

**Board of Regents Meeting**  
**Kansas Room, Memorial Union**  
**Thursday, 9/19/2013**  
**4:00 - 6:00 PM CT**

**I. Call to Order**

**II. Roll Call**

- A.**
  - Mr. Hoferer
  - Mr. Klausman
  - Mr. McGivern
  - Mrs. Parks
  - Mr. Sneed
  - Mrs. Sourk
  - Mrs. Trusdale
  - Mr. Wolgast

**III. Approval of Minutes of Past Meeting(s)**

*July 18, 2013 Washburn University Board of Regents Minutes - Page 3*

**IV. Officer Reports**

**A. Chair's Report**

**B. President's Report**

**C. Committee Report(s)**

- 1. Audit Committee - Mrs. Sourk**
- 2. Budget/Finance Committee - Mrs. Trusdale**

**D. Treasurer's Report - Mr. Leach**

- 1. Liquidated Claims - July 2013**  
*Liquidated Claims - July 2013 - Page 7*
- 2. Liquidated Claims - August 2013**  
*Liquidated Claims - Aug 2013 - Page 8*

**V. New Business**

**A. Consent Agenda**

**1. Personnel**

- a. Faculty/Staff Personnel Actions - Mr. Leach/Dr. Pembrook**  
*Faculty/Staff Personnel - Page 9*
- b. Designate Dr. Virginia Pruitt as Professor Emeritus - Dr. Pembrook**  
*Emeriti - Virginia Pruitt - Page 10*

**B. Action Items**

- 1. University Health Plan Renewal - Dr. Farley**  
*Health Plan Renewal - Page 11*  
*Health Plan Renewal Spreadsheet - Page 12*
- 2. Renewal of Insurance Policies - Mr. Leach**

*Renewal of Insurance Policies - Page 13*

**3. Benefit Plan Changes - Section 125 Cafeteria Plan Provider - Mr. Leach**

*Section 125 Provider Change 2013 - Page 14*

**4. Purchase of Semi-Tractor Truck for Washburn Institute of Technology Advanced Systems Technology Program - Mr. Leach**

*Purchase Semi-Tractor Truck for Washburn Institute of Technology - Page 16*

**5. Virtual Reality Welding Trainers for Washburn Institute of Technology - Mr. Leach**

*Virtual Reality Welding Trainers for Washburn Institute of Technology - Page 18*

**6. Outreach Services for Washburn Institute of Technology AST Program and TRAC-7 Consortium - Mr. Leach**

*Outreach Services for Washburn Institute of Technology AST & TRAC-7 - Page 19*

**7. Athletics Department Baseball and Softball Scoreboards - Mr. Leach**

*Athletics Department Baseball & Softball Scoreboards - Page 20*

**C. Information Item(s)**

**1. Report of Purchases between \$25,001 and \$50,000**

*Report of Purchases - Page 21*

**2. Fall 2014 Recruitment Update**

*Fall 2014 Enrollment Plan - Page 23*

**VI. EXECUTIVE SESSION**

**VII. 5:00 p.m. School of Law Reception - Bradbury Thompson Alumni Center Convocation Hall**

**WASHBURN UNIVERSITY OF TOPEKA**  
**BOARD OF REGENTS**  
**MINUTES**  
**July 18, 2013**

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**I. Call to Order**

Chairperson Sneed called the meeting to order at 4:02 p.m. in the Ruth Garvey Fink Convocation Hall in the Bradbury Thompson Alumni Center on the Washburn University campus.

**II. Roll Call**

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

**III. FY 2014 Public Budget Hearing**

Chairperson Sneed opened the public budget hearing. No members of the public had given notice to speak at the hearing. Chairperson Sneed asked if anyone present wished to speak and none came forward. The Board moved and seconded a motion to approve the public budget. The motion passed and Chairperson Sneed declared the public budget closed.

Chairperson Sneed asked the Board to recess to continue Board member orientation. It was moved and seconded to recess for 30 minutes. The motion passed and Chairperson Sneed declared a recess beginning at 4:05 pm.

The Board reconvened its business meeting at 4:37 p.m. in the Ruth Garvey Fink Convocation Hall of the Bradbury Thompson Alumni Center.

**IV. Approval of Minutes of Past Meeting(s)**

**A. Approval of June 26, 2013 Minutes**

It was moved and seconded to approve the Minutes of the June 26, 2013 meeting. Motion passed.

**V. Officer Reports**

**A. Chair's Report**

## **1. Committee Assignments**

Chairperson Sneed acknowledged and thanked Regent Klausman for his leadership the past two years. He said that Washburn University is changing a lot, and through Regent Klausman's leadership and commitment, Washburn is off to great start.

Regent Klausman noted that Regent Sourk has joined his company as in-house counsel. He wanted to announce this in the interest of transparency.

Chairperson Sneed said the regents each had a list of proposed meeting dates for next fiscal year. He asked the regents to take the list with them and if staff doesn't hear from anyone within the month, we'll get them on the calendar as soon as possible.

Chairperson Sneed asked the regents if they had any objection to the committee assignments included in the agenda. Seeing none, committee assignments are approved.

## **B. President's Report**

President Farley noted the progress of the 17<sup>th</sup> street project and thanked the mayor for his help.

Dr. Farley stated that other capital projects are where we think they should be. The window replacements in Morgan Hall should be finished by the time classes start in the fall. For the Welcome Center, the plan is to vacate Morgan Hall in the Spring; this could be slightly chaotic to coordinate because it contains a large classroom space.

President Farley said that regents might see a large quantity of small people walking in the parking lot from the art lab. There are a large number of participants enrolled for summer art classes.

Dr. Farley praised Regent Parks' efforts in attracting the president of Rotary International to speak at a luncheon today in Topeka; there were many levels of the organization from the surrounding area present.

## **C. Committee Report(s)**

There were no committee reports.

## **D. Treasurer's Report**

### **1. Liquidated Claims Approval - May 2013**

### **2. Liquidated Claims Approval - June 2013**

Vice President for Administration and Treasurer, Rick Anderson, was available for questions about the Treasurer's Report; there was no discussion. It was moved and seconded to accept the Treasurer's Report. Motion passed.

## **VI. New Business**

### **A. Consent Agenda**

Dr. Farley noted longtime faculty member Dr. Pat Munzer will serve as Interim Dean of the School of Applied Studies. He thanked her for taking on this additional responsibility at this time.

It was moved and seconded to approve the Consent Agenda. Motion passed.

As approved by action of the Board:

#### **1. Personnel**

##### **a. Faculty/Staff Personnel Actions**

appoint Patricia Munzer Interim Dean of the School of Applied Studies/Professor of Allied Health effective August 1, 2013 12-month appointment until new Dean is hired; appoint Michelle Shipley Interim Chair of Allied Health/Assistant Professor effective August 1, 2013 10-month contract until Chair returns; unpaid leave of absence to Bonnie Peterson, Assistant Professor of Nursing for 2013-14 academic year; and,

##### **b. Voluntary Phased Retirement: Mr. Bill Gahnstrom**

voluntary phased retirement for Bill Gahnstrom, Lecturer, Mathematics, effective August 1, 2014 for academic years 2014-15, 2015-16 and 2016-17.

### **B. Action Items**

#### **1. Employ the search firm, EFL Associates, for candidate pool for the School of Applied Studies Dean position**

Dr. Farley explained that the School of Applied Studies is unique organization, as a large portion is Allied Health, which is very popular, has a large enrollment, and lots of graduates; but the School also has Social Work and Criminal Justice, which are very different programs from Allied Health. He said with the recent search, we find candidates are uneasy that they have skills for both program types, so he recommends we engage the search firm EFL to help develop a pool of candidates. They will then pass the pool to our search committee to review credentials and determine who to interview.

It was moved and seconded to approve the item. Motion passed.

