

**Western Washington University  
Board of Trustees  
Agenda  
April 15 & 16, 2010**

**THURSDAY, APRIL 15, 2009**

**Location: OM 340**

**Time: 3:00 p.m.**

1. **CALL TO ORDER**  
3:00 – 3:05 p.m.
2. **SPECIAL REPORT**
  - A. **2011-2013 Capital Budget Request & 2011-2012 Capital Plan**  
3:05 – 3:35 p.m. Presentation: Kathy Wetherell, Interim Vice President for Business and Financial Affairs  
Rick Benner, Capital Planning and Development / University Architect
  - B. **Waterfront Development Update**  
3:35 – 4:05 p.m. Presentation: Steve Swan, Vice President for University Relations
  - C. **“Lessons Learned” – Preparing for the Next Legislative Session**  
4:05 – 4:35 p.m. Presentation: Bruce Shepard, President  
Sherry Burkey, Associate Vice President for University Relations
3. **EXECUTIVE SESSION MAY BE HELD TO DISCUSS PERSONNEL, REAL ESTATE AND LEGAL ISSUES AS AUTHORIZED IN RCW 42.30.110.**  
4:35 – 5:00 p.m.

**FRIDAY, APRIL 16, 2009**

**Location: OM 340**

**Time: 8:00 a.m.**

1. **CALL TO ORDER, APPROVAL OF MINUTES**  
8:00 – 8:05 a.m.
  - Minutes of the Board of Trustees Meeting, February 4 & 5, 2010

**2. RECOGNITIONS AND INTRODUCTIONS**

8:05 – 8:15 a.m.

- Pat Fabiano, NASPA Outstanding Contribution to Higher Education Award
- CASE Awards:
  - John Thompson, University Communications
  - Deborah DeWees and Alumni Office Staff

**3. BOARD CHAIR REPORT**

8:15 – 8:25 a.m.

- Report on the AGB National Conference for Trusteeship, Dennis Madsen

**4. UNIVERSITY PRESIDENT**

8:25– 8:35 a.m.

- Vice President for Business and Financial Affairs Search

**5. ASSOCIATED STUDENTS**

8:35– 8:45 a.m.

**6. FACULTY SENATE**

8:45 – 8:55 a.m.

**ACTION ITEMS**

**7. CONSENT ITEMS**

8:55 – 9:00 a.m.

- Delegation of Authority to Award Construction Contract for Performing Arts Mainstage and Concert Hall Sound and Projection System Upgrade (PW 602)
- Delegation of Authority to Award Roofing (OM, HS, FR, PA, ET) Construction Contract (PW 606)
- Delegation of Authority to Award Environmental Studies Exterior Renewal Construction Contract (PW 607)
- Construction Contract to Upgrade Performing Arts Center and College Hall Electrical Distribution Systems (PW 609)
- Motion to Approve Lease Agreement for the Center for Economic Vitality, Bellingham, WA

**8. RESOLUTION NO. 2010-03 AMENDING THE WWU BOARD OF TRUSTEES RULES OF OPERATION**

9:00– 9:10 a.m.

Presentation: Wendy Bohlke, Senior Counsel, AAG

9:10– 9:20 a.m.

Discussion

**9. APPROVAL OF HOUSING AND DINING RATES**

9:20 – 9:30 a.m.

Presentation: Eileen Coughlin, Vice President for Student Affairs and Academic Support Services

9:30 – 9:40 a.m.

Discussion

10. **APPROVAL OF ART WORK FOR AIC (State Art Project)**  
9:40 – 9:50 a.m. Presentation: Dan Guyette, Dean, College of Fine and Performing Arts  
Sarah Clark-Langager, Director, Western Gallery  
9:50 – 10:00 a.m. Discussion

**BREAK: 10:00 – 10:10 a.m.**

11. **APPROVAL OF AMENDMENTS TO INTERNAL AUDIT CHARTER, POLICIES AND PROCEDURES**

- 10:10 – 10:15 a.m. Presentation: Peggy Zoro, Chair  
10:15 – 10:20 a.m. Discussion

12. **EMPLOYMENT OF CYNDIE SHEPARD**

- 10:20 – 10:25 a.m. Presentation: Catherine Riordan, Provost  
10:25 – 10:30 a.m. Discussion

