



MINUTES

Conference Call Meeting

Wednesday, Feb 17, 2016 – 1 – 2p.m.

Welcome and Roll Call –

UHESA Executive Board

- Sylvia Bradshaw, President –
- Andrea Brown, President-Elect
- Debbie Millet, Secretary
- Brett McKeachnie, Past President
- Todd Hugie, PR/Media

Delegates

- Dixie State University – Andrea Brown, Debbie Millet, Katie Armstrong, Robyn Whipple
- Salt Lake Community College – Julia Ellis, David Brower
- Snow College – Jim Kittelsrud
- Southern Utah University – Barbara Rodriguez
- University of Utah – Jan Lovett
- Utah State University – Todd Hugie
- USU – Eastern – Vern Bales
- Utah Valley University – Sherry Harward, Brett McKeachnie
- Weber State University – Jenni Ungruen

We want to welcome Barbara Rodriguez from SUU as our new delegate from SUU. Barbara said she has served on the UHESA Board before about 10-12 years ago. She is the President –Elect and is the Administrative Assistant for the Science department at SUU.

UHESA Meeting Schedule –

UHESA 2015-2016 Meeting Schedule

- March 16th *Conference Call 1:00-2:00 PM*
- **March 31st & April 1st @ Dixie** (Presentation of Bring A Friend at BOR-hopefully) 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)

We are planning on a 5-7 minute presentation at the Board of Regents meeting on April 1st. We have not been given a time yet of when we will present.

It is really important to have every institution represented when we meet with the Board of Regents, so please try to adjust your schedule so that you can be to this spring conference and represent your school as we visit with the Board of Regents.

Sylvia mentioned that if there are any schools that are short on funds for this conference to please contact Sylvia and we will try to work something out with Vern and the UHESA budget.

Minutes & Approval –

The January minutes were approved and passed.

Have James put the minutes on the UHESA website.

Andrea will write up the minutes from UHESA Day at the Capitol.

Legislative Committee Report –

Sylvia felt that the Legislative Day at the Capitol went well. Clint had sent postcards for everyone to hand out since he was unable to be there. Todd was glad that Senator Steve Uruqhart stopped to visit with the UHESA people. He was very candid and is known for not holding back. He knows more about our institutions than we do. He knew everyone's numbers and statistics. We need to stay friends with him. He may become a lobbyist in the future. There were 19 in attendance. SLCC was impressive with the number of people they had there. This Legislative Day attendance was much better than last year and about the same as previous years. We need to write Senator Uruqhart a thank you note. We should also write Henrie Walton and Frank Lojko thank you notes for their work on reaching Senator Uruqhart and scheduling his visit with us. Lowry Snow invited Sylvia onto the floor with him.

Clint had arranged for Keith Grover from the Appropriations Committee to visit with the UHESA delegates, but he nor anyone from the Commissioner's office stopped by to visit. They must have had something come up that conflicted with their schedules. It would be great to invite some of the legislators that are carrying bills for next year. In the Higher Ed Matters newsletter it stated there were 5 House Bills that are coming up.

The timing of everything was much better this year for Legislative Day than in the past. We gave ourselves enough time for everything and didn't feel so rushed. Sylvia said that she loved the tour of the Capitol. Most of the attendees stayed for the tour. Brett wondered if we would have better access to the legislature if we attended on Friday. We will need to ask our legislative liaisons about this. Sylvia mentioned that sometimes in the past there have been special interest groups that hogged all of the legislator's time. David suggested that we plan what works best for us and hope for the best.

Sylvia will follow up about the article for the Higher Ed Matters newsletter with Clint.

Andrea asked if anyone did a write-up at any of the individual institutions, but no one had.

There is a Higher Ed Day on Friday, Feb 19th. Dixie State is sending some faculty and students to attend this. Brett said he had attended in the past and it turned out to only be a luncheon for the University presidents and legislators. He was disappointed.

Andrea is our liaison with Liz Hitch and our connection to USHE.

