

MINUTES
Board of Regents
October 5, 2012

The Board of Regents of Washington State University met pursuant to call in Open Meeting at 9:00 a.m., on Friday, October 5, 2012, at the WSU Vancouver Campus in the Firstenburg Student Commons Building, Rooms 101-103, Vancouver, Washington.

Present: Regent Scott Carson, Chair; Regents, Harold Cochran, T. Ryan Durkan, Francois Forgette, Laura Jennings, Connie Niva, Rafael Pruneda, Ron Sims and Michael Worthy; President Elson S. Floyd, Provost and Executive Vice President Warwick Bayly.

1. Report from the Chair of the Board of Regents. Regent Carson welcomed everyone to the Vancouver Campus. He added that since the arrival of President Floyd, the Regents try to meet at each of the campuses at least once a year and said it is always impressive to come back to see the great progress being made in creating another part of the institution that reflects the excellence President Floyd has been promoting. He also commended Chancellor Netzhammer and his staff for hosting the Board.

Regent Carson said that the Board will again hold a public comment period at the end of the meeting and comments will be limited to two minutes each.

Regent Carson reported that the Regents had the opportunity to conclude WSU Week in Seattle with a joint meeting of the University of Washington and Washington State University Boards of Regents. He said special guest, Frank Blethen, Publisher of the Seattle Times, presented on The Greater *good* Campaign, followed by a discussion on higher education in the state of Washington. He said that it was a very informative meeting, and a wonderful opportunity to hear from an influential community member.

2. Report from the President of the University. President Floyd thanked the Board for the opportunity to report. He also expressed his appreciation to Chancellor Netzhammer for hosting the meeting on the Vancouver Campus. He said the ribbon cutting ceremony for the engineering and computer science building was particularly well done. He said he also appreciated the comments made by ASWSU Vancouver Vice President Aaron Bruckner during the ceremony. He felt Aaron set the stage of the impact the building will have on the lives of the students at WSU Vancouver.

President Floyd reported that the Regents will hear from the WSU Vancouver Chancellor, Mel Netzhammer, who will provide an update on many of his activities at WSU Vancouver as they continue to build a university that is responsive to the citizens of the state and improving the quality of life for Washingtonians.

President Floyd reported that while having both national and international influences that will make the world a better place, the opening of the Paul G. Allen School for Global Animal Health is one example of the significant transformation that is occurring at a time reflective of growing uncertainty about the precise role of public higher education in the country. He said that the Global Campus is one solution to the access concern expressed by legislators, Regents, the business sector, and by citizens, in general. He said that WSU must be guided in its choices and that decisions are made by focusing on four core values: Access, Affordability, Quality, and Excellence.

He stated that WSU must be excellent in all that it does, never compromising quality, promoting access, and embracing affordability. He added that WSU has great faculty and a strong support staff and that they are being challenged and viewed as ratable due to the fiscal crisis of the State. He said they have gone four years with no mass salary increases, which is a long time, particularly when prices continue to rise around them. He added that WSU's best and brightest are being courted by other higher education institutions and the private sector and in order to recognize the longevity and the commitment of those who have stayed the course during these difficult fiscal times, that WSU must do its best to take care of them. He said that he will engage in an internal redistribution of funds to create a pool to provide a 2 percent, one-time payment to faculty and staff earning less than \$100,000 across the WSU system. He said that he wishes it could be more and that it could be permanent, but hopefully it shows good faith on WSU's part and that faculty and staff are valued. He said that his number one legislative priority is faculty and staff raises and readjusting salaries as they work hard in the upcoming legislative session.

President Floyd then discussed access and affordability. He said that WSU has been fortunate over the past several years to stabilize freshmen enrollment slightly over of 4,000 students. He said that we must maintain enrollment at this level as we become increasingly dependent on tuition to better balance the budget. He said that over the past several years, WSU has seen a succession of 16 percent tuition increases. He said that tuition increases at this level cannot be sustained and he will be recommending to the Regents that undergraduate resident tuition will not increase beyond the Consumer Price Index if the legislature maintains or exceeds the current base level of support. He said that he believes this approach is both fair and appropriate.

