (Vice Chair)
Mr. Ben Ferney

Weber State University Representatives:

Dr. Brad Mortensen, President
Dr. Bret Ellis, Vice President for Information Technology
Dr. Ravi Krovi, Provost
Dr. Betsy Mennell, Vice President for University Advancement
Dr. Brett Perozzi, Vice President for Student Affairs
Dr. Norm Tarbox, Vice President for Administrative Affairs
Ms. Adrienne Andrews, Assistant Vice President for Diversity & Chief Diversity Officer
Ms. Sherri Cox, Secretary to the Board
Mr. Steven Richardson, Director of Strategic Initiatives
Dr. Tim Herzog, Faculty Senate Chair/Professor of Chemistry
Mr. Luke Jenkins, Chair, Staff Advisory Council / Senior Network Engineer
Ms. Amy Hajdas, Marketing Strategist
Dr. Wendy Holliday, Dean of Stewart Library
Dr. Brenda Kowalewski, Associate Provost and Professor of Sociology
Mr. Steve Nabor, Senior Associate Vice President for Financial Services & CFO
Mr. Chaz Steimel, Institutional Analyst II
Mr. Rich Hill, General Counsel

Mr. John Kowalewski, Executive Director, Marketing and Communications

Public Attendees:

J. Gardiner

Press:

No members of the press were present.

Draft

	<p>The Strategic Planning Meeting of the Board of Trustees convened at 1:30 p.m. originating at the Ogden campus via Zoom digital platform.</p>
Welcome	<p>I. Chair, Mr. Nolan Karras, welcomed those in attendance.</p>
Approval of January 19, 2021 Meeting Minutes	<p>II. Upon a motion from Ms. Louenda Downs, with a second by Ms. Karen Fairbanks, the Board of Trustees unanimously approved the meeting minutes from January 19, 2021.</p>
Review of University Strategic Plan	<p>III. President Brad Mortensen gave a review of the University Strategic Plan for 2021-2026. Included in the review was the following:</p>
Overview	<p>A. Overview - A recap of past meetings throughout the year with consultant, Mr. John Welty was discussed, including various meetings with students, staff, faculty, department chairs, deans, vice presidents, president, and University Planning Council (UPC). UPC meetings were held with discussions on the strategic plan involving presentations by task force members. Campus town hall meetings for faculty and staff were held to keep university employees informed. A survey was recently sent out to campus regarding the strategic plan.</p>
Foundational Statements	<p>B. Foundational Statements – Foundational Statements include the following: Vision statement, mission statement, values, core themes of access and learning, and enrollment growth assumption. An umbrella of equity, diversity and inclusion has been established over all statements that will permeate throughout all parts of the strategic plan.</p>
Preamble	<p>C. Preamble – The preamble is the foundation of what equity means to the plan. It aligns with what USHE is implementing with their equity framework. Equity needs to be included in all parts of the plan. This goal cannot be reached without everyone putting forth concerted effort to welcome all students. An equity plan benefits everyone. This work is about educating people to bring more voices to the table.</p>
Enrollment Growth Assumption	<p>D. Enrollment Growth Assumption – WSU needs to grow enrollment and resources, in addition to asking for legislative funding through USHE. A forecast of 1.5% per year growth for all students, with emphasis of 1.25% per year for matriculated degree seeking students was discussed. WSU needs to elevate its status as a Hispanic serving</p>

Task Force and Goals

Equity, Diversity and Inclusion

Retention and Completion

Personal Connections & Academic Excellence

Anchor Mission

institution. A need to improve enrollment strategies for this purpose was discussed, including a goal to reach 15% as a step forward in the 5-year plan. This may include forming a group to conduct research and measure growth and reasons for it. Never before has this been an institution-wide goal.

E. President Mortensen introduced the following Task Forces and Goals presentations:

1. Equity, Diversity, & Inclusion - Adrienne Andrews and Wendy Holliday talked about having the objective to eliminate disparity and shared ideas for goals the institution can incorporate to achieve this such as: Aligning our goals, create conditions for all students to succeed, work on better retention and graduation rates, create structural systemic goals for a sense of belonging, be more intentional with marketing and branding while engaging all in the equity lens.

2. Retention & Completion - Brett Perozzi and Chaz Steimel outlined the following specific goals for retention: GPA markers for student success, concurrent and dual enrollment, completion goals, outcome of students, and closing the gap between retention rates and completion. There are many acronyms being used that are confusing to people who are not familiar with them. Clarification is needed.

3. Personal Connections & Academic Excellence - Ravi Krovi and Tim Herzog discussed desired outcomes with mentoring, academic connection, and connection with the WSU community. Classroom engagement was also discussed including different aspects to help measure academic excellence.

4. Anchor Mission – Brenda Kowalewski and Steve Nabor discussed how WSU can leverage its assets. This includes engaging community members assisting with the strategic plan. Desired outcomes

	<p>were addressed along with the most important areas for the university to be addressing in the community. Departments can find their own resources to hire through an equity lens. Making purchases from under privileged businesses in the community, or holding vendor fairs are ways to assist in moving our community forward.</p> <p>5. Marketing and Branding - Betsy Mennell and Amy Hadjas gave a presentation on what marketing and branding is doing to tell the WSU story. Key marketing needs to appeal to students, underprivileged areas, high academic achievers, and target audiences moving forward. Discussion included ideas for incorporating these ideas.</p> <p>IV. Discussion following the presentations included notes President Mortensen has made for revising and tweaking of the six page document prior to approval at the March 16, 2021, Board of Trustees meeting. Using the goals and strategies of the task forces, divisions will work in these five specific areas across the university in a way that is consistent with an equity lens. Implementing this information back into the existing organizations of the university is paramount.</p> <p>V. President Mortensen presented for approval, the name of Mr. Ta'u Pupu'a as commencement speaker for the spring 2021 graduation ceremony.</p> <p>Upon a motion from Ms. Louenda Downs to approve Mr. Ta'u Pupu'a as the spring 2021 commencement speaker, with a second by Mr. Don Salazar, the Board of Trustees unanimously approved the motion.</p> <p>VI. With no further items to discuss, the meeting came to a close at 3:10 pm.</p>
Marketing and Branding	
Action on Strategic Plan	
Approval of Commencement Speaker	
Action	
Meeting Adjourned	