**DISCUSSION ITEMS**

13. **CAMPAIGN PRIORITIES**

- 10:30 – 10:35 a.m. Presentation: Stephanie Bowers, Vice President for University  
Advancement  
10:35 – 10:45 a.m. Discussion

14. **LEGISLATIVE UPDATE**

- 10:45 – 10:55 a.m. Presentation: Steve Swan, Vice President for University Relations  
Sherry Burkey, Associate Vice President for University  
Relations  
10:55 – 11:05 a.m. Discussion

15. **“100 CONVERSATIONS” UPDATE**

- 11:05 – 11:15 a.m. Presentation: Bruce Shepard, President  
11:15 – 11:25 a.m. Discussion

16. **OUT OF STATE STUDENT GROWTH**

- 11:25 – 11:35 a.m. Presentation: Eileen Coughlin, Vice President for Student Affairs and  
Academic Support Services  
11:35 – 11:45 a.m. Discussion

## REPORTS

17. **BOARD AUDIT COMMITTEE REPORT**

11:45– 11:50 a.m. Presentation: Peggy Zoro, Chair  
11:50– 11:55 a.m. Discussion

18. **INFORMATION ITEMS**

11:55 – 12:00 p.m.

Enrollment and Admissions Summary  
Alumni Association Report  
Capital Program Report  
Development Report  
Quarterly Report on Grants and Contracts  
University Relations Report  
Back 2 Bellingham Weekend

19. **MEETING EVALUATION & FUTURE AGENDA TOPICS**

20. **ADJOURNMENT: 12:00 p.m.**

21. **NEXT MEETING DATE: June 10 & 11, 2010**

22. **LUNCH PRESENTATION – “High Impact Educational Practices”**  
*Steve Vanderstaay, Vice Provost for Undergraduate Education*

**WESTERN WASHINGTON UNIVERSITY  
BOARD OF TRUSTEES**

**REGULAR MEETING  
April 15, 2010**

**I. CALL TO ORDER**

Chair Phil Sharpe called the regular meeting of the Board of Trustees of Western Washington University to order at 3:01 p.m. in OM 340, Western Washington University, Bellingham, WA.

**Board of Trustees**

Betti Fujikado  
Sarah Ishmael  
Howard Lincoln  
Dennis Madsen  
Ralph Munro  
Phil Sharpe, Chair  
Peggy Zoro

**Western Washington University**

Bruce Shepard, President  
Wendy Bohlke, Assistant Attorney General  
Sherry Burkey, Associate Vice President for University Relations  
Paul Cocke, Director, University Communications  
Eileen Coughlin, Vice President for Student Affairs and Academic Support Services  
Paula Gilman, Executive Director of University Planning and Budgeting  
Sue Guenter-Schlesinger, Vice Provost for Equal Opportunity and Employment Diversity  
Matt Jarrell, Associated Students President  
Dan Larner, President, Faculty Senate  
Nancy Phillips, Interim Secretary to the Board / Assistant to the Vice President, Business and Financial Affairs  
Catherine Riordan, Provost and Vice President for Academic Affairs  
Steve Swan, Vice President for University Relations  
Kathy Wetherell, Interim Vice President for Business and Financial Affairs

**II. SPECIAL REPORTS**

**A. 2011-2013 Capital Budget Request and 2011-2021 Capital Plan**

President Shepard stated that the capital planning process is one of the greater challenges to be open and transparent on the campus due to its complexity. Recommendations for approval will be brought to the June Board meeting. The capital planning process has changed from past years. Interim Vice President Wetherell briefly reviewed the new capital planning process. An e-form was created so anyone on campus could submit a capital project request, making it a bottom-up process. Submitted requests were routed through the departments to the deans and to the vice presidents. The University Planning and Resources Council (UPRC), a subcommittee of the Faculty Senate, was an added governance step. UPRC submits their recommendations through the Faculty Senate. Wetherell thanked key individuals for their hard work in making the plan come together with an ambitious timeline: Rick Benner, Executive Director of Capital Planning and Development/University Architect; Tim Wynn, Director of Facilities Management; Francis Halle, Manager of Space Management; and, Renée Roberts, Director of Capital Budget.

