



## MINUTES

### Conference Call Meeting

Wednesday, January 20, 2016 – 1 – 2p.m.

#### Welcome and Roll Call –

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##### UHESA Executive Board

- Sylvia Bradshaw, President –
- Andrea Brown, President-Elect
- Debbie Millet, Secretary
- Brett McKeachnie, Past President
- Clint Moser, Legislative

##### Delegates

- Dixie State University – Andrea Brown, Debbie Millet, Katie Armstrong
- Salt Lake Community College – Julia Ellis
- Snow College – none present
- Southern Utah University – none present
- University of Utah – none present
- Utah State University – none present
- USU – Eastern – Vern Bales
- Utah Valley University – Sherry Harward, Brett McKeachnie, Clint Moser
- Weber State University – none present

#### UHESA Meeting Schedule –

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##### UHESA 2015-2016 Meeting Schedule

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

### Minutes & Approval –

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The December minutes were approved and passed.

Have James put the minutes on the UHESA website

### Legislative Committee Report –

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Clint stated we would be meeting at 9:00 a.m. in the Aspen Room. One legislator, Keith Grove from the Higher Ed Appropriations committee, has been confirmed to meet with us for 10-15 minutes. We are working to get Senator Stephen Uruquhart to take some time with us as well as someone from the Commissioner's office. The first person is scheduled at 9:15 a.m., but we need to be fairly flexible regarding their schedules. 10:00 a.m. will be their floor time. We can go to each chamber and fill out cards of who you would like to visit with. Depending on how close your relationship is or how their schedule permits, they will either come visit with you or they may invite you in on the floor with them. The question was raised whether we could schedule a tour of the state capitol building. Julia will send the tour information to Deb and perhaps do the tour during the first hour. Tours are just under an hour so it might work better to have it after lunch.

Sylvia asked Clint to give us a little more info of how things work during these days at the Capitol. Clint will have postcards that he will list USHE's priority list on. Some of those priorities are Compensation, Access and Affordability, Market Demands, Performance, Statewide Cyber Security, and Regent's Scholarships. It is good to have several things to concentrate on. Pick 2-3 of the items that are most important to your institution and be prepared to visit with a legislator about them. It is always advantageous to include a handwritten note at the bottom of the postcard. Clint will have handouts.

Lunch will be at about 12:30. The final group meeting will wrap up by 2:00 and then any that are interested can go on the tour from

2:00 – 3:00. Brett recommended in regards to parking to take public transportation if at all possible. If you have to park yourself, you will end up walking a long way. He recommended taking Frontrunner to the North Temple station and take bus #500 to the Capitol steps. You can catch Frontrunner at Provo if you are coming the south and from the north you can get on in Ogden. Plan plenty of time. For more information, go to [www.rideuta.com](http://www.rideuta.com).

### Treasurer's Report –

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Vern reported that all institutions have paid their past years and current years dues. All of the reimbursements have been done.

### PR/Media Report –

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Deb will contact James to have the minutes put on the UHESA website.

For the Higher Ed newsletter, Sylvia asked Clint and the PR committee write an article about UHESA Day at the Capitol and Sylvia will write an article on the BFF – Return, Learn, and Earn initiative.

Julia told us they are designing some maroon colored T-shirts with white writing with the BFF logo. There is a \$40 set up fee and the T-shirts will be about \$6 per shirt. If other institutions want to order some, they will send an example of the T-shirt so everyone can see it.

### Constitution and By-Laws –

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There were not enough delegates from the different institutions to form a quorum. The Constitution requires a 2/3 majority approval of those present in a meeting and the By Laws require a 2/3 majority of all UHESA delegates from the institutions. Brett asked if anyone had looked over the

new documents he had sent out. We made an executive decision to have Brett continue on in the direction he is working revising the updates to the Constitution and By Laws. Brett will also incorporate the October changes that were suggested when we met at USU- Eastern.

#### Comparison Point / Topical Survey–

Dixie – Andrea said that Dixie will be going forward with a media campaign for their BFF initiative. Dixie will have a video of personal examples of students that have returned and received their degrees. They are also creating a Non-Traditional Returning student webpage to make the initial process easier to navigate. There will be at least four social media blasts over the next two months and will be linked to a referral form giving contact information about the person referring and also their friend that is being referred. On the referral form, it will have information so the referral can be used by departments, registration, financial aid, etc. and doesn't just go into some file and be forgotten. We want to be able to follow through with these referrals and make several personal contacts. Dixie will have a Doodle form that links to the UHESA main webpage.

SLCC – Julia said SLCC will be hosting an Open House on March 9<sup>th</sup> in the evening. They will have tear away cards for students, staff, and faculty for referrals. They will hand that referral form back into their office. They will also provide a link to the UHESA page. They are going to be incorporating the BFF T-shirt and invite anyone else at any of the other institutions to use the T-shirt as well. When it is approved, Julia will send a copy of the tear-away referral form to everyone. Their printing costs were 5,000 cards at 39¢ each. There will be an award for the department that is most involved. Brett would like to see an example of what the T-shirt will look like. Everyone could order from SLCC. UHESA may be able to pay so much per institution to help defray some of the cost. It was suggested that we order enough for the UHESA Board. David is working on the vector image of the BFF/Utah map for the T-shirt. Julia will send out an image of what the T-shirt looks like. This will be a continuing project.

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 9<sup>th</sup> 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.

Snow – none present

SUU – none present

U of U – none present

USU – none present

USU-Eastern – Vern doesn't know what Jeff is working on for this initiative, but will get with him.

UVU – They will be meeting very soon to plan and are enjoying gleaning from everyone of what they are doing.

Weber – none present

#### Next Month's Discussion Topic -

Our topic of discussion will be feedback on the UHESA Day at the Capitol and any comments of how things are going with the BFF efforts.

Action Items -

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Andrea volunteered to be the scribe at the UHESA Day at the Capitol since Deb is not going to be able to attend.

The conference call meeting was adjourned.

Our next conference call meeting will be Feb 17th at 1:00 p.m.