## 2. **Campus Master Plan for Washburn University**

Vice President for Administration and Treasurer, Rick Anderson, presented the Campus Master Plan, which was started early last fall. Campus community leaders and students have all been involved in the process. He noted that he's been before the Board with several interim steps and has previously presented detailed slides. Today, he said the item is before the board for final comment and approval, and approval of the "glossy brochure". This is a six page brochure, a coffee table handout that can be given to the public and community to give them a sense of the process the campus went through and the campus crossroads approach and where possible renovations and possible projects will be in the future. The Regents did not have any questions.

It was moved and seconded to approve the item. Motion passed.

Chairperson Sneed acknowledged new regent Paul Hoeferer. Regent Hoeferer thanked everyone for the welcome and said he looks forward to his service. He's been involved with the University for many years, and says Washburn is an educational, cultural and financial engine for this area.

It was moved and seconded to adjourn. The meeting was adjourned at 4:52 p.m.

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Cynthia Waskowiak  
Assistant Secretary to the  
Board of Regents

**Agenda Item No. IV. D. 1.**  
**Washburn University Board of Regents**

**SUBJECT:** Liquidated Claims Approval – July 2013

**DESCRIPTION:** Attached is the list of claims processed for the month of July, 2013 by fund, and a summary of all claims by fund is detailed below. The payroll claims will be presented to the Board of Regents for review at the September 19, 2013 meeting through the Chairperson.

To the best of my information and belief, I certify that the liquidated claims submitted in this transmittal are in compliance with all applicable laws and University policies.

\_\_\_\_\_  
Rick Anderson, Vice President for Administration & Treasurer

**WASHBURN UNIVERSITY**

Fund #	Fund Name	Total Claims
1.	General Fund	\$1,516,669
2.	Debt Retirement & Construction Fund	-0-
3.	Building and Construction Fund	1,015,398
4.	Endowment Fund	-0-
5.	Student Loan Fund	2,500
7.	Tort Claim Fund	754
8.	Restricted and Agency Fund	143,906
9.	Plant Fund	-0-
10.	Smoothing Fund	-0-
12.	Capital Improvement	-0-
13.	Government and Research Fund	284,472
	Sub-Total	2,963,699
	Payroll	2,660,833
	Payroll Withholding ACH Transactions	2,188,992
	*Wire Transfers (Investments)	-0-
	<b>Total</b>	<b>\$7,813,524</b>

**WASHBURN INSTITUTE OF TECHNOLOGY**

1.	General Fund	\$100,277
3.	Building and Construction Fund	257,571
5.	Student Loan Fund	-0-
8.	Restricted and Agency Fund	50,616
13.	Government and Research Fund	203,672
	Sub-Total	612,136
	Payroll	236,186
	Payroll Withholding ACH Transactions	136,689
	<b>Total</b>	<b>\$985,011</b>

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Date

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Jerry B. Farley, President

**Agenda Item No. IV. D. 2.**  
**Washburn University Board of Regents**

**SUBJECT:** Liquidated Claims Approval – August 2013

**DESCRIPTION:** Attached is the list of claims processed for the month of August, 2013 by fund, and a summary of all claims by fund is detailed below. The payroll claims will be presented to the Board of Regents for review at the September 19, 2013 meeting through the Chairperson.

To the best of my information and belief, I certify that the liquidated claims submitted in this transmittal are in compliance with all applicable laws and University policies.

\_\_\_\_\_  
Rick Anderson, Vice President for Administration & Treasurer

<b>WASHBURN UNIVERSITY</b>		
<b>Fund #</b>	<b>Fund Name</b>	<b>Total Claims</b>
1.	General Fund	\$13,753,045
2.	Debt Retirement & Construction Fund	-0-
3.	Building and Construction Fund	441,247
4.	Endowment Fund	-0-
5.	Student Loan Fund	2,050
7.	Tort Claim Fund	78,101
8.	Restricted and Agency Fund	287,719
9.	Plant Fund	-0-
10.	Smoothing Fund	-0-
12.	Capital Improvement	-0-
13.	Government and Research Fund	205,059
	Sub-Total	14,767,221
	Payroll	2,452,779
	Payroll Withholding ACH Transactions	2,396,085
	*Wire Transfers (Investments)	-0-
	<b>Total</b>	<b>\$19,616,085</b>

<b>WASHBURN INSTITUTE OF TECHNOLOGY</b>		
1.	General Fund	\$333,301
3.	Building and Construction Fund	359,050
5.	Student Loan Fund	-0-
8.	Restricted and Agency Fund	2,697
13.	Government and Research Fund	79,178
	Sub-Total	774,226
	Payroll	265,226
	Payroll Withholding ACH Transactions	139,330
	<b>Total</b>	<b>\$1,178,782</b>

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Date

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Jerry B. Farley, President



**Agenda Item No. V. A. 1. a.**  
**Washburn University Board of Regents**

SUBJECT: Faculty/Staff Personnel Actions

DESCRIPTION:

The following adjustments to specific salary lines must either be reported to the Board or approved by the Board.

Name	Position	Change	Financial Implications	Comments	Action
Stacy Woltje	Academic Advisor, School of Business	Director of Student Affairs, School of Business	Current salary \$44,022. Proposed salary is \$54,000. Additional \$9,978 from position 000239, which will remain unfilled.	Position changed to more accurately reflect job responsibilities. Additional salary funded by savings from vacant, unfilled positions with School of Business budget.	Request approval
New Position	Career Navigator/ Advisor, Washburn Institute of Technology	Under Recruitment	Funded \$24,504 from Position K00021 with additional funding (\$7,496) to come from uncommitted salaries.	Additional position added in response to increased demands for service	Request approval
Tulora Roeckers	Lecturer of English 9M, POSN New	Joint position between CAS/English and Washburn Tech	\$33,000 annual salary	\$8,250 (.25) from CAS/English A99992; \$24,750 (.75) from Washburn Tech KP9995	Request approval

RECOMMENDATION:

President Farley recommends approval of these personnel actions.

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Date

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Jerry B. Farley, President

**Agenda Item No. V. A. 1. b.**  
**Washburn University Board of Regents**

SUBJECT: Designate Dr. Virginia Pruitt as Professor Emeritus

DESCRIPTION:

Dr. Virginia Pruitt began her teaching career at Washburn University in 1974 as Assistant Professor of English & Theatre in the College of Arts & Sciences. She received tenure and promotion to Associate Professor in 1979 and Promotion to Professor in 1982. She earned her B.A. from St. Olaf College in 1965, M.A. from the University of North Carolina at Chapel Hill in 1966, and Ph.D. from the University of Virginia in 1974. In addition to teaching at Washburn, she taught as a Graduate Instructor at the University of Virginia, Instructor at Memphis State University, and Instructor at The Hutchison School in Memphis, Tennessee. During her 39 years of service to the English Department, while serving on a multitude of School and University Committees, she was jointly awarded the A. Roy Myers Excellence in Research Award in 1995 for research on Karl Menninger and awarded the Ned Fleming Award for Excellence in Teaching in 2006.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION:

President Farley recommends the Board of Regents bestow the title “Professor Emeritus” to Dr. Virginia Pruitt.

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Date

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Jerry B. Farley, President

**Agenda Item No. V. B. 1.**  
**Washburn University Board of Regents**

SUBJECT: University Health Plan Renewal

DESCRIPTION:

The University's Health Programs plan year with Blue Cross Blue Shield of Kansas is from November 1 to November 1 each year.

The University's benefits consultant, Mike Eichten, as well as other University administrators and employees, have reviewed the information provided by Blue Cross Blue Shield and are recommending no plan or premium changes. This is largely due to minor plan changes made last year, in addition to favorable claims experience.

The University's plan is a non-grandfathered, partially self-funded program. Our rates are a direct result of the usage our group has experienced over this rating period, and utilization has been very favorable. Once again the University will fund the entire cost of the single, base plan premium for employees. The University will continue a four tier premium schedule which, in essence, provides income adjusted family coverage based upon salary to assist lower paid staff afford family medical coverage. The University will continue two options – a base option and a buy-up option.

The attached Premium sheet shows the individual premium amounts, as well as those amounts paid by the University to continue the University's support of premiums for dependent coverage for lower paid employees.