Rick Benner presented information on two specific projects in the capital budget request and capital plan:

- The Carver Academic Facility Renovation is Priority #3, a design funding request. It is the University's #1 major capital project request (it is referenced as priority #3 as Minor Works are listed as priorities #1 and #2). Predesign funding was received for this project in the 2007-2009 biennium. Carver scored high in the Design Phase in 2009-2011 but did not receive funding. The scope of the project includes about 90,000 gsf of renovation, and about 60,000 gsf of new construction. While it is called a renovation project, it is actually a combination of both renovation and new programs. Some departmental growth is provided for, as well as new classrooms. Updates include

mechanical, ventilation, electrical and life safety systems, seismic stability, ADA disability issues, and installation of walls and brick veneer to fit with the campus character. The renovation will meet LEED Silver certification.

- The Armory building project is not included in the capital projects request. The facility was stabilized to prevent further destruction, and determined to be a pilot project for public/private partnership.

President Shepard stated that each of the vice presidents ranks the projects and criteria for their projects. The vice presidents meet as a group and interweave those projects, along with ongoing discussion with UPRC. Wetherell added that while prioritization for each type of project was different, it was a subjective, multi-divisional prioritization process.

Trustee Fujikado suggested additional categorization of the capital projects, such as: (a) what is required to bring the facilities up to a certain standard; (b) enhancement of education; and (c) innovation. She expressed concern that as the University moves forward that allocations will be needed for maintenance. Western must ensure it maintains an appropriate level of maintenance for education, and evaluate how those fit into the world of education. Trustee Sharpe expressed his satisfaction with seeing the categorization structure and the shared governance process.

## **B. Waterfront Development Update**

Vice President Swan reviewed the Waterfront Development Project planning schedule. The addendum to the Environmental Impact Statement is complete, and the summary will be completed in May 2010. The Master Plan process started in January 2010 with the Waterfront Advisory Group, Port and City staff reviewing the original concepts developed by the Waterfront Futures Group. The goal is to complete the Master Plan in June, followed by the review process with the Bellingham Planning Commission, the Port Commission and the City Council review, with the goal of completing the Waterfront Master Plan by December 2010. The waterfront site plan involves five areas of development:

- 1) Marine Trades
- 2) Downtown Waterfront (mixed use, some residential (condominiums), and the "Higher Education Institution Zone")
- 3) Log Pond
- 4) Shipping Terminal
- 5) Cornwall Beach

The Cornwall Beach area is a high priority for the City and would include a footbridge that would run from Boulevard Park over the water up to the Cornwall Beach area. The City has funding for the project and part of the property was acquired from the Port.

The University seeks to occupy a continuous flow of land in the Higher Education Institution Zone that is not interrupted by a road. President Shepard noted that the six acres under discussion is a footprint about the size of Red Square with the buildings around it. Vice President Swan stated that some community members wish to move the space that Western would occupy up to the northwest corner of the waterfront site called the Grainery, which is the first piece of property that is planned for development. The Board agreed that siting for Western must remain in the Higher Education Institution Zone.

Vice President Swan discussed the common question of 'what is Western going to do on the waterfront'. Western's long-term vision has, and continues to be the Huxley facility, perhaps in combination with the College of Business and Economics and the College of Sciences and Technology. A lot of good work was done by a preliminary academic planning group that President Morse chaired. From that group a smaller committee began meeting about a year ago to look at what makes sense due to the economic times, capitalizing on the great strengths that WWU possesses as well as this region. A focus on "Green Economy" is being applied to utilize WWU's strengths, and capitalize on our location on the Pacific Rim. A facility involving the Green Economy resonates with people on and off-campus. The current planning committee arrived at a concept of a 'community learning center', a generic facility that can: (a) serve multiple needs of the university, (b) meet multiple needs of other higher education entities in the area, (c) meet the needs of other not-for-profit entities, and (d) meet general community needs as a whole. Western's extended education summer programs are excited about the possibility of a facility off-campus that is centrally located. Presidents of Whatcom Community College, Northwest Indian College and Bellingham Technical College are also interested in a facility that will bring us together with collaborative programming.

