

WASHBURN UNIVERSITY OF TOPEKA
BOARD OF REGENTS
MINUTES
October 31, 2013

I. Call to Order

Chairperson Sneed called the meeting to order at 4:00 p.m. in the Kansas Room of the Memorial Union on the Washburn University campus.

II. Roll Call

Present were: Mr. Hoferer, Mr. Klausman, Mr. McGivern, Mrs. Moran, Mrs. Parks, Mr. Sneed, Mrs. Sourk, Mrs. Trusdale and Mr. Wolgast.

III. Approval of Minutes of the September 19, 2013 meeting

It was moved and seconded to approve the Minutes of the September 19, 2013 meeting. Motion passed.

IV. Officer Reports

A. Chair's Report

There was no Chair's report.

B. President's Report

President Farley welcomed Regent Moran to the Board.

Dr. Farley reported on two major recent events. He said the comprehensive fundraising campaign was publicly announced last Saturday and that it was a very nice affair to celebrate the truly magnificent program the Washburn University Foundation has initiated. He said many efforts have been made to contact prospective donors in the quiet phase of the fundraising campaign and said the event on Saturday officially began the public phase of the fundraising campaign; the total fundraising goal being \$100 million. Dr. Farley described the four pillars of the fundraising campaign are scholarships, with a goal of \$35 million; faculty and academic program development, with a goal of \$35 million; spaces, with a goal of \$20 million; and annual endowment, with a goal of \$10 million. He announced that just over \$55 million has been raised in this fundraising campaign to date.

President Farley reported that early last week the “legislature bus tour” came to the Washburn Institute of Technology campus for a visit in their tour. He said the focus this year for the bus tour was institutions of higher education in the state which included the six institutions governed by the Kansas Board of Regents. In addition they chose a community college to visit and also chose Washburn Institute of Technology as their chosen visit to a technical school. He said it went very well and discussed the presentation given to the legislators. He said there were approximately 50 legislators and also members of the Kansas Board of Regents staff. Dr. Farley reported the presentation was divided into different components; one was the structure of the affiliation between Washburn University and Washburn Institute of Technology and the history of the affiliation. He said the other component was funding for Washburn Institute of Technology and said they discussed what will be required the following year to sustain the school budget. Dr. Farley said the presentation also included discussion of some of the programs at Washburn Institute of Technology and industry “partners” with which Washburn Institute of Technology is working to improve the quality of the programs and equipment. President Farley also noted that Tracks magazine has the AST program trailer on the cover this month which was an honor.

Dr. Farley reported that notice of continued accreditation for the Department of Education from the Council for the Accreditation of Educator Preparation using National Council for Accreditation of Teacher Education (NCATE) standards has been received for the Washburn Education Department.

Dr. Farley also noted that the Horses and Humans Research Foundation (HHRF) recently awarded a research grant to Dr. Leslie McCullough from the School of Applied Studies, Social Work Department, to study how boys with post-traumatic stress disorder (PTSD) respond to equine-facilitated psychotherapy.

President Farley reported on the success of business students in the Major Field Test which is a degree requirement for all business students and is taken by students enrolled in our capstone business course, Strategic Management. He said that Washburn University School of Business students performed this semester in the 94th percentile nationwide.

President Farley said there was a celebration this week of the 30th year anniversary of the School of Applied Studies. He said next year will mark the 40th anniversary of the School of Nursing.

Dr. Farley was happy to report fall athletics are doing very well and that Washburn University volleyball is tied for first place; football is currently undefeated with a record of 8 wins and 0 losses, further stating that the last time this occurred was 1907.

C. Committee Report(s)

There were no committee reports.

D. Treasurer's Report

1. Liquidated Claims Approval – September 2013

It was moved and seconded to accept the Treasurer's Report. Motion passed.

V. New Business

A. Consent Agenda

1. Personnel

a. Faculty/Staff Personnel Actions

grant a two year extension of Leave of Absence to Dr. JuliAnn Mazachek, President, Washburn University Foundation, from tenured position as Associate Professor of Business for academic years 2013-14 and 2014-15.