FINANCIAL IMPLICATIONS:

The FY 14 Fringe benefits budget contains sufficient funds to cover the University's portion of the premiums.

RECOMMENDATION:

President Farley recommends Board of Regents approval to renew the University's Health Plans.

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Date

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Jerry B. Farley, President

PLAN	Base				Buy-Up			
	Single	Employee + Child/ren	Employee + Spouse	Family	Single	Employee + Child/ren	Employee + Spouse	Family
<b>Salary &gt;\$60,953 (Tier 1)</b>								
Employee Pays for Buy-Up					\$24.88	\$56.32	\$54.07	\$85.55
Employee Pays for Self	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Pays for Dependents	\$0.00	\$259.93	\$328.50	\$709.38	\$0.00	\$260.19	\$328.18	\$708.70
<b>TOTAL for Employee</b>	<b>\$0.00</b>	<b>\$259.93</b>	<b>\$328.50</b>	<b>\$709.38</b>	<b>\$24.88</b>	<b>\$316.51</b>	<b>\$382.25</b>	<b>\$794.25</b>
Washburn Pays	\$558.27	\$795.14	\$807.41	\$924.29	\$558.38	\$794.75	\$807.42	\$924.75
Total Premium	\$558.27	\$1,055.07	\$1,135.91	\$1,633.67	\$583.26	\$1,111.26	\$1,189.67	\$1,719.00
<b>Salary &lt;=\$60,953 (Tier 2)</b>								
Employee Pays for Buy-Up					\$24.88	\$56.32	\$54.07	\$85.55
Employee Pays for Self	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Pays for Dependents	\$0.00	\$228.74	\$289.50	\$614.18	\$0.00	\$220.87	\$289.21	\$613.58
<b>TOTAL for Employee</b>	<b>\$0.00</b>	<b>\$228.74</b>	<b>\$289.50</b>	<b>\$614.18</b>	<b>\$24.88</b>	<b>\$277.19</b>	<b>\$343.28</b>	<b>\$699.13</b>
Washburn Pays	\$558.27	\$826.33	\$846.41	\$1,019.49	\$558.38	\$834.07	\$846.39	\$1,019.87
Total Premium	\$558.27	\$1,055.07	\$1,135.91	\$1,633.67	\$583.26	\$1,111.26	\$1,189.67	\$1,719.00
<b>Salary &lt;=\$52,669 (Tier 3)</b>								
Employee Pays for Buy-Up					\$24.88	\$56.32	\$54.07	\$85.55
Employee Pays for Self	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Pays for Dependents	\$0.00	\$197.58	\$250.51	\$518.98	\$0.00	\$197.77	\$250.26	\$518.48
<b>TOTAL for Employee</b>	<b>\$0.00</b>	<b>\$197.58</b>	<b>\$250.51</b>	<b>\$518.98</b>	<b>\$24.88</b>	<b>\$254.09</b>	<b>\$304.33</b>	<b>\$604.03</b>
Washburn Pays	\$558.27	\$857.49	\$885.40	\$1,114.69	\$558.38	\$857.17	\$885.34	\$1,114.97
Total Premium	\$558.27	\$1,055.07	\$1,135.91	\$1,633.67	\$583.26	\$1,111.26	\$1,189.67	\$1,719.00
<b>Salary &lt;=\$43,963 (Tier 4)</b>								
Employee Pays for Buy-Up					\$24.88	\$56.32	\$54.07	\$85.55
Employee Pays for Self	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Pays for Dependents	\$0.00	\$164.43	\$208.62	\$419.89	\$0.00	\$164.59	\$208.41	\$419.48
<b>TOTAL for Employee</b>	<b>\$0.00</b>	<b>\$164.43</b>	<b>\$208.62</b>	<b>\$419.89</b>	<b>\$24.88</b>	<b>\$220.91</b>	<b>\$262.48</b>	<b>\$505.03</b>
Washburn Pays	\$558.27	\$890.64	\$927.29	\$1,213.78	\$558.38	\$890.35	\$927.19	\$1,213.97
Total Premium	\$558.27	\$1,055.07	\$1,135.91	\$1,633.67	\$583.26	\$1,111.26	\$1,189.67	\$1,719.00
<b>Salary &lt;=\$35,587 (Tier 5)</b>								
Employee Pays for Buy-Up					\$24.88	\$56.32	\$54.07	\$85.55
Employee Pays for Self	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Pays for Dependents	\$0.00	\$133.24	\$170.58	\$324.70	\$0.00	\$133.37	\$170.42	\$324.39
<b>TOTAL for Employee</b>	<b>\$0.00</b>	<b>\$133.24</b>	<b>\$170.58</b>	<b>\$324.70</b>	<b>\$24.88</b>	<b>\$189.69</b>	<b>\$224.49</b>	<b>\$409.94</b>
Washburn Pays	\$558.27	\$921.83	\$965.33	\$1,308.97	\$558.38	\$921.57	\$965.18	\$1,309.06
Total Premium	\$558.27	\$1,055.07	\$1,135.91	\$1,633.67	\$583.26	\$1,111.26	\$1,189.67	\$1,719.00
<b>Salary &lt;=\$27,309 (Tier 6)</b>								
Employee Pays for Buy-Up					\$24.88	\$56.32	\$54.07	\$85.55
Employee Pays for Self	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Employee Pays for Dependents	\$0.00	\$101.09	\$129.68	\$224.63	\$0.00	\$101.19	\$129.55	\$224.41
<b>TOTAL for Employee</b>	<b>\$0.00</b>	<b>\$101.09</b>	<b>\$129.68</b>	<b>\$224.63</b>	<b>\$24.88</b>	<b>\$157.51</b>	<b>\$183.62</b>	<b>\$309.96</b>
Washburn Pays	\$558.27	\$953.98	\$1,006.23	\$1,409.04	\$558.38	\$953.75	\$1,006.05	\$1,409.04
Total Premium	\$558.27	\$1,055.07	\$1,135.91	\$1,633.67	\$583.26	\$1,111.26	\$1,189.67	\$1,719.00

**Agenda Item No. V. B. 2.**  
**Washburn University Board of Regents**

SUBJECT: Renewal of Insurance Policies

DESCRIPTION:

The University’s property insurance was renewed in July through the Midwest Higher Education Compact program. The renewal date for the remainder of the insurance coverage is October 1.

Despite the hardening insurance market Washburn renewal premiums have remained stable. According to the Council of Insurance Agents & Brokers, the strongest increases have been in Workers Compensation, with average increases of 10%. Workers Compensation constitutes the highest policy premium of all the University property and casualty insurance policies. Working closely with the insurance company and our agent, the administration has made a concerted effort to improve loss control, thereby lessening the severity and frequency of claims. This effort has paid off by lowering our experience modification rating factor from 1.04 to .91.

The list of renewal policies and premiums compared with the current year are as follows:

<b>Insurance Coverage</b>	<b>Last Year</b>	<b>Renewal</b>
Crime	\$11,020	\$11,380
Automobile	\$27,844	\$29,191
General Liability	\$64,157	\$65,556
Educators Legal Liability	\$30,838	\$33,141
Workers Compensation	\$396,654	\$400,351
Excess Indemnity (Umbrella)	\$27,009	\$28,224
Non-Owned Aircraft	\$7,350	\$7,350
Foreign Liability	\$8,109	\$5,856
Pollution Liability (3-Yr Prepaid 10-1-11/14)	\$7,705	\$7,705
Student Healthcare Professional Liability	\$19,151	\$17,376
Broadcasters Legal Liability - KTWU	\$2,850	\$2,995
IMA Brokerage Fee	\$60,000	\$60,000
Sports Accident Insurance	\$68,250	\$74,670
<b>TOTAL</b>	<b>\$730,937</b>	<b>\$743,795</b>

FINANCIAL IMPLICATIONS: Total premiums are consistent with FY 14 budget.

RECOMMENDATION: President Farley recommends approval to purchase insurance policies as listed.