The project's three phases are:

- Phase I – Ongoing. Western is already located on the waterfront in the Innovation Partnership Zone with its Technology Development Center, a joint endeavor with Bellingham Technical College, located in the Marine Trades area. WWU is also currently in discussions with Bellingham Technical College for a fisheries project on the Whatcom Waterway.
- Phase II – Community Learning Center
- Phase III – The development of major programming and facilities built around a focus on “Green Economy”

Vice President Swan noted that the facility that Western is anticipating, while much smaller than a convention center, would house classrooms during the day with one large lecture area that on weekends could have multi-uses. The facility would be high-tech in nature with a friendly learning environment for all users. A white paper is drafted which discusses these plans in depth.

### **C. “Lessons Learned” – Preparing for the Next Legislative Session**

President Shepard asked the Board to individually share their observations of the recent legislative session – lessons learned from what clear objectives should be, and strategic arguments, positions or emphasis.

Trustee Lincoln stated that much was accomplished in Olympia in positioning WWU on the same plane as the University of Washington and Washington State University.

Trustee Munro agreed with Trustee Lincoln about the accomplishments made in Olympia of bringing Western to the forefront. Western's reputation remains very high. It seems that Western is in a different category from the past. Even though the economy is starting to recover in certain areas of the state, the state government will lag two to four years behind. The next session will be rougher than this session and it won't make any difference which party is in power, it will be difficult to meet the needs of the state. Leadership for higher education at the state level is a real question. Higher education is losing Senator Dale Brandland, a proponent for capital construction. WWU needs to continue looking for creative new ideas, such as the learning center at the Waterfront.

Trustee Lincoln noted that the amount of time that President Shepard has spent in Olympia has made a difference. Trustee Munro said he wants every Whatcom and Skagit County legislator to look at Western as their number one priority. That will take students, faculty, unions, administration, trustees – everybody communicating with these legislators. We have several who do not look at Western as a priority. President Shepard said that the combination of students spending and the university's payroll make close to a \$1 billion impact on this economy each year.

Trustee Ishmael said she received positive feedback from other higher education student leaders and student trustees as leadership and coalitions between the four different universities were discussed. A strong reputation was established in Olympia, especially this year, by working the different sections of the higher education constituencies. The coordination made a huge difference in how Olympia looked at WWU this year. There is a lot to be said about the respect that comes from coordination, which positions WWU next year in a better place than other universities.

Trustee Lincoln asked if tuition setting authority was discussed in Olympia. Burkey said that bold new approaches are needed for the future. Trustee Lincoln commented on a conversation he and Sherry Burkey had with Senator Kilmer and Representative Scott White, encouraging Western to convene a core group of supporters, some elected officials and a cross-section of institutions to start at the grass roots level to get the support to push the state by asking, “What are the state's expectations of higher education?” Ask the state its beliefs and understandings of what higher education is and is not, and its impact and importance in the community. Trustee Lincoln stated that he hopes Western will follow-up on Representative White's suggestions.

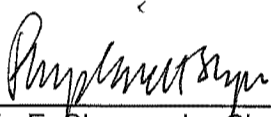
Trustee Sharpe made four legislative observations:

- 1) There is a huge void for both internal and external spokespersons for higher education. Western should step into the void as the external spokesperson and the internal should be developed. Lay the ground work with 8-10 key legislators and then, at the legislative session, advance the discussion.
- 2) Convene a symposium by gathering the 8-10 individuals and relay a deep understanding of where WWU is now and the impacts. That core group would advance the discussion internally. Western can advance the discussion externally.
- 3) Higher Education is missing an 'innovation' opportunity to address the budget cuts. Western can be the lead in Olympia developing and implementing innovative ideas and practices. Come up with several ideas, do one that makes sense for Western, and go do it. Then people will say, 'Western is doing this.'
- 4) Trustee Sharpe commended President Shepard for his efforts to pull together trustees and regents from the other four-year institutions, and encouraged this continued endeavor.

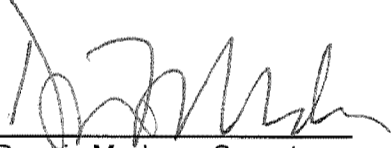
### III. EXECUTIVE SESSION

At 4:35 p.m. Chair Sharpe announced that, as authorized in RCW 42.30.110, the Board convened for Executive Session to discuss legal issues for approximately 10 minutes. No action was taken.

