



## MINUTES

### Conference Call Meeting

Wednesday, November 18, 2015 – 1 – 2p.m.

#### Welcome and Roll Call –

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##### UHESA Executive Board

- Sylvia Bradshaw, President – came into conference call later
- Andrea Brown, President-Elect
- Debbie Millet, Secretary
- Brett McKeachnie, Past President

##### Committee Chairs

- James Miller presenting the PR/Media Committee

##### Delegates

- Dixie State University – Andrea Brown, Debbie Millet, Katie Armstrong, Nikki Dang
- Salt Lake Community College – Julia Ellis, David Brower
- Snow College –Merrill Worthington
- Southern Utah University – Melanie Mariner
- University of Utah – Jan Lovett, Paul Peterson
- Utah State University – Amanda Davis
- USU – Eastern – none present
- Utah Valley University –Sherry Harward, Brett McKeachnie
- Weber State University –Jennifer Unguren

## UHESA Meeting Schedule –

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### UHESA 2015-2016 Meeting Schedule

- December 16<sup>th</sup> Conference Call 1:00-2:00 PM
- **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 minutes were approved and passed.

Have Todd put the minutes on the UHESA website

## Legislative Committee Report –

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Sylvia spoke to Clint recently and he said November is a perfect month to send a grateful letter to our legislators. We could thank them for the work they do. Be sure to reach out to your legislators. We can thank others that aren't our own legislators also.

The committee chairs of the Legislative and PR/Media Committees are now voting members of the Executive Board as was approved in the October meeting.

Perhaps we could encourage our legislators to sponsor a bill to give a waiver to returning students for a certain amount, like students fees. He said we can't tie it to the BFF initiative because there can't show discrimination or advantages for a certain set of students. We have to be fair across the board.

## Treasurer's Report –

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Vern was not available to report

## PR/Media Report –

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James Miller represented the PR/Media committee and said their committee had not been able to meet recently, but he would keep us apprised of any new items of interest. Brett said that the article for the Higher Ed Matters newsletter was emailed to USHE on November 17<sup>th</sup> and we should be seeing that article show up soon.

### Constitution and By-Laws –

Brett McKeachnie took the revisions that people could remember and added his own recollections and put everything in correct layouts. There was a discussion about approving these documents. It was decided that we would email this draft to the UHESA delegates and have everyone review them. If anyone has changes or additions, they should email Brett at [mckeacbr@uvu.edu](mailto:mckeacbr@uvu.edu) or Deb at [millet@dixie.edu](mailto:millet@dixie.edu). We will do a final approval in December or vote by email.

It was also discussed that we should have a “Best Practices” document layout.

### Comparison Point / Topical Survey–

We discussed the slogan lines that people submitted with the “Bring a Friend” initiative. It was decided that we would use “BFF – Bring a Friend to Finish” as the main tagline and “Return, Learn, and Earn” as our sub-slogan. A big component of this movement is attracting the non-traditional students. We have a large percentage of our communities that have people that have some college, but didn’t finish their degree or have an Associate’s degree, but may be interested in getting their Bachelor’s or Master’s degrees. Many thought it would be easier to concentrate on reaching out to a certain type of demographic – like the non-traditional or returning student, rather than trying to address all of the different types. Most institutions are doing a good job in recruiting high school students.

Each institution will review the contacts that you could use to increase the impact this initiative will have. What methods will best fit for your school? If we start discussions with other colleagues and departments, they will want to buy in and we can broaden the efforts to make this successful. Some schools already have some events or programs in place and this can be added to those efforts. SLCC is planning on doing their own event and inviting others to join with them.

It will be most effective if as many of the USHE schools can have their events at the same general time so our publicity efforts can be maximized. Some suggested that a BFFF – Bring a Friend to Finish Fair could be held. Weber State is combining with a big recruitment/registration fair already planned in February. Jenni will get the dates and times of the fair and send to Deb to email out to everyone. SLCC will try to do something during this same timeframe also if the date works for their schedule. UVU was planning something for March, but will try to make February work instead. Does February work for the other schools? Jan and Paul spoke about the things that were happening at U of U. They want to look further into what is already planned for their campus. Amanda from USU said she would check with Todd to make sure they weren’t duplicating other efforts on their campus.

Andrea stated that we don’t want the staff associations biting off more work than they can handle by feeling they have to do a huge event. Sylvia said it might be wise to see what is already planned in terms of recruitment and retention events and add our efforts to complement and enhance. David Brower mentioned that it shows a united front and a good collaborative effort if we can all hold our events on the same day or as close to that as our schedules will allow.

Deb will send out the PowerPoint presentation that Sylvia made about the Bring a Friend initiative.

### Next Month's Discussion Topic -

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It was decided that we will forgo the topical survey for December.

### Action Items -

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It was recommended that we keep the Higher Ed Matters articles updated so we continue to get good coverage for UHESA. When asked if there were any good writers on the PR/Media committee there was dead silence. Luckily, David Brower said he felt pretty confident about writing something. David will submit an article to the PR Committee and they will submit it to Higher Ed Matters. Brett also mentioned that someone on the PR Committee was UVU's PR person and could be a resource also. Gus Calder is also a PR person from Weber State.

There was a discussion of what do we want to do about advertising for the BFF events. We could do badges or T-shirts or something similar. Sylvia thought there might be some money that could be allocated from the UHESA budget to cover a portion of the costs. Sherry thought a small badge or pin would be great that everyone could wear. We want a unified look so all the institutions events have a common theme. Some institutions don't have money for T-shirts. David said he will draw up a logo and branding that we could use on advertising, badges, correspondence, etc. One other resource that designed the UHESA logo was designed by a student at SUU. Melanee will find who that is just in case that is needed. We definitely want to put the focus on the slogans BFF and Return, Learn, and Earn. It would be great to do something that shows all of the institutions logos on a big poster. Please check with your PR Director to be sure that it is okay to use each of the logos.

***Have all of this ready for the December conference call so we can finalize our plans.***

We need to decide if this is going to be a one-time event or if we plan on have annual events do we want to move them to November to coincide with registrations.

It was recommended that the PR/Media committee meet to consider what outside sources can be utilized.

In regards to tracking our efforts, Weber is planning to have a drawing of anyone who brought someone to the event. You could fill out a ticket and then later draw for a winner. If they bring more than one person, they can fill out more than one ticket. SLCC is planning on having a sign-in roster of anyone who is attending and who brought them and get the person's info so a later contact can be made. Sylvia suggested maybe having a card instead of a ticket that would have information on the staff member and also the person being brought. Collecting this contact information ensures that the friend being brought to the event doesn't just fade away or get lost after the event. Andrea suggested that we track personal stories which makes bringing a friend back to finish their education so much more meaningful. The publicity is more effective if it is more personal with real experiences. David suggested working with the PR departments so a professionally done presentation can be created. Brett said that we need to be taking pictures of the events at each institution for publicity purposes as well. Sylvia said that all of these things will be great to present and take to the Board of Regents. James suggested having stickers that say "I brought a friend". Sylvia wanted everyone to wear a badge for days ahead as advertising. Some said they thought just wearing the badge on the day of the event was better. Andrea advised everyone to talk to their PR people.

The BFF initiative could be a good way to be recognized by the Board of Regents.

We will just keep working on Best Practices for the various position throughout the year.

Brett sent the article to the Higher Ed Matters newsletter.

There is information about USHE policies about each institution have staff associations that Snow College can take to their administrators.

The conference call meeting was adjourned at 2:04 p.m..

Our next conference call meeting will be December 16<sup>th</sup> at 1:00 p.m.