



MINUTES

Conference Call Meeting

Wednesday, December 16, 2015 – 1 – 2p.m.

Welcome and Roll Call –

UHESA Executive Board

- Sylvia Bradshaw, President –
- Andrea Brown, President-Elect
- Debbie Millet, Secretary
- Brett McKeachnie, Past President
- Clint Moser, Legislative
- James Miller presenting the PR/Media Committee

Delegates

- Dixie State University – Andrea Brown, Debbie Millet, James Miller
- Salt Lake Community College – Julia Ellis, David Brower
- Snow College – none present
- Southern Utah University – Melanie Mariner
- University of Utah – Paul Peterson
- Utah State University – Amanda Davis
- USU – Eastern – none present
- Utah Valley University – Brett McKeachnie, Clint Moser
- Weber State University – Jennifer Unguren

UHESA Meeting Schedule –

UHESA 2015-2016 Meeting Schedule

- **January 28th – UHESA Day at the Capitol – Aspen Room has been scheduled from 9-2p.m.**
- February 17th *Conference Call 1:00-2:00 PM*
- March 16th *Conference Call 1:00-2:00 PM*
- **April 1st @ Dixie** (Presentation of Bring A Friend at BOR-hopefully) Possibly March 31-Apr 1 –two day conference
- May 18th *Conference Call 1:00-2:00 PM*
- June 15th *Conference Call 1:00-2:00 PM*
- **July 14-15 – Annual Conference @ Utah State** (SUU backup)

Minutes & Approval –

The November minutes were approved and passed.
Have James put the minutes on the UHESA website

Legislative Committee Report –

Clint said that UHESA Higher Ed Day at the Capitol is still set for Jan. 28th. The legislators are still waiting to see what their own schedules will be, but Clint has contacted some of the legislators that might be able to come and visit with us. We are especially hopeful that some will be from the Higher Ed Appropriations Committee. We need to spread the word on all of our campuses by next week about UHESA Day and then do another reminder a couple of weeks before the actual event. Typically we encourage staff planning to attend UHESA Day to take a personal day or use vacation days. Some legislators have trouble with staff being paid to lobby to them. Clint will email his representative to let them know he will be there. He will draft something we could all use. Sometimes the legislators will give you their contact information.

Sylvia said that in year's past we have sent out a UHESA letter. Clint didn't feel the letter was as effective as communicating with a personal contact. Holly got feedback that some noticed they didn't receive a letter last year and wondered why they didn't get it. Holly thought we should still send a letter and follow up with a personal contact. Clint felt like it was probably only the interns that saw the letters. If the letter isn't from their own constituents they aren't going to pay as much attention. A card that we can hand to them that day or can be given to them might be good that lists the talking points we are interested in or have discussed with them. David wondered if we could combine the letter and the card to our individual representative. Clint thought a postcard might be better. Deb added that any handwritten message on the card or letter might be more effective and get noticed more. Sylvia assigned Clint to come up with a contact card.

Sylvia asked Clint whether we want to have a part of Jan 20th conference call be talking about the final elements concerning UHESA Day.

Treasurer's Report –

Vern was not available to report, but Sylvia asked everyone to double check to see if your institution has paid their dues.

PR/Media Report –

Sylvia asked if everyone had seen the Higher Ed Matters article. She was discouraged that they had reworded the article, especially since we had taken such time to have the article worded like we wanted. Brett was even more than discouraged! If they are going to keep rewriting our articles, it isn't advantageous for us to keep submitting articles. They were some mistakes and Sylvia contacted them and they were quick to correct them.

James said we have to be vigilant about any articles we submit and be ready to make corrections when they reword what we have submitted. James said the PR committee has met once. We will draft another article about the BFF Initiative and then have the PR committee review it and submit it. James will put the last several months minutes on the website. Sylvia asked James to put information about the BFF Initiative on the main UHESA website as a link to the various institutions BFF event information. James wondered if he had an assignment from last month in regards to the BFF, but David said that he had agreed to do most of the creation of flyers and logos.

Constitution and By-Laws –

Brett was taking care of his wife and some medical issues and so we will table the discussion about the constitution until later.

Comparison Point / Topical Survey–

Dixie - Andrea indicated that at Dixie they are meeting tomorrow about the BFF event. Last week several met with a woman who returned to school and finished her degree and wrote an extensive paper about her experiences and ideas and solutions that would make this an improved process for other returning students.

SLCC - Julia and David will be hosting a BFF Open House on March 9th at SLCC that will be revolving around the BFF theme and Exploring SLCC. David is working with their marketing department. Deb has sent attachments of David's flyer and logo for everyone to look at. They will also be meeting with SLCC's President.

U of U -Paul indicated that as he and Jan have conferred, they realized that the U of U already has a lot of other initiatives that the U of U is placing higher priorities on, but Paul and Jan will see if there is anything they can piggyback the BFF program onto. Sylvia asked if there was a link that we could include to send people to for the U of U information. Paul also let us know that he is moving to a new position and a new department.

USU - At USU, Amanda said they were like the U of U. Their president has asked that they associate onto initiatives they are already doing. Todd or Amanda will send a link for their school's information.

UVU - Clint wasn't aware of what had been discussed for UVU, but he would check with Brett and Sherry.

Weber – Jenni said they were still planning for their event and had already sent her information to all of us. They will be collaborating with their BFF ideas with Wildcat Welcome/Major Fest on Wed., Feb 10th. She will keep us updated with anything new.

Sylvia asked if all of the schools will continue to keep us informed about details of your events by January 20th if not earlier. Send the details to Sylvia at bradshaw@dixie.edu or Deb at millet@dixie.edu. There were a few changes that needed to be made to the BFF flyer and logo. SUU needed to be added to the institutions at the bottom and the schools needed to be geographically relocated. We need to keep it as

word document so each institution can individualize the flyer for their own school. It was also recommended that we attach a smaller size flyer/logo to our information at UHESA Higher Ed Day at the Capitol.

Next Month's Discussion Topic -

BFF Initiative
Constitution and By-Laws
PR Avenues for BFF events

Action Items -

Sylvia encouraged us to involve Melanie Heath, the Media contact at USHE. We need to be using our PR departments at our individual institutions. It would be very beneficial if we could gather short, personal stories about returning students. We could invite Miss Utah to be our "camera face" if none of us want to be on camera. We can use Sylvia's presentation about her return to college and bringing her friend and the success that that generated. Sylvia said that one point that was emphasized in their meeting with Tiffany Whitehead, the woman who had written a paper about her experiences, was that each school's websites need to be more user-friendly for returning students. They finally work up the courage to come back to college and then get discouraged when trying to navigate the websites and looking for information that applies to them.

Please send any personalized stories to Sylvia or Deb.

The conference call meeting was adjourned.

Our next conference call meeting will be January 20th at 1:00 p.m.