Meeting adjourned at 4.55 p.m.

  
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Philip E. Sharpe, Jr., Chair

ATTEST:

  
\_\_\_\_\_  
Dennis Madsen, Secretary



**WESTERN WASHINGTON UNIVERSITY  
BOARD OF TRUSTEES**

**REGULAR MEETING  
April 16, 2010**

**1. CALL TO ORDER, APPROVAL OF MINUTES**

Chair Phil Sharpe called the regular meeting of the Board of Trustees of Western Washington University to order at 8:00 a.m. in OM 340, Western Washington University, Bellingham, WA.

**Board of Trustees**

Betti Fujikado  
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**Western Washington University**

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Matt Jarrell, Associated Students President  
Dan Larner, President, Faculty Senate  
Nancy Phillips, Interim Secretary to the Board / Assistant to the Vice President, Business and Financial Affairs  
Catherine Riordan, Provost and Vice President for Academic Affairs  
Steve Swan, Vice President for University Relations  
Kathy Wetherell, Interim Vice President for Business and Financial Affairs

MOTION 4-01-10                      Trustee Warner moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following as amended:

- Minutes of the February 4 and 5, 2010 Board of Trustees Meeting

Motion approved unanimously.

**2. RECOGNITIONS AND INTRODUCTIONS**

- **Dr. Patricia Fabiano, Woodring College of Education**

Stephanie Salzman, Dean of the Woodring College of Education, introduced Patricia Fabiano, recipient of the prestigious NASPA Outstanding Contribution to Higher Education Award. Trustee Ishmael presented a framed certificate of recognition.

- **John Thompson, Assistant Director and Marketing Manager, University Communications**

Vice President Swan introduced John Thompson, who received a CASE Bronze Award in web design for the construction of GAIA, a new site focused on telling external audiences about the research of Western's faculty, undergraduates and graduate students in the life, earth, marine and environmental sciences. Trustee Munro presented a framed certificate of recognition.

- **Deborah DeWees and Alumni Office Staff**

Vice President Bowers introduced Deborah DeWees and the Alumni Office staff, Jeniene Bengtsson, Laurie Rossman, Chris Roselli, Susan Bakse and Jen Rittenhouse. The WWU Alumni Association received the CASE District VIII 2010 Silver Award for Student Involvement Programs, for developing two innovative programs: Grad Packs and the Senior Celebration. Trustee Fujikado presented a framed certificate of recognition.

## **EXECUTIVE COMMENTS**

### **3. BOARD CHAIR REPORT**

Trustee Madsen reported on the Association of Governing Boards National Conference on Trusteeship held March 19-23, 2010 in Orlando, Florida. Trustee Madsen noted that every state in the Union is facing challenges similar to what WWU is working through now. An important question for Western to ask the state is, 'Why is Washington State in the higher education business?' and, 'What is Western's role in this state mandate?'. It is important for the University to know exactly what it is that Washington State expects of WWU. Trustee Madsen added that the "100 Conversations" is a marvelous way to get the kind of data that Western can turn into actionable kinds of strategies that will move us purposefully down the road.

### **4. UNIVERSITY PRESIDENT**

President Shepard thanked Vice President Coughlin for her key role in chairing the search committee for the Vice President for Business and Financial Affairs. President Shepard introduced the newly appointed Vice President, Richard Van Den Hul, who begins his duties on July 8, 2010.

### **5. ASSOCIATED STUDENTS**

AS President Matt Jarrell provided a written report updating the Board on recent activities of the Associated Students. The AS Board of Directors discontinued the Drug Information Center, as WWU already offers this type of programming and the students are not using the Center as a resource. Two new programming offices were created this academic year: (1) Representation and Engagement Programs, and (2) the Disability Outreach Center. An AS ballot measure renews the Green Energy Fee at a rate of up to \$.90 per academic credit per quarter not to exceed \$9 per quarter.