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Date

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Jerry B. Farley, President

**Agenda Item No. V. B. 3.**  
**Washburn University Board of Regents**

SUBJECT: Benefit Plan Changes – Section 125 Cafeteria Plan Provider

DESCRIPTION:

**Background** – In early July, 2013, the University received notice from Security Benefit that the Flexible Spending Account agreement between the University and Security Benefit is being terminated effective November 1, 2013. A request for proposal was issued on July 24 to the following companies:

- AmeriFlex
- ASIFlex
- Benefit Management, Inc.
- Infinisource
- Meritain Health
- Wage Works

Proposals were received from ASIFlex, Columbia, Missouri; Wage Works, Tempe, Arizona; AmeriFlex, Frisco, Texas; and Benefit Management, Inc., Great Bend, Kansas.

Michael Eichten, Peoples Benefit group, was asked to review and evaluate the alternative proposals.

The most important aspects looked for in a new plan administrator are:

- Education Materials
- Claims Service
- Compliance

Cost is of minimal importance since the FICA tax savings more than compensates Washburn University for any administrative costs.

After the comparison of the four companies who provided proposals, ASIFlex is the clear choice based on several distinct advantages including:

- Midwest customer service representatives
- Customer service available on Saturday
- User friendly website
- Highly recommended
- Lowest monthly fees

**Recommendations**

After careful consideration, Peoples Benefit Group has recommended ASIFlex Flexible Spending Account Program for Washburn University. They meet all requirements and offer their service without requiring the purchase of additional products and services.

ASIFlex is currently available and can take over the plan at any time with no restrictions. Their fees are very competitive yet their service is exceptional. Section 125 administration is their primary focus and with their experience and resources would prove to be the best choice for Washburn University and employees.

**FINANCIAL IMPLICATIONS:**

There is a \$3.25 administrative fee per participant per month; \$250 one-time set-up fee. At current level of participation, estimated annual cost is \$10,000. Although the current plan with Security Benefit has no administrative fees, that option is no longer available. There is an established line sufficient to cover the administrative costs within the benefit budget.

**RECOMMENDATION:**

President Farley recommends the Board of Regents approve ASIFlex as the provider for the University's Section 125 Cafeteria Plan.

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Date

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Jerry B. Farley, President

**Agenda Item No. V. B. 4.**  
**Washburn University Board of Regents**

SUBJECT: Purchase of Semi-Tractor Truck for Washburn Institute of Technology  
Advanced Systems Technology Program

DESCRIPTION:

The Washburn Institute of Technology is requesting approval for the purchase of a semi-tractor truck to transport the mobile classroom/trailer unit for use in the Advance Systems Technology Program. The purchase of the mobile classroom trailer unit was approved for purchase at the March Board of Regents meeting. Each TRAC-7 consortium school is to purchase a mobile classroom unit for use by students across the state. The mobile classroom unit will be furnished with existing training systems equipment to be transported to the various locations. Requests for Quotations were sent to five vendors. Quotations were submitted by the following:

<u>Vendor</u>	<u>Amount</u>
<b>Diamond International Trucks</b> <b>Kansas City, MO</b>	<b>\$118,026</b>
Kansas City Freightliner Kansas City, MO (withdrew- could not meet delivery requirement)	\$111,752
Emporia Kenworth Emporia, KS	\$121,326
Kansas City Peterbilt Kansas City, KS	\$134,608

The U.S. Department of Labor requires all expenditures for equipment with TRAC-7 funding be made by September 30, 2013. The bid document stated delivery of the semi-tractor truck must be delivered to Washburn Tech by September 23, 2013 in order to process payment by September 30, 2013. The bid submitted by Kansas City Freightliner could not meet the delivery requirement and they withdrew their bid. The lowest price bid meeting specifications and the delivery requirement was Diamond International Trucks of Kansas City, Missouri with a total bid amount of \$118,026.

FINANCIAL IMPLICATIONS:

The purchase is funded through the U.S. Department of Labor Employment and Training Administration Project - Trade Adjustment Assistance Community College and Training Grants Program, DOLETA TRAC-7 Grant TC-22513-11-60-A-20.



RECOMMENDATION:

President Farley recommended the Board of Regents Chair approve the award of a contract to Diamond International Trucks in the amount of \$118,026 in order to meet the delivery deadline set by the Department of Labor. President Farley recommends the Board ratify the purchase.

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Date

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Jerry B. Farley, President

**Agenda Item No. V. B. 5.**  
**Washburn University Board of Regents**

SUBJECT: Virtual Reality Welding Trainers for Washburn Institute of Technology

DESCRIPTION:

Washburn Institute of Technology is requesting approval to purchase two virtual reality welding trainers for use in the Advanced Systems Technology Program through the Department of Labor TRAC-7 grant.

Request for quotations were sent to three vendors. The following vendors submitted proposals:

<u>Vendor</u>	<u>Amount</u>
<b>Praxair Distribution, Inc.</b> <b>Topeka, KS</b>	<b>\$123,311</b>
Matheson Linweld Topeka, KS	\$127,994
Airgas, Inc. Topeka, KS	No Bid

The U.S. Department of Labor requires all expenditures for equipment with TRAC-7 funding be made by September 30, 2013. The bid document stated delivery of the virtual reality welding trainers must be delivered to Washburn Tech by September 23, 2013 in order to process payment by September 30, 2013. The lowest price bid meeting specifications and the delivery requirement was Praxair Distribution, Inc., Topeka, KS with a total bid amount of \$123,311.

FINANCIAL IMPLICATIONS:

The purchase is funded through the U.S. Department of Labor Employment and Training Administration Project - Trade Adjustment Assistance Community College and Training Grants Program, DOLETA TRAC-7 Grant TC-22513-11-60-A-20.

RECOMMENDATION:

President Farley recommended the Board of Regents Chair approve the award of a contract to Praxair Distribution, Inc. in the amount of \$123,311 in order to meet the delivery deadline set by the Department of Labor. President Farley recommends the Board ratify the purchase.

\_\_\_\_\_  
Date

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Jerry B. Farley, President

**Agenda Item No. V. B. 6.**  
**Washburn University Board of Regents**

SUBJECT: Outreach Services for Washburn Tech AST Program and TRAC-7 Consortium

DESCRIPTION: Washburn Tech is requesting approval to enter into a contract for comprehensive Outreach Services for the AST Programs and TRAC-7 Consortium which includes integrated outreach communications and services for student recruitment, image and brand building and communications to various constituencies throughout the State of Kansas..

Request for Proposals were issued to six organizations. A pre-proposal conference was held on August 29, 2013 with representatives from three organizations attending and one organization participating by conference call. Proposals were received from four organizations on September 11, 2013.

Vendor	Bid
<b>Jones Huyett Partners</b> <b>Topeka, Kansas</b>	<b>\$499,500</b>
MB Piland Advertising and Marketing Topeka, Kansas	\$500,000
Stamats Cedar Rapids, Iowa	\$590,030
Friesen Design Topeka, Kansas	Hourly Rate

**FINANCIAL IMPLICATIONS:**

Acquisition of the \$499,500 in contractual services is through the U.S. Department of Labor Employment and Training Administration project entitled – Trade Adjustment Assistance Community College and Training Grants Program, DOLETA Trac-7 Grant TC-22513-11-60-A-20 Funds. Awarded to the lowest and best bid based evaluation of all proposals.

**RECOMMENDATION:**

President Farley recommends the Board of Regents approve the award of a contract to Jones Huyett Partners.

\_\_\_\_\_  
Date

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Jerry B. Farley, President

**Agenda Item No. V. B. 7.**  
**Washburn University Board of Regents**

SUBJECT: Athletics Department Baseball and Softball Scoreboards

DESCRIPTION:

The Athletics Department is requesting approval to purchase one baseball scoreboard and one softball scoreboard. The existing baseball scoreboard at Falley Field is no longer operational and requires replacement. The existing softball scoreboard is a very basic recreational type scoreboard and, combined with age, requires replacement.