B. Action Items

1. KBI Project – Base (Ground) Lease between Washburn University and the Topeka Public Building Commission

Dr. Farley stated the Kansas Bureau of Investigation (KBI) forensic laboratory building project has had phenomenal progress since the last discussion with the Board at which time the Board authorized proceeding with hiring an architect and working with the Topeka Public Building Commission as a financing vehicle for the project. He said in collaboration with the KBI, and now the Topeka Public Building Commission (TPBC), there will be a ground lease to the TPBC for Washburn University so they may issue debt for the improvements. He said the TPBC will then lease back to Washburn the improvements with the ground which then Washburn will execute an assignment and sublease to the KBI. He explained the arrangement will allow Washburn to share the land and include academic programs in the new forensic laboratory building (to include shared space) in collaboration with the KBI. He said Washburn will be able to benefit from the expertise of KBI scientists who may be able to teach some classes, and that KBI will benefit from collaboration with our academic programs and may provide internships to Washburn students. He discussed the history of the proposed collaboration and how it came to require debt issuance for the full amount of the project, explaining there was prior discussion with the Board about approaching the TPBC for assistance. He said the TPBC has taken the project on which relieved Washburn of several

obligations in connection with the debt. He said the transaction will entail the TPBC borrowing the money for the project, which has been authorized not to exceed \$59 million. He said the TPBC has hired an architect for the project, a Construction Manager at Risk, bond counsel, a financial advisor, and disclosure counsel. He said plans have proceeded swiftly in an attempt to get the debt sold before Thanksgiving. He said the necessary bond documents and leases have been drawn to sell the debt, which will come up for bid the following Tuesday.

The Board was provided a handout provided to the TPBC at their meeting October 25 and asked they turn to page 7 which lays out the process of the lease transaction and of the bondholder transaction. He said when the State appropriates funds for the lease payments, the annual payments will go directly to the Trustee and then to the Bondholders.

He said an AA rating was obtained for the bonds, which he said was expected; and by 10:00 a.m. Tuesday we should know the outcome. President Farley said he is asking the Board for authority for the Chair of the Board to execute documents necessary to complete the transaction.

Regent Wolgast asked who would own the building when the 20 year debt is complete. Dr. Farley introduced Jeff White, Financial Advisor to the TPBC, who responded that the improvements would revert to Washburn.

A motion was made and seconded to approve. Motion passed.

2. Carpet Replacement Memorial Union – Project #C14043

Mr. Rick Anderson, Vice President of Administration and Treasurer, presented the item. A motion was made and seconded. Motion passed.

3. Automation Control System for KTWU

Mr. Rick Anderson, Vice President for Administration and Treasurer, presented the item. He said KTWU will repay it over a 5 year period at a small interest rate. A motion was made and seconded. Motion passed.

4. Data Management Services

Mr. Rick Anderson, Vice President for Administration and Treasurer, began the discussion stating this project supports the initial phase of the larger data management and analysis (DMA) project which will improve how we manage, analyze and use the voluminous data generated by the University. Dr. Cynthia Hornberger, Special Assistant to the President, described how improvements in data collection, storage and use, are critical for future strategic decision-making, such as the development of longitudinal data sets that are easily accessible by

university leadership. She said there will be staff training on user access and that this is the first step of the two to three year DMA project.

Regent Sneed said that in its simplest form, we gather much data but don't use it in the best way to make strategic decisions.

Regent Klausman asked about the large difference in bids to which Dr. Hornberger responded the significantly higher bid was provided by a company using individual consultants, at consultant fee rates. She stated high confidence in the other two bids similarly priced, provided by companies already working with Washburn.

Regent McGivern expressed concern over the cost of \$400,000, which is a sizeable amount, and asked when Washburn would see a return on investment of this size. Dr. Farley said we have not done an ROI analysis yet, but stated there will be much time and effort saved by this project and said that at present the administration lacks the ability to give the right data to those making decisions, and further that one cannot make good decisions without these types of data reports. He said it will help us to deploy staff in more efficient ways.

Regent Hoferer asked if this data management program would fit specifically in with a record retention policy. Dr. Farley responded stating these reports would have their own data retention requirements under the policy which is being developed and refined but it would not be part of a records retention policy and schedule development.

A motion made and seconded to approve. Motion passed.

5. Heavy Diesel Construction Technology Program

Dr. Randy Pembroke, Vice President for Academic Affairs, discussed the item. He set out the approval process and said if the Board approves the program the request would then go to the Technical Education Authority and on to the Kansas Board of Regents for approval of a certificate program. He said this is an attempt to move from a regular diesel program to heavy diesel construction instruction which would include many other types of equipment. A motion was made and seconded to approve. Motion passed.

6. Campus Housing Demand Study

Rick Anderson, Vice President for Administration and Treasurer, presented the item and said University reserves would be used for the study. He said there have been waiting lists for housing for the last three years, which prompted the proposal for the housing demand study.

Regent Trusdale asked about numbers of students placed on waiting lists to which Vice President for Student Life, Denise Ottinger, responded there has averaged 75 students on list but what isn't known is how many students did not place their name on the list once they discovered there was a waiting list and instead sought out alternative housing.

Regent Sourk asked whether the housing nearby was full as well to which Mr. Anderson responded that the newest housing in College Hill has become very popular with students and that the apartments, not townhomes, were 95-100% full this fall. Regent Parks moved to approve the study. The motion was seconded by Regent McGivern. Motion passed.

