

PRESIDENT'S CABINET MEETING

Monday, August 24, 2015

9 – 11 a.m.

President's Office –SSB 440A

Present: Cathy Lucas, Christian Solano, John Wiltsie, Liz Hinde, Sandra Haynes, Anthony Grant, Sheila Rucki, Ann Murphy, James Lyall, John Kietzmann, John Burtness, Christian Itin, George Middlemist, Luis Torres, Myron Anderson, Steve Kreidler, Loretta Martinez, Carol Svendsen, Emily Davies, Percy Morehouse, President Jordan

Absent: Vicki Golich

Substitutions: Laura Roth for Braelin Pantel, Art Campa for Joan Foster

Guests: Chuck Gross, Stacy Lewis, Leticia Duarte, Meghan Hartvigson

AGENDA

1. Approval of minutes from August 10, 2015

Loretta asked if there were any changes to the minutes. There were none. A voice vote was held and the minutes were **approved**.

2. Sector Brands presentation on this year's advertising campaign (Lucas, Chuck Gross and Stacy Lewis)

Sector Brands has been working all summer on the branding and marketing of the 50th Anniversary celebration. Stacy encouraged consistency in branding this year for the 50th. She showed the communication goals. These are to celebrate accomplishments, build and enhance the base of support, strengthen the brand, foster engagement, and to set the stage for the next 50 years. This is a broader awareness effort that includes all target audiences. The campaign will demonstrate how MSU Denver is transforming lives by illustrating specific stories.

Chuck described the media strategy, which includes television, ads in the community on buses, billboards, etc., online, local print media, Denver magazines, and national media including USA Today, NPR Radio. The number of ads will create over 116,000 impressions.

Stacy discussed the creative strategy. They will identify the truly transformative stories that can make an impact in about 3 seconds. She showed some of the example ads. There will be three rotating images in fall, three more in spring and three more after that. Stacy encouraged Cabinet to forward any additional stories of transformative nature.

Discussion

Loretta asked if the stories will include faculty, staff, as well as graduates. The ads have hashtags but not yet QR codes. These ads will run for 90 days. Another

round begins in January. Carol asked about tracking responses to the campaign. Stacy said they'd be measured by a combination of things such as the number of website hits, etc. which will gauge response. Loretta suggested asking applicants how they heard about MSU Denver. Admissions may do this already. Luis asked why USA Today and which ad will run there. MSU has advertised there in the past, and negotiated for this year as well. Joe Rice's ad will run nationally in that; also an ad featuring Jim Saccomano, formerly of the Broncos. The ads will run in the local edition of USA Today as well as on the local NPR affiliates. The goal is to amplify the local market, engage alumni, and to get local dollars and local awareness. Dr. Jordan suggested integrating this into the ads we do in the Chronicle that feature faculty. Stacy encouraged any areas that advertise to coordinate with them to message and brand for the 50th anniversary. Loretta noted our participation in the HACU Conference in October. Cathy said we do have banners and to let her area know ahead of time to gather the materials for display. Templates are being created this week.

3. Fall Commencement Update (Lucas, Duarte)

Dr. Jordan said the Coliseum overlooked a written contract for our dates. For the Winter commencement only, we are looking at the Convention Center. Cathy said there may be two ceremonies on Friday; however there are still challenges as CU Denver needs access from 3:00 pm onward for their Saturday ceremony. One option is to have ours on Thursday night and one Friday morning. They passed out a handout illustrating options. This includes two days of rental and two days of labor, which is the more expensive part. Friday is the ideal date. People don't want to come on Sundays. Leticia and Meghan have been speaking with their CU Denver counterparts for months, offering various items to make it all work, sharing flowers, etc. January is smaller than spring commencement with about 900 vs 16-1700 graduates. We are trying to set the tradition of two ceremonies. However, two ceremonies on Thursday would impact finals. Saturday is not an option at the Convention Center; Regis and CU Denver have theirs that day. Luis asked about Sunday. The survey results were clear about staying away from Sunday. Fall commencement usually grows by about 1%, so we estimate 900 graduates.

Summary of Options: one on Friday, two on Sunday. Dean Murphy encouraged staying away from Thursday due to finals. Cabinet agreed to remove the Thursday option. So Cabinet came down to discussing a Friday or Sunday commencement and one or two ceremonies. Steve Kreidler suggested one on Friday, just this one time. Friday would be December 11th. We could have a 9:00 am ceremony. Last year it was later in December, it is earlier this year as it is always the weekend following finals week. Dr. Jordan gauged the Cabinet's response and it was determined that Fall Commencement will be held at the Convention Center on Friday December 11th, with just one ceremony.

