

**WASHBURN UNIVERSITY OF TOPEKA**  
**BOARD OF REGENTS**  
**MINUTES**  
**March 25, 2021**

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**I. Call to Order**

Chairperson Beck called the meeting to order at 4:00 p.m. virtually via Zoom format.

**II. Roll Call**

Present virtually were: Mr. Beck, Ms. Buhler, Mr. Hoferer, Mr. Hulse, Mr. Klausman, Mr. Padilla, Mrs. Parks, Mrs. Sourk and Mrs. Van Etten.

**III. Approval of Minutes of the February 4, 2021 meeting**

It was moved by Regent Parks and seconded by Regent Buhler to approve the Minutes of the February 4, 2021 meeting. Motion passed.

**IV. Officer Reports**

**A. Chair's Report**

Chairman Beck reported it has been busy particularly in athletics. The golf team won a tournament at Topeka Country Club and Andrew Beckler won his fourth competition. The team is currently ranked 23<sup>rd</sup> in the nation.

Mr. Beck noted that the Men's basketball team made it to 2<sup>nd</sup> round of the NCAA Division II national championship. He then congratulated Tyler Geiman as Division II all-American.

Chairman Beck then stated that the track teams are doing well and the Indoor Athletic Facility is big hit with all teams.

Mr. Beck stated that the League of Women Voters currently has an exhibit on campus regarding 101 years of women's voting.

Chairman Beck stated that COVID vaccinations have started for faculty and staff on campus.

Mr. Beck noted that this Saturday Gahnstrom Field will be dedicated between games and that the Gahnstroms have been big supporters of the softball program.

Finally, Chairman Beck stated that CARES money is being directed by Dr. Liedtke to help students who have needs as a result of COVID. Thanks to Vice President for Administration and Treasurer Kuwitzky for his work in ensuring funds are used appropriately.

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

President Farley reported students are back on campus. It feels better and as you walk across campus students are diligent in wearing their masks.

He said in a few weeks, we will see them walking in a different way during graduation ceremonies. We are doing graduation differently this year by having one ceremony May 1 for all graduates in 2020, and the next weekend for 2021 graduates. The Law school will be the following week in Lee Arena and it will be similar to their past commencement celebrations. If any Board member would like to attend, please let us know and we will make arrangements for you to participate as you would like.

Dr. Farley said student elections were held last week with Abby Trautman and Dylan Babstock winning. They will be invited to attend a future Board meeting.

He said not only is athletics having a good season, but debate is having a good season as well. All nine members have qualified for Nationals.

President Farley reported the School of Business Dean and faculty have worked hard to meet accrediting agency (ASCSB) demands and they are now accredited for next five years.

Dr. Farley said the Legislature is in town. Earlier this month, representatives from each of the seven four-year public institutions were invited to speak to the committee. The legislators wanted to know how things went and were going on campus given the pandemic. All Presidents and Chancellors did well and all had similar comments.

President Farley said this year was an issue for the committee with concern about face-to-face meetings. Dr. Farley emphasized that we worked to ensure that all of our students were able to continue work to earn their credits towards their ultimate credential. There is much confusion in understanding the differences between face-to-face to hybrid to complete asynchronous online courses.

Dr. Farley reported that Washburn has been designated as a vaccination distribution facility for faculty and staff who have not otherwise been able to get vaccinations. He invited Vice President for Student Life Eric Grospitch to discuss. Dr. Grospitch mentioned he has been part of a team working hard to make this happen. Washburn received 600 doses. Communications first occurred with faculty and staff about interest in getting vaccines. Communications have now also been directed to student employees who are also interested in getting vaccinated. So far, 398 persons have been vaccinated. Washburn is working with County Health Department to identify others who may qualify and also seeking permission to vaccinate international students before they head home. Vice President Grospitch also thanked Chris Kuwitzky for acquiring refrigerator to allow vaccines to be stored appropriately.