Treasurer's Report –

Vern wasn't on the conference call, but Sylvia said the budget was approximately \$6,800 the last time we had communicated with Vern.

Brett spoke about the \$5,000 minimum balance that sometimes has been a requirement of the financial account. Now that the money is at USHE, there is no minimum balance required. It was asked

whether UHESA is a non-profit organization. Brett replied that it is not. We do not file the 501c3 form for taxes.

If our UHESA funds run too low, we may have to charge a conference fee. Our annual budget is generated from the \$200 per institution. For nine institutions, that produces \$1800.00

BFF Initiative Report –

Sylvia did a recap of the BFF Initiative – Bring a Friend to Finish- for Barbara. This is a service initiative for each of our institutions. We need to do something that makes USHE shine. 30% of the Utah population has some college, but no degree. Sylvia has the postcards that were printed to give out. Barbara brought this concept up in her SUU Board meeting and someone on campus was already doing something similar to this and they felt they could piggyback onto their event. Sylvia challenged everyone to go to the UHESA website and click the Refer a Friend button and try it out. Do a test if you don't know someone specifically at the moment.

Sylvia referred to the budget that is listed on the agenda. She asked everyone how much we want to spend of UHESA's budget for BFF items. We decided to spend about \$900 for the T-shirts which gives each institution \$100. If our account gets too low, we may have to increase our revenue later.

A big thank you goes out to David Brower for all of the artwork and design work he has spearheaded. He needs our feedback as soon as possible.

We had previously discussed doing buttons, but decided on T-shirts and postcards. It was felt that the T-shirts would have a more lasting impression.

When asked whether the BFF Initiative was just for this year or an on-going thing, Sylvia said that Liz Hatch had encouraged us to keep doing this. We'll only be doing the T-shirts one time though.

Barbara wants to keep some of the money in the balance and not run it too low. When she was treasurer of UHESA back in 2005 or 2006 there was very little revenue to work with.

The proposal to spend the \$1,799.29 as outlined in the budget in the agenda was approved.

UVU wants to order another 200 T-shirts.

Deb will forward the T-shirt images on to everyone.

Please let David Brower at SLCC know if your institution want extra T-shirts by March 24th. He will also need sizes. These are men's sized T-shirts that run pretty true to size.

Jan Lovett wanted everyone to be aware of House Bill #188 about Parental Leave. It will be introduced at the Legislature tomorrow. Ask your representative to support this bill. It provides for up to 6 weeks paid leave without using FMLA or sick leave and without putting your job in jeopardy.

Katie will send the article to Deb to send out.

Jan said there was a bill to carry foreign immersion language credit to higher ed.

There are several other bills that have an impact on higher ed that will go before the legislature this session.

PR/Media Report –

Andrea is improving the referral form.

On the postcard that has been printed, we need to replace the 66% by 2020 wording with "completion". USHE isn't emphasizing the 66% by 2020 anymore.

Constitution and By-Laws –

Comparison Point / Topical Survey– BFF Updates from each institution

Dixie –Andrea is working with our marketing department on a social media video.

SLCC – On March 9th they will be partnering with student affairs for an event.

Snow – Jim was no longer on the conference call

SUU – Barbara is new and requested emails about the BFF initiative and some of the postcards.

U of U – Jan was no longer on the conference call

USU – They will work centrally with other departments that do this type of thing. Todd asked what ideas any one had that Media/PR could do besides the website.

USU-Eastern – No one from USU- Eastern was on the conference call

UVU – Their roll out will be social media based. They are presenting to the PACE general board next week. They will have a website for staff to refer friends and give resources. They are trying to make it a one-stop shop for employees.

Weber – They held their event on Feb 10th. They sent out an email to individual staff and a flyer with a \$50 coupon from the Bookstore to turn in at the Recruitment Fair. So far they have only had two coupons turned in. They will relook at PR ideas for the future.

The best advice for everyone is to start somewhere and “move forward”.

Next Month's Discussion Topic -

Action Items -

The conference call meeting was adjourned.

Our next conference call meeting will be March 16th at 1:00 p.m.