4. Workplace Bullying Policy and Complaint Procedures (Morehouse, Anderson)

Myron asked for feedback or final recommendations before finalizing the policy. The Executive Committee (EC) of Faculty Senate met. There was anxiety. They'd like to take it to the Welfare Committee. The EC would have voted against it. There was concern that it was overly broad and covers too many behaviors, how it would be enforced, and concerns regarding folks who are not part of the University community. Percy offered to speak with the EC and the Welfare Committee. Dr. Jordan stated that members of the community including faculty feel they are being bullied. We have spent a lot of time on this, and we need appropriate participation, so we have an obligation to address this and move forward. The COC executives met and are OK with it. September 2nd will be the next full meeting of the COC. Myron and or Percy will meet with the COC as well. John Wilstie said the CSC is ready to approve it as it stands. The COA feels the same. Percy and Myron will meet with the COC on September 2nd and the Faculty Senate Welfare and Executive Committees. Loretta noted that the policy being applicable to non-employees is just like other policies that apply to employees and non-employees. She gave the example of a delivery person coming in and harassing a front desk person repeatedly, and said we'd take action to protect our employees.

Dr. Jordan asked if there were any other concerns. Sheila will let Percy and Myron know when the meetings are held so they can attend.

5. Regular Occurring Updates

A. President update (Dr. Jordan)

Dr. Jordan noted the editorial in the Denver Post regarding scholarships with a one penny sales tax on every \$10 purchase to support scholarships. It would generate \$9.5M in income. The funds would match scholarship dollars from non-profit scholarship organizations. We'd match up to 75% of their cost not to exceed \$4k in a year. A returning student could use the funds to reduce their loan debt. They go before the City Council this evening for a final reading before the November election. A response letter to the editor countering their arguments against it is underway. This is limited to purchases within the City and County of Denver. It could become a national model. This is an economic development imperative to educate our own native Denver students. The school has to be a public or private not for profit Colorado institution of higher education. The mayor came out very strongly in favor of it in his State of the City address last week. Undocumented students are eligible.

Auraria was originally built for 15,000 students. Dr. Jordan stated that we have been in conversation with Colorado Heights University. Currently their business students come via an agreement into our business school. The location would create presence in SW Denver and we'd partner with the Teikyo University Group of Japan in the development of an

international university campus. They'd continue to provide an English Language Program. We would develop programs to enhance the international partnership. Last Thursday the local chair of CHU and Dr. Jordan signed a letter of intent. We are in a "due diligence" period until December 31st to assess the condition of the campus. They met with city officials as well to see how the city may assist in moving it forward. Eighteen acres of land could become the international education site. We'd take ownership by July 1 next year, some programs starting in Fall of 2016. This will define the next 50 years for MSU Denver which will become a multi-campus institution. The BOT has been briefed. In his Welcome Back address on 9-3-15, Dr. Jordan will announce and discuss this. It includes 50 acres and 16 buildings. This is a considerable value. It also comes with some liabilities, however. We'd own the land so the opportunity for more public-private partnerships is there. The city is excited about partnering with us as they see the movement of people from CHU to the light rail on Santa Fe. There is a thousand seat performance hall, dorms, and a nice library with spectacular views. The main building will be both an asset and a liability; it was build a year before the Brown Palace by the same architect with the same stone. Teikyo University Group is making this gift based on the values of their University. When they acquired the land from Regis, they maintained the history of the Sisters of Loretto, they want us to restore the important programs from then, such as nursing. They are also providing education to undocumented students and language classes for their parents. They chose us because of who we are and what we do. We share their values of social responsibility. Dr. Jordan is excited about the growth opportunities. The City of Denver wanted to enhance education in SW Denver, so this dovetails with their goals and they offered us assistance.

Loretta mentioned a few things for clarification; the letter of intent is non-binding and exploratory. The "due diligence" will be structured by four teams. Facilities will be evaluated, there is an academic team, a finance team, and the deal team doing the transaction. It IS a gift; however, there would be operating costs. The campus would be a center for economic development in that part of Denver. There is still a huge amount of land left for our development over the next 50 years. There is a long-term lease of land to a Denver school – so we'd have a landlord relationship with them and the potential to work more closely with DPS.

Discussion

Academic programs considered for the site so far include social work, nursing, an education center, a new degree in international business. The research/business park will include businesses developing new technologies. We will have to address core education courses at that location as well. We will assess the configuration of the buildings to see what could be incorporated. There are a lot of arts facilities there on the

performance side. There is a functional swimming pool there. Luis asked how many students the dorms may hold. Some space will be reserved for the ELS program, but that needs to be determined.

The ELS program will remain with Teikyo University Group. Placements for teacher education students could be all over the world.