Requests for scoreboard proposals were sent to four vendors. Proposals were received from the following vendors:

<u>Vendor</u>	<u>Total Amount</u>
<b>Nevco Inc.</b>	<b>\$58,100</b>
Athco	\$58,206
Daktronics, Inc.	\$61,220

Nevco Inc. submitted the lowest price proposal meeting the specifications and requirements of the Request for Proposal. Both the baseball and softball scoreboards are 8'x28'x8" LED scoreboards with sponsor panels and wireless operating systems. The total bid amount includes complete installation of each scoreboard and removal and disposal of the existing scoreboards.

FINANCIAL IMPLICATIONS:

Funding is available from the Athletics Department Marketing Agency Account.

RECOMMENDATION:

President Farley recommends the Board of Regents approve an award of a contract to Nevco Inc.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jerry B. Farley, President

**Agenda Item No. V. C. 1.**  
**Washburn University Board of Regents**

SUBJECT: Report of Purchases between \$25,001 and \$50,000

**BACKGROUND:**

At the March 8, 2001 Board of Regents Budget and Finance Committee meeting, the administration presented an item for discussion to increase the Board expenditure approval limit from \$25,000 to \$50,000. The increase was approved by the Board of Regents at its May 9, 2001 meeting.

**DESCRIPTION:**

In compliance with that approval and to ensure the Board fully complies with its fiduciary responsibilities, the Board of Regents requested all items approved by the administration between \$25,001 and \$50,000 be listed each month and included for information.

**FINANCIAL IMPLICATIONS:**

These expenditures are in line with current year budgets.

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Date

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Jerry B. Farley, President

## Report of Purchases between \$25,001 and \$50,000

<u>Description</u>	<u>Vendor</u>	<u>Amount</u>
<p>Multiviewer Equipment KTWU Competitively Bid - Bids sent to four vendors. Two bids received. Award to lowest price bid meeting specifications and requirements. KTWU Endowment Funding</p>	<p>Heartland Video Systems, Inc. Cedar Rapids, IA</p>	<p>\$40,844</p>
<p>Welding Equipment Washburn Institute of Technology Competitively bid - Bids sent to three vendors. Two bids received. Award to lowest price bid meeting specifications and requirements. FY 2014 Capital Equipment Funding</p>	<p>Praxair Distribution, Inc. Topeka, KS</p>	<p>\$42,391</p>
<p>Roof Replacement Kuehne Hall and West Hall Competitively Bid. Two bids received. Award to lowest price bid meeting specifications and requirements. Capital Project Funding</p>	<p>Danker Roofing, Inc. Manhattan, KS</p>	<p>\$32,786</p>



## **Fall 2014 Recruitment Update**

Washburn University Board of Regents  
September 2013

# Executive Summary

Washburn University will identify, recruit and enroll students who have the potential to succeed. In today’s highly competitive educational market, Washburn’s recruitment efforts need to be purposeful and efficient. The use of a strategic recruitment plan provides the dynamic framework that guides the University’s recruitment efforts.

The Office of Admissions provides primary leadership and coordination while collaborating with the academic enterprise for student recruitment procedures and activities for Washburn University. Other specialized areas recruit in addition to the efforts of the Office of Admissions: Athletics, International Office, Academic Outreach, School of Law, and Washburn Tech. The Office of Admissions leads the University’s efforts in identifying and communicating the needs of various prospective student constituencies to the University community, as well as recruiting and admitting qualified students. The ideas represented in this document are the type of endeavors that will help sustain a positive impact on recruitment, admission and retention for Washburn University. The following objectives represent the priorities in support of recruitment, enrollment, retention, and graduation at Washburn University.

- Use all available data to identify students who represent the ideal population for Washburn.
- Create and enhance recruiting programs and plans to ensure strategic enrollments.
- Increase efficiency and effectiveness of recruiting efforts.
- Continue to attract and enroll a diverse student population.
- Assess and evaluate current practices and identify new opportunities for recruitment.

One current trend in the State of Kansas is the projected drop in high school seniors graduating over the next two years as shown in Tables 1 and 2. In addition to the declining trend, the demographics of the state will begin to experience a shift in 2016, with the Hispanic population showing the largest growth (WICHE, 2012).

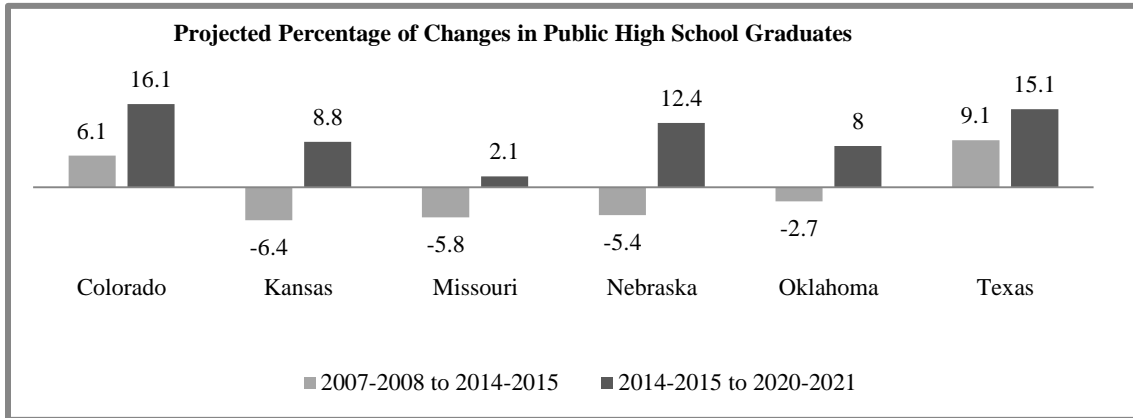
<http://www.wiche.edu/info/knocking-8th/profiles/ks.pdf>

Table 1: *Projected Number of Public High School Graduated by State*

Projected Numbers for Public High School Graduates by State									
	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Colorado	51,330	51,790	53,030	54,300	56,210	57,010	57,590	59,290	59,110
Kansas	31,040	30,740	31,780	32,210	32,860	33,140	33,010	33,780	33,920
Missouri	60,340	59,390	61,740	61,110	61,970	61,540	60,860	61,270	62,210
Nebraska	19,500	19,490	19,710	20,010	20,660	20,970	21,280	21,570	22,280
Oklahoma	37,300	37,770	39,130	39,390	40,270	40,450	40,780	41,540	41,650
Texas	291,830	297,630	303,120	311,510	320,960	326,770	328,560	331,040	331,040