President Floyd also stated that he will recommend for final action a 16 percent reduction in summer school tuition for the summer of 2013. He said summer tuition mirrors tuition levels of the previous fall and this coming summer he will ask the Regents to break this protocol and keep tuition at fall 2011 levels. He added that ASWSU has been a strong advocate in this regard and commended them for their leadership and thoughtfulness on this important issue.

President Floyd said that there are a number of other financial alignments he will discuss with the Regents and with members of the WSU community over the coming months, and he reiterated that tuition is especially important. He emphasized that he will continue to do everything he can to keep the institution accessible and affordable.

3. Minutes. It was moved and seconded that the Board of Regents approve the minutes of August 24, 2012. Carried.

4. Reports from University Groups. Representative from each of the university groups—Faculty Senate, Administrative and Professional Advisory Council, Associated Students of Washington State University, the Graduate and Professional Student Association, Foundation Board of Governors, and the WSU Alumni Association—reviewed their reports as submitted. *(Individual written reports may be found online at the Board of Regents website or requested from the President's Office.)*

5. Focused Discussion – WSU Vancouver. Chancellor Netzhammer provided an overview of WSU Vancouver in the areas of leadership, enrollment, education, research, giving, community and planning. See **Exhibit A** for full presentation.

6. Executive Committee. Regent Carson reported that the Executive Committee discussed a proposed policy of the Student Conduct Code relating to firearms and dangerous weapons on campus. He said that with the events of the last several years at other campuses, the policy is timely for the Regents to review.

7. External Affairs Committee Report. Regent Jennings reported that the External Affairs committee heard three reports. The first was a presentation by Brenda Alling, Director of Marketing Communication for WSU Vancouver, who talked about the challenges involved in her role in trying to reach out not only to the traditional freshmen but also the transfer students and non-traditional students in the geographic area. She said Ms. Alling took the Board through a variety of efforts in the traditional media space such as billboards, publications, news releases, and also social media. Regent Jennings added that they were very impressed with the creativity and the scale of the marketing efforts underway at WSU Vancouver.

Regent Jennings said that second report was also a marketing and communications presentation from Kathy Barnard Lapointe, Director, Marketing, News, and Educational Communications for CAHNRS and Extension. She said that Ms. Lapointe has a “laser-like” focus in the areas of students, votes, and donors and took the Committee through some of the metrics by which they measure success in those areas. She said that it was a very energetic and interesting presentation.

Finally, Regent Jennings said the Committee heard from David Cillay, Assistant Vice Provost for WSU Online Administration, regarding the Future of Digital Technologies.

She said he took them through the use of analytics and education and how analytics are being used to improve the student experience, as well as student recruitment, retention, and graduation rates. She added that he also discussed WSU's Global Campus. She said the Global Campus already offers 8 undergraduate degrees, 6 graduate degrees, 7 certificates and 3 teaching endorsements. She said that there are over 2,000 full-time juniors and seniors who expect to get a degree within three years from coming in the door of the Global Campus, and to put it into perspective, it's about the size of the WSU Vancouver full time students. She said in addition to those efforts, the Global Campus is bigger than just on-line courses. She said that Mr. Cillay talked about Global connections, which is an effort to add socialization elements that are critical to the college experience. The socialization efforts consist of webinars, the college fair, and participation in the Common Reading Program. She said as a result, WSU's Global Campus has been recognized by *US News* and *World Report* as one of the top six undergraduate on-line degree programs in the United States.

8. Academic and Student Affairs Committee Report. Regent Niva reported that the Academic and Student Affairs Committee had a very short discussion about a future action regarding 2014 Housing and Dining Rates, and a final proposal is expected to be brought before the Board in November.

