

Washburn University

Board of Regents



John Dietrick, Chair
John Dicus
John Nave

Jennifer Sourk, Vice Chair
Jake Fisher
Mike Padilla

Shelly Buhler
Linda Jeffrey
Angel Romero

Washburn Mission Statement

Washburn creates educational pathways to success for everyone.

Board of Regents Meeting
McElroy Board Room, Morgan 200B
Wednesday, 8/13/2025
11:45 AM - 1:00 PM CT

I. Call to Order

II. Roll Call

Regent Buhler
Regent Dicus
Regent Dietrick
Regent Fisher
Regent Jeffrey
Regent Nave
Regent Padilla
Regent Romero
Regent Sourk

III. New Business

A. Action Items

1. Athletic Corridor Master Plan - Luther Lee

Athletic Corridor Master Plan - Page 2

2. Campus Mechanical Systems Audit - Planning for Potential ESCO Project - Luther Lee

Planning for Potential ESCO Project - Page 3

3. Kansas City Campaign Agreement, Phase II Part 2, with Walz Tetrick - Lori Hutchinson

KC Campaign Agreement - Page 4

4. Hanover Research Contract Renewal - Christa Smith

Hanover Research Engagement Renewal - Page 5

5. Athletic Charter Transportation - Ratification - Luther Lee

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IV. Adjournment

Washburn University Board of Regents

SUBJECT: Athletic Corridor Master Plan

DESCRIPTION:

Over the past several months, Washburn University has been working to establish an Athletic Corridor Master Plan (ACMP). The ACMP seeks to identify and provide concepts for campus improvements along College Avenue from Durow Road to SW 18th Street.

Washburn Facilities engaged SDG Architecture to support the creation of the ACMP concept plans and renderings. The ACMP includes the following scopes and initial budget estimates:

- Tennis Complex Improvements - \$2.5m-\$3m
 - Expand the width of the tennis courts to provide improved playability, add lighting, and enhance fan seating.
- Tailgate Plaza - \$1.0m-\$1.5m
 - Enhance Parking Lot P and improve landscaping to create an attractive area for expanded tailgating and add a small stage to provide for a campus event space.
- Pathway Enhancements - \$500k-\$1m
 - Extend the lane north of tennis to connect College Avenue and Mulvane Street allowing better access to the center of campus, enhance the pedestrian pathway along the west side of College Avenue, and improve the walkway to/from the Northwest entrance doors to Petro Allied Health Center.
- Football Locker Room Renovation & Expansion - \$4m-\$4.5m
 - Expand the Football Locker Room and renovate the existing space to provide a first-class experience for Washburn student-athletes, including a lounge space and media area.

FINANCIAL IMPLICATIONS:

The initial budget for the ACMP is \$9-\$10 million with funding provided by private sources. Individual projects will be presented to the Board for approval.

RECOMMENDATION:

President Mazachek recommends the Board of Regents approve moving forward with fundraising for the Athletic Corridor Master Plan.

Washburn University Board of Regents

SUBJECT: Campus Mechanical Systems Audit – Planning for Potential ESCO Project

DESCRIPTION:

Washburn University has partnered with Trane for our campus buildings' heating, ventilation, and air conditioning equipment and controls systems since 2012 when Trane was selected to perform a performance-based energy savings project. At that time, approximately \$13 million of aging equipment was upgraded to successfully reduce energy usage on campus. The project was funded as a capital lease agreement and was paid off early in 2022.

Washburn has determined that a second round of equipment upgrades is required to maintain reliability of the University building systems for our students, faculty, and staff. The second round focuses on decommissioning of the campus heat plant, installing decentralized heating in individual buildings, upgrading energy efficient cooling systems in high-use buildings such as Petro and Garvey, and mechanical upgrades to the Plass Learning Resource Center, along with replacing obsolete analog equipment with digital controls in multiple buildings.

The first step in this process is to enter into a Project Development Agreement with Trane. Trane will perform an investment grade audit that will produce project plans of the upgrades and replacements that leverage any applicable Inflation Reduction Act Investment Tax Credits, Evergy utility rebates, and operational savings guaranteed by the energy performance contract. Trane will deliver a final guaranteed costs and guaranteed savings proposal created specifically for the scope of work determined by Washburn and Trane.

Trane's proposal will be presented to the Board of Regents later this year for consideration to proceed with the project. Final cost commitments will be presented at that time.

FINANCIAL IMPLICATIONS:

The costs of carrying out the Project Development Agreement will be included in the final proposal submitted to the Board at a later date. If the Board determines not to pursue the upgrades, a fee of 2% of the total proposed scope will be due to Trane. This cost would be funded through University capital funds.

RECOMMENDATION:

President Mazachek recommends the Board of Regents approve the award of the contract to Trane to perform an investment grade audit and make recommendations for project plans as described above.