### **6. FACULTY SENATE**

Faculty Senate President Dan Larner presented an update of recent Faculty Senate activities. Dr. Larner noted that new dimensions of collaborative governance are developing this year. The Faculty Senate is transforming itself in its role of supervising the academic programs and stewarding the academic quality of the institution.

### **7. CONSENT ITEMS**

#### **MOTION 4-02-10**

Trustee Warner moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following consent items:

- Delegation of Authority to Award Construction Contract for Performing Arts Mainstage and Concert Hall Sound and Projection System Upgrade (PW 602)
- Delegation of Authority to Award Roofing (OM, HS, FR, PA, ET) Construction Contract (PW 606)
- Delegation of Authority to Award Environmental Studies Exterior Renewal Construction Contract (PW 607)
- Construction Contract to Upgrade Performing Arts Center and College Hall Electrical Distribution Systems (PW 609)
- Motion to Approve Lease Agreement for the Center for Economic Vitality, Bellingham, WA

Motion approved unanimously.

**8. RESOLUTION NO. 2010-03 AMENDING THE WWU BOARD OF TRUSTEES RULES OF OPERATION**

MOTION 4-03-10 Trustee Warner moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, adopt Resolution No. 2010-03 Amending the WWU Board of Trustees Rules of Operation effective April 30, 2010. (See Attachment A, BOT Rules of Operation.)

Motion approved unanimously.

**9. APPROVAL OF HOUSING AND DINING RATES**

MOTION 4-04-10 Trustee Warner moved:  
  
That the Board of Trustees of Western Washington University, upon recommendation of the President, approve the Housing and Dining rates for 2010-2011. The 2010-2011 proposed rates call for a 4.25 percent increase in residence hall, Birnam Wood and leased apartment rental rates.

Motion approved unanimously.

Chair Sharpe announced a change in the order of the Board agenda.

**10. APPROVAL OF AMENDMENTS TO INTERNAL AUDIT CHARTER, POLICIES AND PROCEDURES**

President Shepard stated that substantial progress has been made with the changes to the Internal Audit Charter, policies and procedures. Trustee Zoro provide an update to the Board. Trustee Zoro thanked Kim Herrenkohl, Director of Internal Audit, for her good work on amending the Internal Audit Charter, policies and procedures. Trustee Zoro added that it is likely that amendments will be required as efficiencies are gained.

MOTION 4-05-10 Trustee Warner moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following motion:  
  
That the Board of Trustees of Western Washington University, upon recommendation of the Board of Trustees Audit Committee, approve amendments to the Office of the Internal Auditor Charter; POL-U1500.01 Establishing Internal Audit Activities; POL-U1500.02 Distributing Internal Audit Schedule; PRO-U1500.01A Creating the Internal Audit Schedule.

Motion approved unanimously.

**11. APPROVAL OF ARTWORK FOR ACADEMIC INSTRUCTIONAL CENTER**

Provost Riordan introduced Dan Guyette, Dean of the College of Fine and Performing Arts. Dean Guyette and Sarah Clark-Langager, Director of the Western Gallery, provided an overview of new art work for the Academic Instructional Center. Clark-Langager noted that WWU is celebrating its 50<sup>th</sup> year of the Outdoor Sculpture Collection. Clark-Langager added that with the dramatic changes to the University's campus the sculptures will now be placed inside the buildings.

The percent-for-art law was passed in Washington State in the early 1970s to enhance public art. WWU has five works funded by the one-half of one percent legislation. With the construction of the Academic Instructional Center West building, funding became available for a new public art work. An ad hoc jury has chosen the work of Do-Ho Suh, a contemporary

Korean artist. The artist has made a proposal for an interior sculpture, *Cause and Effect*, to be hung in the architectural well of Academic Instructional Center West. The sculpture is approximately 19 feet high and 8 feet across at its greatest width. As it hangs down from the ceiling, it will pass through the opening or well on the third floor and extend into the second floor's well. At the top there is a stainless steel plate from which hang the individual strands of figures connected by a stainless steel cable; each figure, made of colored acrylic resin, is approximately 5.5 inches high with a frontal view width of three inches. The artist's production schedule is approximately 8 months.