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

### **1. Budget/Finance Committee**

Committee Chairman Hoferer reported that the committee met at 3:00 p.m. today. A thorough briefing occurred regarding budget planning, capital projects and a financial dashboard. The University appears to be in a strong financial position. Capital items will appear on today's agenda. The Committee will be back regarding a complete budget in a future meeting.

## **V. New Business**

### **A. Consent Agenda**

Motion by Regent Hoferer and seconded by Regent Klausman to approve the Consent Agenda. As approved by action of the Board:

- 1. Liquidated Claims Approval – January 2021**
- 2. Liquidated Claims Approval – February 2021**
- 3. Faculty/Staff Personnel Actions**

Leave of absence for academic year 2021-22 to Rory Bahadur; and recruit vacant position Associate Dean of Technical Instruction effective March 26, 2021 at an annual salary of \$106,000.

### **B. Action Items**

#### **1. Adopt Bond Resolution and Authorize Issuance of Bonds**

Vice President for Administration and Treasurer Chris Kuwitzky presented the item. Kuwitzky was pleased to bring this item to the Board. The item seeks approval to issue bonds for the Law School building and also to refinance exiting bonds. After authorization approved by the Board at the February meeting, Kuwitzky has been working with Bond Counsel at Gilmore and Bell and others to get bonds in place. Washburn will get a ratings report from Moody's tomorrow morning and secure bond insurance tomorrow afternoon. As a reminder, this is \$11 million for law school, and refunding of the Series 2010, 2014 and 2015AB bonds. This is to adopt the bond resolution, authorize issuance of bonds and preliminary statement. Dr. Farley noted that it was very important that Washburn maintained its bond rating through this pandemic. Mr. Kuwitzky and his staff generated a significant amount of paperwork to support Washburn's position.

It was moved by Regent Parks and seconded by Regent Buhler to adopt the bond resolution and authorize issuance of bonds and distribution of the preliminary statement. Motion passed.

**2. Capital, Equipment, and Technology Projects from the Debt Retirement and Construction Fund**

Vice President for Administration and Treasurer Chris Kuwitzky presented the item. This is the annual review of Washburn's capital projects. These are the projects that are funded by the 3 mil ad valorem tax. Washburn projects \$3.6 million in ad valorem taxes, which is a conservative estimate. Highlighting some of the projects – refiguration of the Mabee Library west basement, a simulator for criminal justice department which will also help our police department, and replace A\C condenser in the Bradbury Thompson Alumni Center building. Another project on the list is replacing the White Concert Hall Stage Lift. Mr. Kuwitzky noted that these monies are based on revenues already received this year.

It was moved by Regent Sourk and seconded by Regent Hoferer to approve the Capital, Equipment and Technology projects. Motion passed.

**3. Expenditures over \$50,000**

Board Chairman Beck asked that Vice President for Administration and Treasurer Chris Kuwitzky present each of items and then at the end, if there is no objection, they will take one vote on all of the items, but if anyone desires to have an item voted on separately, they will be able to ask for that before a vote is called on any of the items.

**a. Microsoft Campus Agreement**

Mr. Kuwitzky presented the item. This is an annual renewal of Microsoft operating system across campus. The cost is a 1.1% increase from last year. Procuring this through an E&I Cooperative Services Contract.

**b. School of Law Building – General Construction Contract**

Mr. Kuwitzky presented the item. This is the general construction contract for the new law school building. After the February Board meeting, bid documents were released. On March 10, nine bids were received. Five of those bids were deemed responsive bidders. Consultant Dean Farrell assisted in reviewing the responses along with Director of Facilities Eric Just and Director of Finance and Controller Luther Lee. The assessment became focused on low bidder, who was MCP Build, whose base bid was \$25 million plus. Significant vetting of the bidder occurred. Washburn has had recent success in using MCP in past projects. Dr. Farley noted that 12 years is a long time for a project and it has morphed several times. It will be a great landmark for Washburn's campus. Regent Hoferer stated that as an alum, he was proud that over 1,000 alumni contributed to the project. Dean Pratt also wanted to thank the alumni for their support.

**c. School of Law Building – Construction & Material Testing**

Mr. Kuwitzky presented this item. This item is for material testing services during the construction, including testing compaction of soil and foundation. The contract will be funded from law school project budget.