Washburn University Board of Regents

SUBJECT: KC Campaign Agreement, Phase II Part 2, with Walz Tetrick

DESCRIPTION:

Washburn, as part of our strategic enrollment plan, seeks to increase our market share in the Kansas City area. In the spring, we launched Phase I of an awareness campaign in partnership with our advertising agency in Kansas City, Walz Tetrick Advertising (WTA). Following WTA's recommendation, we plan to launch Phase II this fall.

With a target audience of prospective students and their influencers, this next campaign would build on the first campaign and run from September 1 through November 30, 2025. WTA's proposed communication strategy includes connected TV (digital and streaming television), broadcast TV, streaming audio (podcast), broadcast radio, digital display and video, and Google search channels. In addition to improving name recognition, we will introduce a call to action in this campaign to support our enrollment plan for the Kansas City metro area to increase the number of applicants who visit and enroll at Washburn University.

Washburn Board of Regents approved the broadcast television purchase for this campaign at the June 12, 2025 meeting, approving an expenditure not to exceed \$195,000 for commercial flights. The broadcast part of the Phase II campaign was presented to the Board in June due to the timing of purchasing the television flights for the desired optimal schedule. The remaining elements of the Phase II campaign are now finalized and before the Board today. The overall expenditure of the Phase II campaign, including the broadcast buy, is \$401,931. This agenda item is requesting approval of the second part of Phase II campaign, an expenditure of \$206,931, which encompasses the remaining elements of the communication strategy.

FINANCIAL IMPLICATIONS:

An expenditure of \$206,931 from University reserves.

RECOMMENDATION:

President Mazachek recommends the Board of Regents approve the expenditure of \$206,931 to Walz Tetrick Advertising.

Washburn University Board of Regents

SUBJECT: Hanover Research Engagement Renewal

DESCRIPTION:

Since 2019, Hanover Research has provided Washburn with custom and proprietary research, including data analytics, survey design, administration, analysis, peer benchmarking, and best-practice research. Projects are initiated and defined by Washburn, allowing for specific, targeted, real time information as questions and needs arise during decision-making. Hanover Research is a critical tool in strategic, data-informed decision-making at the department, school and university levels.

Hanover Research's structure provides research services in secondary and primary studies; analysis and synthesis of large datasets, with visualization into dashboard formats; and national case studies on current topics of interest in the industry. In addition to analyzing Washburn data, Hanover Research can collect further data from individuals who have interacted with Washburn using tools like interviews and surveys. This breadth of research capacity is very difficult to replicate internally.

Washburn has initiated dozens of research projects, a few of which are in the following areas:

- Benchmarking Analysis of multiple current academic programs: How do our programs compare to other programs in the region on factors like cost, time to degree, and admissions requirements?
- Academic Portfolio Optimization: Market opportunity scans to review potential fields for program development or expansion based on degree completion and labor market outlook trends.

Potential future projects may include:

- Market Positioning Analysis: Analysis of Washburn's branding and messaging against competitors, to highlight opportunities for differentiation and offer insight to reach audiences of interest.
- Non-Matriculant Study (replication of prior delivered research report): Determining of those students who apply for admission at Washburn and do not attend, where do they go and why?

FINANCIAL IMPLICATIONS:

This is a three-year contract for two queues with an annual cost of \$90,000, for a total contract amount of \$270,000.

RECOMMENDATION:

President Mazachek recommends the Board of Regents approve the commitment of \$270,000 over three years for Hanover Research to provide customized research to Washburn.

Washburn University Board of Regents

SUBJECT: Athletic Charter Transportation - Ratification

DESCRIPTION:

In 2021, the Board approved a contract with Arrow Stage Lines to provide transportation for Washburn University athletic teams. Historically, Washburn used Arrow Stage Lines for its athletic transportation services but accepted a contract from Kincaid after a bidding process. Unfortunately, during COVID Kincaid suddenly closed its Kansas City office in the middle of the year and said it would not be providing any more services for Washburn. Arrow Stage Lines stepped in and allowed our teams to make all its scheduled competitions. The athletic department has been very pleased with the service provided by Arrow Stage Lines for the past four years. Arrow Stage Lines approached Washburn with a new five-year agreement.

Washburn cannot determine what the actual cost will be because not all sports have had their 2025-26 schedules published as of this time. Using some past schedules, Arrow did provide an estimate of what it would cost in the first year, which is \$251,071. The agreement states Arrow may request an increase after each academic year, but that increase cannot be more than 3% from the previous year. The agreement goes on to state if the parties cannot agree on an increase, then athletic transportation services will be re-bid.

FINANCIAL IMPLICATIONS:

Pursuant to the By-laws, the Board Chair was consulted on this and gave his support for administration to enter into this agreement subject to ratification by the full board at its next meeting.

Funding will be provided by Athletics' Fiscal Year 2026 annual budget.

RECOMMENDATION:

President Mazachek recommends the Board of Regents ratify the previously signed contract with Arrow Stage Lines for the estimated amount of \$251,071 for Fiscal Year 2026 charter bus service for Athletic team travel.