Trustee Munro asked which pieces of art from the Safeco art collection are coming to WWU. Clark-Langager advised the decision had not been finalized yet but hopefully Western would know by the last of June. WWU is a founding member of the Washington Art Consortium and stores three collections owned by the seven member consortium. The Consortium members are the Western Gallery; Whatcom Museum; Seattle Art Museum; Henry Gallery; Tacoma Art Museum; Washington State University; and, the Northwest Museum of Arts and Culture. The Consortium had initially formed a WAC/SAFECO core collection of about 100 works that will come to the Consortium and be stored at Western. The Consortium only collects works on paper due to lack of storage for large scale works. Clark-Langager noted that the Consortium's collaboration with Safeco is an important signal for the rest of the nation.

MOTION 4-06-10

Trustee Warner moved:

That the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the selection and proposed location of the *Cause and Effect* sculpture by artist Do-Ho Suh.

Motion approved unanimously.

At 9:40 a.m. Chair Sharpe announced a 20 minute break. At 10:00 a.m. the Board reconvened in OM 340.

## 12. EMPLOYMENT OF CYNDIE SHEPARD

President Shepard excused himself and exited the room. Provost Riordan stated that, as required by the Board of Trustees Rules of Operation, Section 070(3), employment matters related to the hiring of the President's relatives is delegated to the Provost. The Provost has responsibility for personnel matters, including salary of any such employee, subject to review by the Board of Trustees. Trustee Sharpe noted that Cyndie Shepard is strictly a University volunteer in all matters related to the Compass 2 Campus program, and an occasional member of Western's faculty as a dance instructor in the College of Fine and Performing Arts. Provost Riordan requested ratification of Cyndie Shepard's employment as a substitute teacher in academic years 2009-2009 and 2009-2010, and as a teacher for a three-hour youth course in summer 2009.

MOTION 4-07-10

Trustee Warner moved:

That the Board of Trustees of Western Washington University, upon the recommendation of the Provost, accepts and approves the Provost's report regarding the employment of Cyndie Shepard and ratifies her appointment as a substitute teacher in academic years 2008-2009 and 2009-2010, and as a teacher for a three-hour youth course in Summer 2009.

Motion unanimously approved.

President Shepard returned to the Board meeting.

## 13. CAMPAIGN PRIORITIES

President Shepard requested that Vice President Bowers discuss campaign priorities with the Board. Vice President Bowers stated that campaign planning conversations, aspirational goals and cross-collaboration is effectively happening across the campus between the colleges and

the vice presidents. Vice President Bowers brought forward for discussion the "Naming University Policies" document, as naming of facilities is an important tool in Western's future.

In September 2009 the deans and vice presidents met and agreed upon 13 campaign themes. The deans worked with their faculty and staff from September to December on themes and ideas most relevant to their college. From those themes and ideas the deans created campaign plans for their colleges. The vice presidents and deans have continued to meet and refine the campaign concepts that will be developed into a case statement for the comprehensive campaign.

President Shepard noted that in his experience in getting campus campaigns started there are two issues Western faces as a community. A campaign has to support the strategic direction priorities of the university, such as the "100 Conversations" and the branding. It is also important that Western matches what donors are interested in supporting. Particularly a challenge is thinking beyond the problems of today and looking 10 to 20 years into the future. Provost Riordan stated she has valued the leadership of Vice President Bowers, her staff, and the other vice presidents who have joined the deans in moving forward with this process.

Chair Sharpe announced a change in the order of the Board agenda.

#### **14. "100 CONVERSATIONS" UPDATE**

President Shepard provided an update to the Board on the "100 Community Conversations" initiative. Ninety-four events have taken place since September 2009. He expects to have more than 100 Conversations completed by the end of April. The findings are important to the future of the university. President Shepard noted the importance of asking the correct research questions so that Western can move forward with branding and the capital campaign's case statement.

Trustee Sharpe asked what has been learned that we were not expecting. President Shepard invited the Board members to respond as well, and commented that in many different contexts it came out again and again that Western has big marketing and branding opportunities and challenges. People feel generally positive about Western. Without exception, comments described Western as an "undiscovered gem". The need for marketing was strongly reinforced. Also, Western is less well understood and recognized in our immediate neighborhood than it is further away. Trustee Zoro agreed saying she was surprised by the lack of recognition in Whatcom County. Western has neglected educating our community by thinking that Whatcom County is fully aware of everything Western offers to the students.

