Board of Trustees
MINUTES

Trustees Present:

Lisa Graham, Chair	Rose McClure	Grace Rusth
Jessica Gomez, Vice-Chair	Jill Mason	Paul Stewart
Kathleen Hill	Kelley Minty Morris	Fred Ziari
Vince Jones	Nagi Naganathan, President	

Trustees Unable to Attend:
Jeremy Brown
Mike Starr

University Staff and Faculty Present:
Dave Groff, Legal Counsel
Adria Paschal, Senior Executive Assistant to the President

Guests:
Ginny Lang, Consultant

1. **Call to Order/Roll/Declaration of a Quorum**
   Chair Graham called the meeting to order at 9:03am. The Secretary called roll and a quorum was declared.

2. **Consent Agenda**
   2.1   Approve Minutes of the May 30, 2019 Meeting
   Trustee Gomez moved to approve the minutes of the May 30, 2019 meeting. Trustee Minty Morris seconded the motion. With all trustees present voting aye, the motion passed unanimously.

3. **Action Items**
   3.1   Approve 2020 Meeting Calendar
   Chair Graham reviewed the proposed meeting dates and locations for the 2020 calendar year There was a request to move the November 2020 meeting to the 12th. Discussion regarding one-day and one and a half-day meetings. Committee chairs will work with the Board Secretary and staff to determine when longer meetings (1.5 days) are required. Consensus that board dinners and time spent on campus are important to building relationships.

Trustee Gomez moved to approve the 2020 meeting calendar with the following dates and locations:

> **January 23 – Wilsonville**
> **April 2 – Klamath Falls**
> **May 28 – Klamath Falls**
> **July 23 and 24 – Location TBD**
> **November 12 – Wilsonville**

Trustee Minty Morris seconded the motion. With all trustees present voting aye, the motion passed unanimously.

4. **Discussion Items**

    4.1   **Board Committee Update**

        Chair Graham reviewed the makeup of the committees and recent changes to the committees based on staff and board membership. No additional amendments were made.

    4.2   **Assess Trustee Survey Results**

        Chair Graham noted trustees had technology issues with taking the survey. The survey link was resent and Chair Graham will report out on the results for discussion at a later date.

    4.3   **National Trends in Higher Education**

        Consultant Lang explained her interaction with the seven university presidents through the Oregon Council of Presidents. She stated there are many places to obtain information on trends in higher education and shared the commonalities she found. Approximately three-fourths of current undergraduate students have at least one characteristic of a non-traditional student. The three top characteristics are financial independence from parents, having a dependent of their own, or the student is employed full time. Short-term trends include an increased focus on measurements and the use of analytics in evaluations, documenting academic readiness, progress of students and areas of the university, faculty and staff and how people are working and their accomplishments; and a focus on learning spaces and how people gather and convene, work across disciplines, and share ideas both inside and outside the classrooms. Mid-term trends include the proliferation of open educational resources; growth in inter-disciplinary study opportunities; and alternative credentials (nano-degrees, certificates, badges). Long-term trends include cross-institutional collaboration; advancing cultures of innovation; and varying modes of course delivery. She referred to the book *Thank You for Being Late: An Optimist's Guide to Thriving in the Age of Acceleration* by Thomas L. Friedman. Discussion regarding how the non-traditional characteristics of undergraduate students might impact strategic planning, recruitments and data acquisition. Discussion on the benefits of interdisciplinary opportunities.

    4.4   **Strategic Plan Update**

        Ginny Lang stated the Strategic Planning Steering Committee has met seven times since April and is on an ambitious timeline. She explained the process started with a "where are we now?" situational analysis, SWOT analysis, trends, and key drivers. The committee is now in the "where do we want to be?" phase, including reviewing and discussing the vision, mission, values, and pillars. The draft phase will include these and goals and initiatives under the pillars and the framework of the actual plan. Two to three members

will put together a first draft based on all of the sub-groups' work, for review in September. The executive staff is preparing a plan to address items needed to implement the plan once it is adopted. **Trustee Hill** shared that she is impressed with the commitment and follow-through by the committee members. Information about the plan is available on the university's website. **President Naganathan** explained the keywords the board has included in the mission such as "scholarship" and "innovation" need to be included and supported in the strategic plan. **Ms. Lang** explained the goal is to have a 5-year document for review by the Board in Spring 2020. **President Naganathan** explained there will be other plans such as the Facilities Master Plan that will support the strategic plan. Discussion regarding funding, monetary requests from the state, and the need for the university to work towards financial independence. **Trustee Minty Morris** suggested putting additional resources towards lobbying noting in the past resources were split between marketing and legislative lobbying. Suggestion to look at a different funding model and changing what we request for and how we request it.

4.5 **University Name and Branding**
President Naganathan shared a PowerPoint presentation: Extending our Brand. He explained eight different items that matter in branding, outlined questions to consider when contemplating a name change, and reviewed recent marketing projects. Discussion regarding communicating the university's message and sharing the positive aspects of the Klamath Falls community. **Trustee Minty Morris** expressed her concern that there are three different names for the university (OIT, Oregon Tech, and Oregon Institute of Technology) and the need for consistency of one name. **Trustee Ziari** stated his issue is that the word university is not in Oregon Tech's name and proposed adding "university" or "polytechnic university" to our name. Discussion regarding the terms "institute" and "polytechnic." **President Naganathan** stated his desire to have the legislature declare Oregon Tech as Oregon's Polytechnic University. Discussion regarding the costs of name changes, and the ability to change and the impact of changing the domain name. Consensus that it is not worth changing the official name but rather invest in branding intentionally. **Vice Chair Gomez** requested time be put on the first agenda of 2020 to discuss potential changes and identify a process if need be. **President Naganathan** stated he does not feel a name change is necessary at this time and focusing on branding and domain changes would serve us well.

Trustee Stewart arrived and Chair Graham exited the meeting at noon. Vice Chair Gomez led the remainder of the meeting.

4.6 **University Dashboards**
President Naganathan showed a PowerPoint presentation explaining what an institutional dashboard is, how it can be used, example dashboards, and appropriate indicators for a high-level/board dashboard. He noted that the metrics should reflect key components directly related to our vision and mission and identified six possible areas for the dashboard: academics (faculty and programming); enrollment; financial; facilities; students, faculty and staff outcomes; and applied research and innovation. **Trustee Jones** would like to the dashboards to be available to the public and suggested adding other measures such as the school's carbon footprint or geothermal energy produced/used to show how green the campus is. **President Naganathan** acknowledged that subsets of the dashboard could be public. **Trustee Ziari** supported the six proposed categories to

provide the board a quick reference but requested those categories be able to be broken down in further detail. **Trustee Stewart** shared that he provides the hospital board four domains and thirteen measures in a concise manner. **President Naganathan** will develop the dashboard further and bring back it back for conversation at the November meeting.
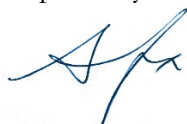
5. **Other Matters** – none

6. **Public Comment** - none

7. **Adjournment**
   Meeting adjourned at 2:18pm to Executive Session.

Vice Chair Gomez noted for the record the Board will meet in Executive Session beginning at 2:30pm, per ORS 192.660(2)(f) and ORS 40.225 Rule 503 to consider information or records that are exempt by law from public inspection and to have confidential communication subject to attorney-client privilege.

Respectfully submitted,

Sandra Fox
Board Secretary