9. Finance and Audit Committee. Regent Worthy reported that Vice President Patterson presented on the Gateway Improvement Project designed to enhance access pathways onto campus. He also reported that the Committee reviewed future actions that are expected to come before the Board regarding summer session tuition policy, the Martin Stadium Football Operations Building, and the related bond indebtedness that would make the football operations building possible. He said they also discussed the opportunity to refinance the housing and dining revenue bonds.

Lastly, Regent Worthy reviewed the action items before the Board of Regents approval.

The Board took action on the following:

Ratification of the 2012-2013 Collective Bargaining Agreement. It was moved and seconded that the Board of Regents adopt Resolution #121005-441, ratifying the 2012-2013 collective bargaining agreement negotiated with the Public School Employees of Washington and delegated authority to the President, or his designee, to execute the agreement on behalf of WSU in substantially the same form in Exhibit A. Carried.

WSU Pullman – Visitor Center. It was moved and seconded that the Board of Regents adopt Resolution #121005-442, authorizing the Visitor Center project to proceed to design and preconstruction and delegated authority to the President or his designee to select a contractor(s) as needed and enter into any and all

contracts necessary to complete the design and preconstruction for the project, through a design-build process, with costs not to exceed \$500,000. Carried.

10. Public Comment Period. There were no comments.

11. Adjournment. In closing, Regent Carson made the comments how proud he is to be a Cougar. He said the Regents have had the opportunity to experience the new Stadium and visit The School for Global Animal Health on the Pullman Campus, and now to see the energy taking place on the Vancouver Campus surrounding the Engineering and Computer Science Building. He said he is looking forward to attending the upcoming Veterans Memorial Dedication on the Tri-Cities Campus and to visiting the Spokane Campus for the next Regents Meeting that will be held November 15-16.

The meeting adjourned at 10:30 am.

Approved by the Board of Regents at its meeting held November 16, 2012, at the Nursing Building, Room 205, Spokane, Washington.

SIGNED COPY AVAILABLE IN THE PRESIDENT'S OFFICE




**Washington State University
Vancouver**
WSU Board of Regents – October 5, 2012

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{ leadership }

Campus Leadership >>



Mel Netzhammer
Chancellor



Lynn Valenter
Vice Chancellor of
Finance and Operations



Carolyn Long
Interim Vice Chancellor
of Academic Affairs



Nancy Youlden
Vice Chancellor of
Student Affairs

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{ leadership }

**WSU Vancouver
Campus Advisory Council >>**

Steve Horenstein
Attorney, Horenstein Law Group

Jonathan Avery
Administrator,
Legacy Salmon Creek Hospital

Dr. Twyla Barnes
Superintendent, ESD 112

Bill Barron
County Administrator, Clark County

Lanny Cawley
Executive Director, Port of Kalama

Brent Grenling
Executive Director, Port of Ridgefield

Steven Hix
President, Circle Technology

Eric Holmes
City Manager, City of Vancouver

KC Hsu
President, WaferTech

Bob Knight
President, Clark College

Lisa Nilsenfeld
President,
Columbia River Economic
Development Council

Val Ogden
Former Representative,
Washington State

Heldi Piper Schultz
Human Resources and
Government Affairs
Manager, Convin Beverage Company

Roger Qualman
Chief Operating Officer,
Norris, Beggs & Simpson

Dr. Steven Webb
Superintendent,
Vancouver School District

John White
Vice President, BergerABAM

Mike Worthy
Board of Regents,
Washington State University



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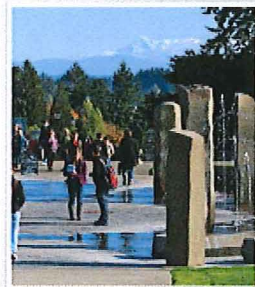
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{ enrollment }

**WSU Vancouver
by the Numbers >>**

Fall 2012

- 2,980 students
 - 55% female
 - 45% male
- 18.5% students of color
- More than 140 full-time, Ph.D. faculty
- Nearly 10,000 WSU Vancouver alumni