#### **15. LEGISLATIVE UPDATE**

Vice President Swan and Associate Vice President Burkey provided an update on legislative activities. The importance of public higher education was a major topic of discussion in Olympia. Appreciation was expressed for Western's team effort in Olympia this supplemental legislative session.

#### **16. OUT OF STATE STUDENT GROWTH**

Vice President Coughlin presented a plan to increase enrollment of high-achieving, non-resident students and generate additional revenue. Goals and plans for the 2010-11 and 2011-12 admissions cycle include: (a) strategically investing in "revenue generating" tuition waivers for high achieving non-resident freshmen in order to make progress in achieving Western's non-resident enrollment target; (b) increasing enrollment of high-achieving, non-resident freshmen; and, (c) increasing revenue by \$150,000 in 2010-11 and \$300,000 in 2011-12. While reaching Western's non-resident enrollment targets will be a stretch without additional investment in recruitment efforts, capitalizing on the public relations provided by participation in the WUE program will move Western in that direction more rapidly than in the past eight years.

#### **17. BOARD AUDIT COMMITTEE REPORT**

Trustee Zoro provided a Board Audit Committee Report. The Board Audit Committee met Richard Van Den Hul, the newly appointed Vice President for Business and Financial Affairs. The February 2010 minutes were approved. KPMG, the University's external auditors,

presented their plan for performing the 2009-10 financial statement audits of the University and its four auxiliary units. Kim Herrenkohl, Internal Audit Director, provided an update on the status of the consulting firm's information technology security audit report; the Committee will receive the final audit with management's written responses at the June Board Audit Committee meeting, which will be presented to the full Board. Kim Herrenkohl introduced new staff auditor Paul Schronen, and gave an update of internal audit projects. Planning is underway to establish external audit activities for 2010-11. Kathy Wetherell and her team provided a comprehensive report reviewing the history and future decisions for financial statement audit services. Enhancing the transparency of the Board Audit Committee meetings was discussed with Senior Counsel Wendy Bohlke. Amendments to the Board Audit Committee Charter modified and the Board Audit Committee self-assessment items were moved to June.

## **18. INFORMATION ITEMS**

- **Enrollment and Admissions Summary**

Vice President Coughlin provided a written report for enrollment and admissions.

- **Alumni Association Report**

Vice President Bowers provided a written report of the Alumni Association activities.

- **Capital Program Report**

Interim Vice President Wetherell provided a written update on major capital projects.

- **Development Report**

Vice President Bowers provided a written update on WWU Foundation activities.

- **Quarterly Report on Grants and Contracts**

Provost Riordan provided a written report on Grants and Contracts.

- **University Relations Report**

Vice President Swan provided a written report on the recent activities of University Relations.

- **Back 2 Bellingham Weekend**

Vice Presidents Coughlin and Bowers provided information on the newly created and combined alumni and family weekend, scheduled for May 13-16, 2010.

## **19. MEETING EVALUATION & FUTURE AGENDA TOPICS**

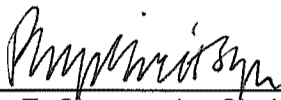
## **20. ADJOURNMENT**

The meeting adjourned at 11:55 a.m.

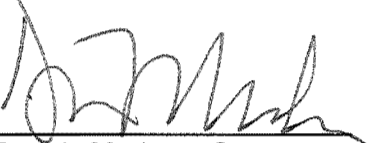
## **21. DATE FOR NEXT REGULAR MEETING: June 10 and 11, 2010**

**20. LUNCH PRESENTATION**

Steve VanderStaay, Vice Provost for Undergraduate Education, presented "High Impact Education Practices: Service Learning at Western." Participants are Tim Costello, Director of the Center for Service Learning; Mary Sass, Associate Professor of Management; Alex Allyne, Program Coordinator, Center for Service Learning; Marie Eaton, Professor, Fairhaven College; Rex Dudley, CEO of Big Brothers and Big Sisters; and Faith Patton, Student, Management Department.

  
Philip E. Sharpe, Jr., Chair

ATTEST:

  
Dennis Madsen, Secretary