7. Vision 2022

Dr. Cynthia Hornberger, Special Assistant to the President, presented the item. There were no questions. The most current version was provided. A motion was made and seconded to approve. Motion passed.

C. Information Item(s)

1. Project SEARCH

Dr. Cynthia Hornberger, Special Assistant to the President, presented the item. She gave a brief history of the program and how Washburn came to be given the opportunity to participate in the international program. Regent Sneed said he was approached by an alumna with a daughter who had participated in the program in Lawrence and said it would be great to have such opportunities available in Topeka.

2. FY 2014 Washburn Salary Program Implementation

Rick Anderson, Vice President for Administration and Treasurer, presented the item. Regent McGivern asked what percentage of the employees and faculty did not receive the 1.8% merit increase to which Mr. Anderson responded he did not have specific numbers but said those on performance improvement plans typically did not get the increase.

3. Enrollment Growth Report

Dr. Randy Pembroke, Vice President for Academic Affairs, and Dr. Richard Liedtke, Executive Director of Enrollment Management, gave a presentation on enrollment. Dr. Pembroke reviewed several areas in which Washburn has made improvements to assist in future enrollment, retention, and graduation rates.

Dr. Pembroke gave examples of the high intensity practices and said they are very successful in keeping students engaged and at the institution. He said this is one example of what Washburn is doing to recruit and retain students.

Dr. Pembroke also discussed the NSSE survey which showed Washburn students work more than the average college student, especially off campus, which often leads to fewer hours at school and even leads in some cases to dropping out of college. He said for this reason there is an initiative to create more on-campus employment opportunities for students.

Dr. Liedtke then continued with the presentation and said the waiting list on housing may be larger with the initiative of Baili Zhang, Director of International Programs, as we anticipate increased enrollment of international students who are coming from other countries and cannot look for apartments. He discussed the programs to increase the enrollment from students coming straight from high school, and discussed the success of the interstate waiver program. Dr. Liedtke also said there has been increased involvement with Shawnee County high schools to gain more of the market share in Shawnee County. He discussed the efforts of Baili Zhang and President Farley in traveling to international markets to find opportunities for Washburn to increase enrollment from the international markets.

Dr. Pembroke discussed anticipated program growth with the new programs, including the L.L.M. (Master of Laws) in Global Legal Studies at the School of Law and the new Master of Addiction Counseling in the Human Services Department of the School of Applied Studies to illustrate recent efforts to increase enrollment.

Dr. Liedtke further discussed software in Banner, Recruiter Software, and how it is used for recruitment. Regent Hoferer asked what is being done to attract what is being called the largest growing population, the “Hispanic” population, to which Dr. Liedtke responded an initial inquiry on this topic has been performed and there are current initiatives underway and others in exploration for this target market.

Regent Sneed told the Board it is anticipated a Saturday morning work session would be scheduled soon on the topics of recruitment and enrollment and there will be plenty of opportunity to ask questions at that time.

Regent Klausman asked if the recruiters include Washburn students to travel to recruitment fairs and other such activities to which Dr. Liedtke stated they cannot do this as it would be a rules violation and they would not want to pull students from class or academic activities to recruit.

Dr. Liedtke said Washburn Institute of Technology hired a recruiter to perform the same functions for the Institute of Technology as what our recruiters do for

Washburn. He said the recruiters will be working with Washburn's marketing firm, Jhp, to prepare a marketing plan focused toward "Hispanic" students.

Dr. Liedtke also discussed what he called the total withdrawal program, which he described as including personal visits with students to see why they might be withdrawing to which we might help them succeed in their journey here at Washburn. Regent Sourk asked how many students totally withdraw mid-semester as opposed to leaving after a semester and just not returning. Dr. Liedtke did not have the numbers.

Dr. Liedtke and Dr. Pembroke further discussed several initiatives for enrollment, including major academic initiatives that have been implemented in 2012-13, such as Mapworks, and explained how that program worked to help students achieve success when they were struggling. They also talked about the initiative underway with a "transfer friendly" task force to work on initiatives to draw more transfer students to Washburn.

Regent Sneed asked for questions. Again, he noted that there will be time for many more questions at the work session which will be planned to discuss enrollment issues.

VI. Executive Session

It was moved and seconded to recess to Executive Session for fifteen minutes to discuss a legal matter. Regent Sneed gave the opportunity for a three minute break stating the executive session would begin at 5:35 p.m. Chairperson Sneed announced no action would be taken after returning from Executive Session.

Executive session adjourned 5:46 p.m.

The meeting adjourned at 5.46 p.m.

/s/

Lisa R. Jones
Secretary, Board of Regents