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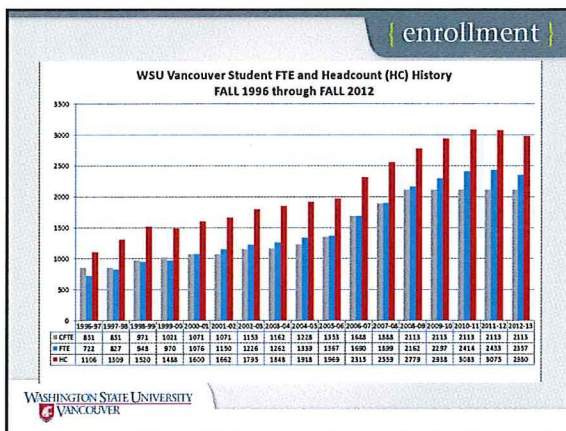
{ enrollment }

**WSU Vancouver
by the Numbers >>**

- 574 Transfer Students (2012)
- 199 First-Year Students (2012)
- 514 Students from outside Clark County (17.4 percent)
- 436 Graduate Students
- 75% Receive Financial Aid



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Education >>

Highly regarded for its world-class education, WSU Vancouver draws on 122 years of history and excellence to educate tomorrow's leaders.

- 19 bachelor's degrees
- 9 master's degrees
- 2 doctoral degrees



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Six Academic Units >>

- College of Arts and Sciences
- College of Business
- College of Education
- School of Engineering and Computer Science
- Department of Human Development
- College of Nursing

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Signature Programs – Creative Media and Digital Culture >>

Critical thinking, creativity and computer skills.

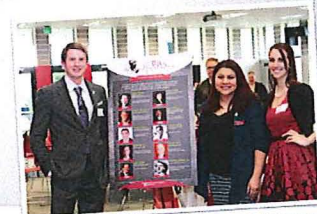


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Signature Programs – Public Affairs >>

The program in Public Affairs brings theory and engaged scholarship to help those serving the public interest. Most graduates pursue careers in the public and non-profit sector.



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Signature Programs – Environmental Science >>

Students benefit from a "living laboratory" on our 351-acre campus complete with streams, meadows, forests and wetlands to learn about managing environmental issues.



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Signature Programs – Psychology and Neuroscience >>

Prepares students for health-related careers that require strong scientific training.



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Signature Programs – Education >>

WSU Vancouver Certified Educational Leaders in the Pacific Northwest

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Research that Fuels the Economy >>

Education

- STRIDE – Supporting Teacher Research: Inquiring, Dialogue and Engagement research project

Engineering

- Materials Use and Manufacturing
- Robotics and Automation Lab

Human Development

- Quality early learning and care

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Research that Fuels the Economy >>

Neuroscience

- Chronic Pain Management

Psychology

- Health Behavior and Addiction Research

Science

- Aquatic Ecology Lab
 - Algae Bloom at Vancouver Lake
 - Ghost and Mud Shrimp in Willapa Bay

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Recent Research Grant Activity >>

\$193,000 | DARPA Young Faculty Award

Jie Xu, assistant professor of mechanical engineering at WSU Vancouver, recently received a \$193,000 DARPA Young Faculty Award for research into hearing loss and microfluids.

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Recent Research Grant Activity >>

\$621,100 | BPA

Enhanced monitoring and investigation of the spread and potential impact of aquatic invasive mussels in the Columbia River Basin.

\$40,000 | Marine Conservation Alliance

Supports Brian Tissot's marine biology research.

\$250,000 | Corp of Engineers

Supports work done by John Harrison and team. Research seeks to improve fine-scale understanding of Pacific Northwest reservoir operations with the added expertise of water-resource management decisions under climate change conditions.