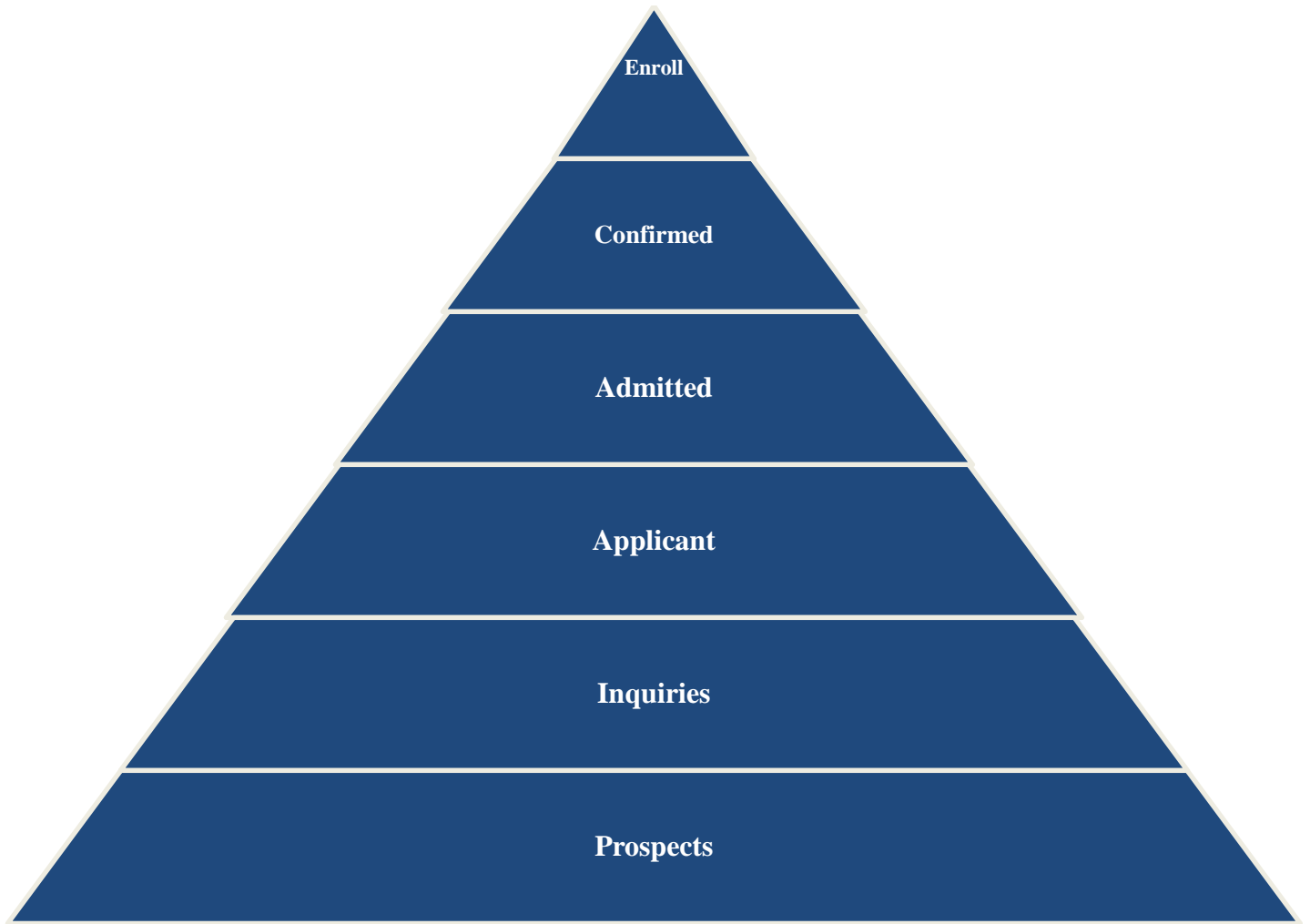


Table 2: Projected Percentage of Changes in Public High School Graduates



As a response to the deficit in available high school seniors in Kansas and the shifting demographics, the University has proactively increased recruitment of out-of-state students through the Interstate Waiver (IW) strategy, approved by the Board of Regents, Spring 2011. Missouri students received the IW in Fall 2012, Colorado in Fall 2013, while Oklahoma, Nebraska and Texas will be added Fall 2014. In addition, a renewed emphasis and strategies have been developed to recruit more heavily among the transfer population. Furthermore, strategies are being developed to learn how to best serve the Hispanic community in efforts to boost enrollment within the Hispanic population.

Goals and key strategies for the 2014 recruitment cycle were created by a synthesis of historical data provided by Institutional Research as well as projections for Fall 2013. The data enables the University to identify prospective students in the enrollment funnel, a model for student progress toward matriculation, used by the Office of Admissions.



## **Enrollment Funnel**

### **Funnel Management**

Trend analysis of student movement through the funnel by recruitment territory and high school has enabled the University to identify markets and adjust to maximize growth of the inquiry pool. Additional analysis has enabled the University to identify other markets in which we should maintain present course/direction, as these markets have consistently produced a high number of quality inquiries.

### **Planning Assumptions**

- Goals created for Fall 2014 were based on Fall 2013 projections.
- Recruiter (the Admission Office's constituent relationship management software) will be up in production by the start of travel season, Sept. 2014. Recruiter is a constituent relationship management solution that will allow the University to streamline the recruitment process and better evaluate funnel management.
- Graduate recruitment will grow through Academic Outreach efforts and new programs.
- Anticipate growth in international student population based on new endeavors in International Recruitment.
- Improved data collection will help the ability to make data driven decisions in the future.

## Key Performance Indicators

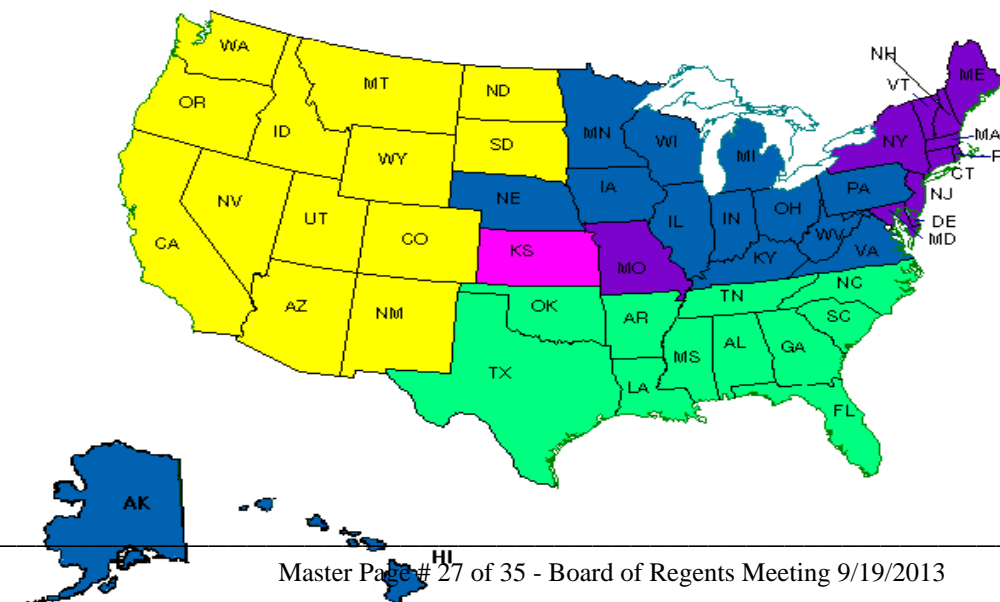
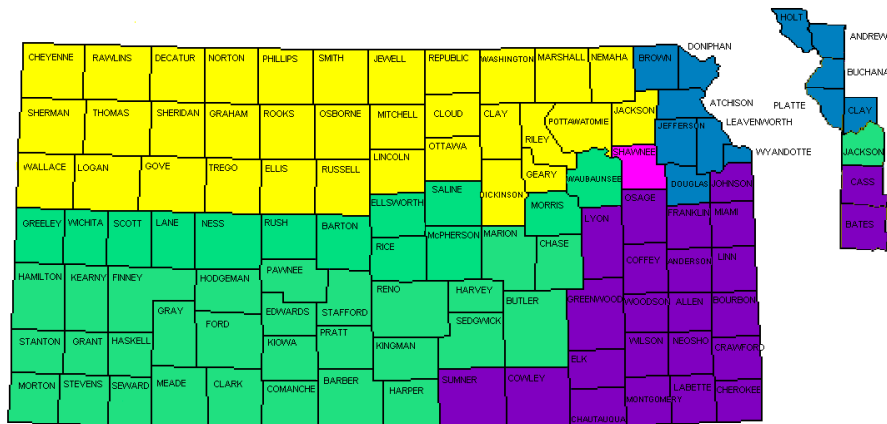
- KPI 1: Increase freshmen class enrollment.
- KPI 2: Increase international student enrollment.
- KPI 3: Increase graduate student enrollment.
- KPI 4: Increase enrollment of Interstate Waiver eligible students.
- KPI 5: Increase student enrollment from Shawnee County High Schools.
- KPI 6: Increase number of personal campus visits.
- KPI 7: Increase transfer student population.