**d. Parking Lot S -- ADA Upgrade**

Mr. Kuwitzky presented the item. This is work resulting from the ADA audit and will be paid from capital budget.

**e. Computer Refresh Program**

Mr. Kuwitzky presented the item. This is for the computer refresh at Washburn Tech. This item is utilizing the Kansas Board of Regents contract.

**f. Undergraduate Enrollment Services**

Executive Director of Enrollment Richard Liedtke presented the partnership with EAB using the enrollment services platform. Dr. Liedtke said one of our strategies for recruiting is purchasing names to contact to share the Washburn story and share the Washburn brand to help encourage students to enroll at Washburn. COVID has required significant changes to recruiting. Standardized tests in the past generated a significant number of our names but were not utilized as much during COVID, shrinking that source of information. Mergers of other companies has also shrunk the pool of vendors and there is a need to ensure not duplicating names. Washburn wants to use EAB to help with strategizing vendors to use for acquiring lists as well as to target students. Colin McGlynn is with EAB. He has been working with regional public higher education institutions across the country. Looking at EAB performance from 2012–2017, using IPEDS data, EAB partners grew net tuition revenue at a higher rate than non- EAB partners.

Caroline Painter, also with EAB, then discussed strategy. She noted it is important not to focus only on 2021 but also on 2022 and 2023 so engaging with sophomores and Juniors in high school. EAB then presented information on how they can locate and utilize information to increase engagement with students more likely to connect with Washburn.

Dr. Liedtke said he had worked with Vice President for Administration and Treasurer Kuwitzky to look at project numbers and based on current tuition rates what the revenues would look like after three years under this agreement. In response to a question about other institutions EAB has worked with, it was stated over 250 institutions. Of these, over 9 out of 10 are successful and the average length of partnership is seven years.

In response to a question about other EAB clients in our region, McGlynn stated he has no other partners nearby. There are two private institutions within three hours but they would use different strategies. Answering a question about existing EAB relationship and did we bid this out, Liedtke said a few vendors will just purchase names but don't have strategic focus or proprietary data base that EAB uses, including EAB using our data. Four-year contract is standard, but asking for two years to prove case.

Responding to a question about cost per student, Liedtke noted that the cost is recruiting over two years but revenue model is based on four-year retention versus the two years of costs. There is a concern about the high cost. Currently the cost is \$2,000 for what Washburn uses. EAB's cost is \$7,000. Dr. Liedtke stated that Washburn does not have the skill set or data that EAB provides. Regent Sourk noted that this is most detailed and sophisticated presentation she has seen in all her years on the Board. She assumes this will also reduce costs in other areas where we are paying money to other outside marketing services.

Answering a question about how to track the increase is coming from the work of EAB versus something else, Liedtke stated that they have tracked inquiries that have reached out but Washburn could not get them to engage further. Those names would be given to EAB to further engage. Going forward, EAB will engage in sophomore and junior classes. Washburn's efforts are basically with senior and some juniors. In response to a question about general commitment for the contract, Liedtke stated that the Board is only approving the first year and we will bring back each year. Dr. Farley added that he agree with Regent Sourk that we have tried many different things but have not been successful. There was a problem with a company a few companies ago that was sending us names we already had. President Farley agreed the cost numbers are high and appreciated the company providing a Return On Investment to show the results. We could not do the same work for that same cost. Responding to a question about how to be sure EAB won't end up with children of alums, Dr. Liedtke answered that some duplications or easily targeted students cannot be avoided completely but won't be a large amount.

Chairman Beck asked if any Board member wanted to pull an item out to be voted on separately. No one requested a separate vote. Motion by Regent Hulse and second by Regent Parks to approve the agreements for the Microsoft campus-wide license, law school building general construction contract and construction and material testing, ADA upgrades to parking lot S, Washburn Tech computer refresh program and the EAB undergraduate enrollment services. Motion passed.

The meeting adjourned 5:21 p.m.

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Marc Fried  
Secretary, Board of Regents