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Recent Research Grant Activity >>

	Grants	Publications	Presentations
2011	\$4.2 million	167	185
2012	\$2.2 million	158	210
2013 (1 st Quarter)	\$1.3 million	17	36

Washington State University
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The Campaign for WSU >> { giving }



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The Campaign for WSU >> { giving }

PROGRESS TO DATE

\$20 MILLION

\$12,819,943

WSU VANCOUVER

\$1 BILLION

\$714,049,800

UNIVERSITY-WIDE

WASHINGTON STATE UNIVERSITY
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As of 7/31/2012

The Campaign for WSU >> { giving }

\$275,000 | Bequest
Supports scholarships for students from Skamania county who will attend WSU Vancouver. Preference given to Veterans.

\$100,000 | WaferTech
Supports the School of Engineering and Computer Science with research dollars and student scholarships.

\$30,000 | Tod and Maxine McClaskey Foundation
Supports student and community scholarships to the WSU Vancouver kindergarten program.

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Alumni >> { community }



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Alumni >> { community }

- WSU Vancouver conducted an alumni survey in spring 2012. (757 alumni took the survey)
- "Did the benefits you received from attending WSU Vancouver outweigh the financial costs to you and your family?"
 - 61.5% Yes, definitely
 - 20.9% Maybe
 - 8% No
 - 3% Not sure

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Alumni >> { community }

What alumni are saying about their experience at WSU Vancouver:

"Smaller classes made it seem more like a private university"

"Being able to conduct research with a faculty member and being exposed to work-related practice in my chosen field. This made me a much stronger candidate for graduate school"

"I liked that the program was flexible so it enabled me to work full-time"


"Quality of professors"

"The student-teacher relationships, by far"

"Student/Faculty interaction. Integrated studies. Cultural awareness. WSUV (physical) campus environment"

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Partnerships with the Community >> { community }

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Partnerships with the Community >> { community }

- Alex Dyer Foundation
- Battle Ground School District
- Blue Bird Transfer
- Boys and Girls Club
- C-Tran
- Clark County Community High Technology Council
- Clark County Food Bank
- Clark County Public Health
- Columbia River Economic Development Council
- The Columbian
- Community Home Health & Hospice
- Confederated Tribes of the Grand Ronde
- Corwin Beverage Company
- Cougar Business Alliance
- Al Angelo Co
- Big A's
- Riverview Community Bank
- Downtown Arts Association
- East Vancouver Business Association
- ESD 112
- Evergreen Public Schools
- Fort Vancouver Historical Society
- Identity Clark County
- Innovative Services Northwest
- iTech Preparatory
- Legacy Salmon Creek Hospital
- Leadership Clark County
- Lower Columbia College
- Master Gardeners
- Helson House Vineyards
- Seely Family Farm
- Trail Tech
- NIESA
- OUSI
- Peace Health
- Puget Sound Blood Bank
- Red Cross
- Salmon Creek Business Association
- Seely Farms
- Second Step Housing
- Southwest Washington Community Foundation
- Vancouver Business Journal
- Vancouver Chamber of Commerce
- Vancouver Police
- Vancouver Public Schools
- Vancouver Rotary
- WalkTech
- Walk and Knock



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Managed Growth >> { planning }

- Excellent enrollment management staff
- Marketing strategies
- Residential opportunities
- Increasing international students (Clark College and Lower Columbia College)
- Building capacity in current programs
- New program offerings
- Addressing impact of tuition increases

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Academic Program Planning >> { planning }

- Most requested programs: communication and hospitality business management
- Building/meeting program capacity at undergraduate and graduate levels
- Leveraging technology to support student learning
- Accountability
- Investment in doctoral education
- Enhanced focus on undergraduate research and increasing service learning opportunities
- Civic engagement

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Research >> { planning }

- Reinforce research expectations as an R-1 institution
- Enhance research productivity by supporting the infrastructure necessary for grant activity
- Encourage interdisciplinary research and grant opportunities across the colleges and throughout the university
- Commercialization

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Structural Matters >> { planning }

- Opportunities to clarify relationships with Washington State University statewide and the Pullman campus
- Address unique needs of transfer students: Build on successful relationships with Clark College and Lower Columbia College
- Continued collaboration with Vancouver Public Schools and Clark College regarding iTech Prep

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