## Recruitment Territories

- Territory 1: Pink (3 high schools split between the Director and Associate Director)
- Territory 2: Purple
- Territory 3: Green
- Territory 4: Yellow
- Territory 5: Blue

### Shawnee County (Special Emphasis)

- Territory 1: Highland Park High School, Seaman High School, and Topeka High School
- Territory 2: Cair-Paravel Latin School and Shawnee Heights High School
- Territory 3: Hayden High School, Rossville High School, and Silver Lake High School
- Territory 4: Washburn Rural High School
- Territory 5: Topeka West High School



Transfer territories for recruitment purposes are divided alphabetically by last name.

- Territory 1: M-Z  
Territory 2: A-L
- Transfer territories for travel purposes.

Territory 1:

Kansas:

Johnson

Kansas City Kansas

Missouri:

North Central

State Fair

Cottey

MCC-Blue River

MCC-Penn Valley

MCC-Longview

MCC-Maple Woods

Territory 2:

Kansas:

Allen-Iola

Allen-Burlingame

Barton

Butler-El Dorado

Butler-Andover

Cloud

Coffeyville

Colby

Cowley

Dodge

Fort Scott

Garden

Highland

Hutchinson

Independence

Labette

Neosho-Chanute

Neosho-Ottawa

Pratt

Seward

Missouri:

St. Charles

Florissant Valley

Forest Park

Meramec

Mineral

# Scholarship Strategy

Washburn University's scholarship program is designed to enhance the recruitment and enrollment efforts of high ability students as well as students from specific geographic regions. The Office of Admissions, in collaboration with the Financial Aid Office, updates the scholarship plan on an annual basis to coincide with the year's recruitment strategy and the University's strategic plan.

## Definitions

- Incoming freshmen are defined, for scholarship consideration, as a direct from high school student to the University who has graduated from high school in the same academic year. Graduating high school seniors who have taken classes at the University prior to high school graduation are still considered direct from high school incoming freshmen.
- Transfer students are defined, for scholarship consideration, as students transferring from a community college. Eligible students must be a first time as a degree-seeking student at Washburn, transferring at least 48 completed credit hours from a Kansas or Missouri community college in the Kansas City Metro area. Students who have previously attended a four year college or university are not eligible.

## Freshmen Scholarships (Appendix E)

- Academic Scholarship
- Bryden Scholarship
- Finnup Scholarship
- Garvey Competitive Scholarship
- Glatt Scholarship
- Hindman Scholarship
- Kissinger Scholarship
- Presidential Scholarship
- Richey Scholarship
- Shaw Scholarship
- Valedictorian Scholarship
- Wiseman Scholarship
- Woodbury-Ramskill Scholarship

## Transfer Scholarships (Appendix E)

- Academic Scholarship
- All-State Academic Scholarship
- Phi Theta Kappa Scholarship
- Finnup Scholarship
- Hindman Scholarship
- Shaw Scholarship

## Action Plan

- Award the Freshmen Academic Scholarship strategically based on the matrix created to ensure a balance across the scholarship grid (Appendix B).
- Leave 25% of the Academic Scholarship budget to award in the spring semester for late applicants.
- Increase number of applicants for the specialized scholarship programs (i.e. Garvey, Shaw, and Richey).
- Assemble a committee to evaluate the Garvey Competitive Scholarship Program.
- Assemble a committee to evaluate the Transfer Academic Scholarship Program.
- Create a communication plan for the students eligible for the specialized scholarships.

# Programming Strategy

Admission programs are an important part of a student's selection process in determining what college or university to attend. Each program the Admissions Office hosts is geared toward moving a specific student population through to the next level of enrollment funnel. Events also give students the opportunity to begin building relationships with faculty and explore potential majors of their interest. More importantly, these programs bring students to campus so they are able to envision what their college experience could look like at Washburn. The Office of Admissions will continue to collaborate with academic and service departments to enhance programs and increase our return on investment with each program.

## Prospective Student Programs

- On-Campus
  - Ichabod Senior Day- October 14, 2013; November 8, 2013; November 22, 2013; January 24, 2014
  - Ichabod Junior Day- February 17, 2014; March 1, 2014; April 11, 2014
  - Ichabods at Night- TBD
  - Discover Washburn- Scheduled as appropriate
  - Personal Campus Visits- Scheduled as appropriate
  - Ichabod Transfer Day-October 24, 2013
- Off-Campus
  - Washburn Information Nights- TBD
  - Dinner with The Farley's-November 5, 2013
- Admitted Student Programs
  - New Student Orientation- TBD
  - Scholarship Receptions- March 13, 2014; April 1, 2014; April 23, 2014
  - Transfer Student Orientation- TBD
  - Garvey Competitive Exam- November 23, 2013; December 7, 2013; December 11, 2013
- Guidance/Transfer Counselor Programs
  - Counselor Day- September 18, 2013
  - Counselor Luncheons-TBD
  - Pizza Luncheons-TBD

## Goal

- Increase the conversion rates of the student participants at information days from 63% to 69%. (8.6% increase).
- Increase the number of student participants who attend recruitment programs from 488 to 550 (11.2% increase).

## Action Plans

- Evaluate the feedback from past years and identify enhancement opportunities.
- Update the information being presented to make sure it is relevant to the audience.
- Create a more comprehensive way to collect data and feedback from the each program.
- Enhance the comprehensive communication plan to increase the number of participants at each program.
- Increase the promotion of programs through social media.
- Conduct comparison research with peer institutions.
- Use professional development to assess national trends.

## Assessment Criteria

- Increased numbers of student participants.
- Increased conversion rate of the student participants.
- Increased evaluation response rate for each program.

# Communications Strategy

If the Office of Admissions' essential goal is promoting the movement of prospective students through the admissions funnel to enrollment, then the communications plan is a formalized strategy to support all stages of the funnel, with a quantitative emphasis on the two earliest stages. This strategy utilizes direct written communication, advertising, brand identity, and digital/social media to make students in all levels of the admissions process aware of the benefits of enrolling at Washburn (Appendix C).

## Goals

- Transition from Banner Relationship Management to Recruiter by September 2013.
- Increase the overall number of prospective students reached.
- Contribute to higher yield rates for prospect to inquiry and inquiry to applicant stages.
- Develop a strategic social media campaign.
- Create specialized campaigns for events, targeted populations, and territories.

## Action Plan

- Transition to Recruiter
  - Evaluate and import the communications plan into Recruiter
  - Explore Recruiter tracking functionality to analyze The Plan's results. Track return-on-investment to better formulate future communication strategy.
- Increase number of prospective students
  - Simplify Washburn's initial message for broader reach - We must strive to mold the identity of Washburn, focusing on the benefits students receive, not the features WU offers. Research indicates cost, financial aid, and reputation are the largest factors of students' college decisions, so these points should be used throughout the early portion of the recruitment process in an effort to move them along the funnel. This will assist the admissions recruitment staff, who can then provide more tailored guidance with regard to the benefits of Washburn.
  - Redesign The Communications Plan to promote broader communications at the beginning of the funnel. The more students that enter the funnel, the better chance we have to guide a greater number through to enrollment. Therefore, the greatest effort for broadcast touches should be made at the earlier stages in order to increase the size of the number of names from which we pull prospects.
  - Use The Plan to drive as many students as possible to the website, since it is a vast and adaptable resource with constant availability. Coming in only behind a campus visit, the website is the communications avenue with the greatest influence on graduating seniors, mainly because it is nimble and it provides a wealth of information. Most compelling from an administrative standpoint, it is a passive resource, updated on Admissions' schedule, while always available for prospective students to utilize at the student's own pace. The website may also feed the three main messages of Washburn. The website allows students to explore to their own satisfaction of breadth and depth. To be most effective, the Admissions portion of the website may need to be filled-out and organized in a slightly different way. As for content, student testimonials seem to garner positive resonance with prospective students, as do segmented virtual tours and counselor videos.
  - Construct date-based communications plans
    - Assign standardized communications plans to calendar events (NSO, Senior Day, etc.). Creating a system for connecting with students for all events will create a more efficient use of resources, create a standard for interaction for measurement over time, ensure congruent contact with students (before and after events), and will reduce time spent on one-off, ad hoc communications.