Their campus will be informed of this partnership today. As the letter of intent has been signed, Dr. Jordan would like to announce it to the Campus himself at the Welcome Back on September 2nd.

B. Theme I – Student and Academic Success

i. Education Quality(Golich)

Dr. Golich is home and doing well.

1. HSI Update (Torres)

The HSI Task Force met 8-12. They now have 72 responses to their survey. The three subcommittees are reviewing the results. They will look at what is working well to recruit and retain Latino students and where any gaps may lie. Last year ASSET students were 1.3% of the student body. Their report will be issued in December.

C. Theme II – Urban Land Grant University

i. MSU Denver Neighborhood update (Kreidler)

VP Kreidler said calls will be going out to gather participants for the Facility Master Plan Committee for Auraria Campus. Now that we have access to the CHU Campus, things may move around. He intends to take a 20-25 year look at the facilities on Auraria. That process will go from now to May. Some programs could move to CHU and others here could expand.

The AES Building groundbreaking will be between September 15th and October 1. Prices for subcontractors and labor have gone up. October 8th will be the groundbreaking ceremony.

AHEC is working on the N side of the Tivoli. The library is being worked on as well. A projected start date for UCD's wellness/recreation center at Auraria and Speer, at the site of their parking lot, will be next July. There are implications there for the hotel and HLC. We are doing a minor renovation in the HLC to accommodate the Brewing courses.

D. Theme III – University Culture

i. Campus Climate (Anderson)

Myron announced that MSU Denver won again the HEED Award. (Higher Education Excellence in Diversity) We will be in the national publication. When we advertise we can incorporate the 50th Anniversary branding. ModernThink's Rich Boyer will present campus climate results to Cabinet and campus on September 21st.

Training coaches and staff in Athletics are receiving training in diversity issues. Student Athletes will receive training as well.

Saturday September 5th Dr. Jordan will lead a delegation of Presidents to Cuba with AASCU. A number of schools are going. He will update Cabinet upon his return. The hospitality programs could engage as Cuba in opened to tourism.

E. Theme IV – University Resources

i. Budget Update (Kreidler)

Enrollment is down 4%, as we budgeted for. The good news is no further budget cuts this year. We wrapped up the books from last year, ending on budget.

The enrollment plan's two key components are masters degrees, we may add two, and international enrollment via the Colorado Heights campus.

Steve noted that soon we can spend dollars at the Tivoli Brewery. The opening was well attended. Lunch is available there as well. AHEC owns the Starbucks in the Tivoli.

ii. Advancement/Fundraising (Burtness)

A week ago Advancement solidified a big scholarship gift to the University focused on Hispanic students. (\$500,000)

F. Telling the MSU Denver Story

i. Strategic Communications and Branding (Lucas)

(no further report)

UPDATES

Percy Morehouse – EO has updated the online course for students with disabilities and added a segment for employees with disabilities. This will be rolled out in the next couple of weeks.

Carol Svendsen – The South Campus open house had well over a hundred people attend, including some from Arapahoe CC.

John Kietzmann – COA Leadership team met and are taking a more proactive approach to representing staff. They are doing Outlook invites. If everyone who says they will attend the next meeting on September 17 in the SSB at 11:00 actually attends, they will have over 70 people. He encouraged leadership to attend as well. They reached out to Mark Potter to see what volunteer opportunities exist to engage administrators. There will be an official press conference welcome for Anthony Grant to be introduced to the community at a press conference at 9:15 a.m. on Wednesday, August 26 at The Regency Athletic Complex.

Anthony Grant – thanked everyone for his welcome. He thanked the senior staff for holding down the fort during the transition. This weekend they are kicking off the alumni events in women’s soccer and volleyball.

Christian Solano – SGA will have a bone marrow drive on August 31st. They are also launching the “It’s On Us” campaign regarding sexual assault awareness. There is an opportunity to be featured on posters with an intervention pledge. They have an event September 22 at the Tivoli Commons against drinking and driving and texting and driving.

Ann Murphy- September 2 is an alumni networking event; new software will link students with mentors.

James Lyall – asked if everyone had seen the new ConnectU pages. The switchover will be Friday the 4th. The change will be noticeable. A note will come to Cabinet to remind them of the change.

Sandra Haynes – please spend money at the Tivoli Brewery. A new restaurant will open in the hotel and will be open for lunch and dinner.

Liz Hinde –The September 11 SoE Summit is sold out.

Loretta Martinez- The next BOT meeting is off-cycle on the 17th and 18th. The meeting will be in the new Regency Athletic Complex to showcase the facility.

Cabinet adjourned at 11:12 a.m.