- Keep updated event population lists – Doing this will enable the Operations and Communications Coordinator to parse out population for events in order to send them more specific communications, such as follow-ups and “sorry to miss you” letters.
- Contribute to greater yields for “prospect to inquiry and “inquiry to applicant.”
  - With communications plans reaching a greater universe and tailoring tracks to particular populations, we can provide more resonant and more meaningful communications with the ability to track the performance of specific populations.
- Strategic social media campaign
  - With the Operations and Communications Coordinator working with the Web and Social Media Manager, a regular schedule of social media posts will create the expectation of regularity through Washburn’s channels. The result will be a greater reach to students at all levels of high school, as well as their friends.
  - The creation of original social media content will provide the communications operation an avenue for engagement and audience-building.
- Targeting
  - Construct date-based communications plans as a part of Recruiter implementation.
  - Write specific student track communications plans (gifted, college placement students, History Day participants, Transfer students, etc.)
  - Create territory-specific communication assistance
    - Territory 2: Participate in communication outreach to St. Louis and advertise in Shawnee County feeder schools emphasizing app fee waiver. Interstate tuition waiver is leading to inquiries, so try to target zip codes with most inquiries and convert them to applicants.
    - Territory 3: Directional assistance in developing materials such as posters for Finnup and Woodbury scholarships that can be sent to high school counselors. Advertising for Texas and Oklahoma tuition waivers would be helpful, as those states are added.
    - Territory 4: The Operations and Communications Coordinator should advocate for an awareness campaign in north central Kansas to increase prospective student awareness of Washburn.
    - Territory 5: Tailored communications plan to call for student visits to campus and to support future events, such as open houses. Communications would ideally support recruiting events, like information nights in Lawrence and Jefferson County, and focus on specific populations like recruiter presentations to preparatory classes.
    - Transfer Territory: Requests additional push for Finnup and Phi Theta Kappa scholarship awareness in schools and more advertising in community colleges, in general.
- Diversify advertisement so Facebook advertising is being utilized in conjunction with the strategic social media campaign.
- Explore phone texting-based communications and outreach, reporting results to the Executive Director of Enrollment Management.



# Marketing Strategy

The following campaigns, areas of focus (i.e. transfer students, waivers, scholarships and events) are presented in support of the goals set within the 2013 recruitment plan shared by the Washburn University Office of Admissions.

## **Digital Summary:**

Throughout the course of the 2014 fiscal year, Washburn will conduct several online advertising campaigns to support recruitment in helping promote the University to incoming students (both traditional and transfer) and to their families. Each campaign within this digital plan has specific strategies, timelines and budgets. Each campaign works to get out specific messaging, yet all work together to promote the University as a whole and boost top-of-mind awareness.

## **Fall Branding Campaign:**

The fall campaign will launch September 9 and run as two three-week flights to coordinate with the recommended TV campaign schedule. Our placement strategy will include a goal of 10-15% share of voice in each market to help build further frequency for the Washburn brand.

The budget for the fall campaign is comprised of 60% of the digital branding budget, reaching potential students and their parents in all of our current markets (Kansas, Missouri and Colorado) and the new waiver markets in Oklahoma and Nebraska. It is recommended weighting the branding budget to be a little bit heavier in the fall to get Washburn on the radar of potential students early in the year.

Placements will primarily consist of online video (approximately 70% of the budget), utilizing the following assets: Ichabod Experience, Lena and Tyler. Online video has been a strong performer in past campaigns with higher than average view-thru and click-thru rates generating substantial click-thrus to the website. In addition, we will run the in-state and out-of-state rich media Spongecell ads where viewers can learn about campus visits, watch the Ichabod Experience video or request more information. Since these placements only have 30% of the branding budget, they will be targeted to viewers who have watched one of the online videos to completion. The ads will run through Specific Media, YouTube (video only) and Q1 Media, generating more than 6.5 million total impressions.

## **Spring Branding Campaign:**

The spring campaign will also align with the spring TV buy, running two three-week flights. At this point in the planning process, placements for spring look similar to those of the fall campaign in terms of the media outlets and targeting tactics selected. These placements and the targeting will be realigned at the conclusion of the fall campaign so that we're capitalizing on our best-performing ads and dropping anything that isn't up to par.

## **Specific Promotional Campaigns:**

We will run five promotion-specific campaigns over the course of the year to hit targeted markets with timely messaging that will help better position Washburn University as a solid higher-education choice for students. The budget and timeframe for each of these campaigns is individualized to best suit each message. The following messaging will be used:

Scholarships – Washburn University offers numerous scholarship opportunities to incoming students, giving them the opportunity to attend school at a lower out-of-pocket cost. This campaign will help spread the word about what’s available. It will run in coordination with the fall and spring Branding Campaigns, as well as, for six weeks heading into the February 15 scholarship application deadline.

The Scholarship Campaign will consist of several: 15-second online video ads that will be created based off the Scholarship TV spot. A 300 x 600 animated ad and paid promotion through Facebook and Twitter will round out the placements. Because of the ability to target specific geographic locations for specific scholarships and the overall message relevance for all markets, the Scholarship Campaign will utilize 55% of the Specific Promotional Campaign budget.

Various Events – We have allocated 16% of the Specific Promotional Campaign budget to help spread the word about various Admissions Events that take place over the course of the year, including: Senior Days, Junior Days, Transfer Day, Ichabods at Night, the Garvey Exam and Information Nights at local high schools. While the promotion of these events will occur only through paid placement on Facebook, the number of events and targeting tactics result in using a decent chunk of the budget.

Each event will have an official Facebook Event created by Washburn Admissions staff. Facebook ads will also be created to support that event, targeting potential attendees. Facebook is the perfect place for this type of promotion because of its ability to target by school and to allow us to use Sponsored Stories (one of Facebook’s ad types) to also promote to people’s friends who have RSVP’d to the Facebook Event.

Ichabod Interactive – 14% of the Specific Promotional Campaign budget will be utilized to help push Ichabod Interactive as a resource for potential students to see what makes Washburn special. This website is an aggregator where the photos, videos and experiences shared through social media by Washburn’s biggest brand champions – future and current students, staff and faculty – are distributed to a larger audience.

A 300 x 600 mega-wide animated ad will be created to promote Ichabod Interactive to our target markets in a mini-campaign that will run alongside the Fall and Spring Branding Campaigns. Funding will also be allocated year-round to promote specific Facebook posts and tweets on Twitter. This will allow weekly tweets and Facebook updates to reach a broader audience beyond only those who follow the Washburn University profiles.

Transfer Students – 9% of the Specific Promotional Campaign budget has been allocated towards ad messaging specifically targeted toward potential transfer students at KU, K-State and area community colleges.

The Transfer Student Campaign will consist of paid promotion through Facebook posts and tweets on Twitter, as well as a 300 x 600 animated display ad. These ads will run in coordination with the Spring Branding Campaign, but will also pick up for additional two three-week flights in the summer.

Hispanic Students – Our smallest Specific Promotion Campaign comprises only 6% of the budget because it targets our smallest potential audience – Hispanic students located in northeast and western Kansas.

The Hispanic Campaign will consist of a 300 x 600 animated ad and Sponsored Stories on Facebook that will coordinate with our Fall and Spring Branding Campaigns. This will help boost recognition

and endearment of the Washburn brand within the Hispanic population by using ads with Spanish copy and featuring Latino students' success stories.

**Search Campaign:**

Throughout the 2014 fiscal year, a search engine campaign will run on Google, Yahoo and Bing so that Washburn ads will appear anytime someone does a search using Washburn-related or college/university in Kansas keywords. Because of the number of searches people do with this keyword set, the annual budget for this initiative is to specifically reach those in our target markets.

As Washburn pushes into its second year of search engine advertising, it's time to take what we've learned from the past campaign and improve upon results in support of the goals of the University's recruitment efforts. Instead of running individual campaigns in our target markets, we're going to consolidate into a single campaign to help drive down the cost per click rate.