



Minutes for the Board of Trustees

Friday, April 13, 2012 * 3:00 p.m.

Richfield Campus

*Trustees: Theresa Alder, Josh Burt, Scott Bushnell, Eddie Cox,
DeVere Day, Mary Greathouse, Dan Jorgensen, Jim Shank*

College Administration: Marvin Dodge, Craig Mathie, Gary Smith, Scott Wyatt

Others: Dan Black, Dean Brereton Patsy Daniels, Greg Dart, Amber Epling,

Bill Jensen, Rachel Lund, Mike Medley, Rob Nielson, Chris Probasco

Secretary to the Board: Marci Larsen

Welcome

Chair Alder welcomed the group and called the meeting to order. Because some were in attendance for the Academic Committee report only, she modified the agenda to accommodate their time.

Approval of Minutes

Chair Alder entertained a motion to approve the minutes from the February 10 meeting. Trustee Cox asked for two corrections: changing one reference from Chair Cox to Trustee Cox (in the Foundation Board MOU agenda item) and noting Student Body President Josh Burt was exceptional, not exception. With these corrections made, he moved approval. Trustee Greathouse seconded the motion, and it passed unanimously.

Chair Alder next entertained a motion to approve the minutes from the March 29, 2012 conference call. Trustee Shank made the motion, and it was seconded by Trustee Greathouse. All voted in favor of the motion.

Investment Report

Vice President Dodge referred the Trustees to Tab K. He reviewed the investment activity for January 2012 and asked if there were questions. Hearing none, Trustee Greathouse made a motion to approve the report as presented. Trustee Cox seconded the motion, and it passed unanimously.

Preliminary Budget Discussion, FY 2012-13

Vice President Dodge provided copies of the FY 2012-13 preliminary budget and reviewed the document in some detail. He said he and President Wyatt had met with the chair and vice chair of the Board and wanted to let the full Board know what the administration was thinking at this stage of the budgeting process. In terms of compensation, he said they wanted to give more than the funded one percent and said, in the proposed document, the College had matched enough funds to do an additional one percent. He asked if the Trustees had opinions on distribution, and most said they would like to see the focus on those making less than \$50,000 instead of giving an across-the-board two percent COLA. Trustee Day asked about safety needs with the completion of the new dorm and the additional 400 beds; Vice President Dodge said the project will include security cameras and devices, and Vice President Mathie said an additional full-time employee would be hired to help manage the residence hall. Trustee Day thanked Vice President Dodge for sending the revised fee information after the last meeting, and Chair Alder thanked Vice President Dodge for his work. Vice President Dodge invited comments and reminded Trustees they are always welcome to contact him with budgeting or other financial questions.

Report from the Audit Committee

Committee Chair Jorgensen said the Audit Committee met prior to the full Board meeting and had a nice

report from the internal auditor. He commended Jacob Dettinger for the work he is doing, and Trustee Greathouse added her thanks for his style of presentation. Chair Alder agreed with the compliments and thanked Vice President Dodge for facilitating the openness between the Audit Committee and the internal auditor.

Report from the Academic Committee

Committee Chair Shank said the Academic Committee met prior to the full Board meeting. He said the best news was the progression of the B.M. Degree in Commercial Music with the State Board of Regents, and he asked Vice President Smith to give a brief summary of other program proposals. Vice President Smith also happily commented on the progress with the Commercial Music degree, as well as the Natural Resource and TBSI/Historic Preservation degrees. He then asked faculty members in attendance to present their department proposals to the Trustees for their consideration.

Mike Medley began with the Certificate/A.A.S. in Industrial Mechanics proposal. He said this particular program is an outgrowth of research conducted and feedback received from industry leaders in the College's service area. He said multiple businesses have machinery to fix regardless of what they are producing; therefore, this program, he said, had the widest reach. He said some communication requirements had been added, and a condensed five to eight week course schedule was being proposed. This, he explained, would allow ease of access for traditional students and also those students wanting to re-tool their skills. Trustee Greathouse asked about possibilities for outreach, and Mr. Medley said he was doing what he could to get movable equipment. Hearing no questions, Chair Alder entertained a motion to approve the Industrial Mechanics Certificate and A.A.S. degree as presented. Trustee Shank so moved. Trustee Jorgensen seconded the motion, and it passed unanimously.

Dean Breerton next presented the A.S. degree in Nursing. He said this degree proposal is also a response to the market's request. He said they want a registered nurse program and noted the College can do that with an associate degree. Because the College currently works with Weber State University for nursing courses and programs, he said the curriculum had been aligned with theirs. He said Weber has supported the College completely in this path. Trustee Jorgensen encouraged the faculty to track their graduates and document their progress after graduation. At the conclusion of the discussion, Chair Alder entertained a motion to approve the A.S. in Nursing degree as presented. Trustee Shank so moved. Trustee Day seconded the motion, and it passed unanimously.

Report from the Alumni Association

Trustee Day began his report on a personal note. He showed a picture of the newest addition to his family – a baby girl, who joins the family after four boys – and Trustees congratulated him. He then shared three items with the group: He said the Alumni Board is now accepting nominations for the Distinguished Alumni Award, and he encouraged everyone to submit names of deserving alums. Next, he informed the group the Advancement Office is now collecting money for an alumni scholarship. He said funds are coming into the account and noted there is a place on-line (<http://www.snow.edu/alumni/scholarships/>) where donors can see the progress made towards the \$100,000 goal. To conclude, Trustee Day invited those in attendance to join the Alumni Association at the annual Snow College Day at the Salt Lake Bees game on July 27.

Student Body President

Trustee Burt quickly gave his report of student happenings. He said new student advocates have been elected and appointed, and he expressed his confidence in their leadership. He said his team of officers is wrapping up the school year and planning final activities. He then thanked the Trustees for the opportunity to learn from them and invited the group to his wedding on May 24. Chair Alder thanked President Burt for his leadership and wished him well in his future endeavors.

Report from the Chair

Chair Alder said she and Trustee Greathouse attended a meeting with other institutional chairs and vice chairs, which was hosted by the Board of Regents' chair and vice chair. She asked Trustee Greathouse to give a brief report. Trustee Greathouse said the group had a productive meeting and Trustees communicated their desire to be more involved with various Regent processes at their respective schools. Chair Alder and Trustee Greathouse both agreed the Regents were responsive to their requests and said they look forward to more interaction between the two boards.

Trustee Alder also asked Trustees to remember the upcoming commencement ceremonies. She said Richfield's ceremony would be held on May 4, and the ceremony in Ephraim would be held the following day.

Report from the President

President Wyatt briefly commented on the music degree and said his administration continues to meet with Regents and others to follow the proposal through to completion. He said the College has completed all of the steps required so far and expressed optimism for a positive outcome during the May 18 Board of Regents' meeting, which will be held in Ephraim. He expressed appreciation to the Trustees for their support and thanked several Regents for their advocacy as well.

College Branding

President Wyatt began this discussion by telling Trustees this type of decision is not typically a governance issue, but a management decision. Because there is no policy at the College for these kinds of actions, he said presidents in the past have announced a change in logo or mascot and moved forward. Because he wanted to elevate the decision, he said he chose to involve the Trustees in the process. He said the Board could choose to vote on the agenda item or delegate it back to the administration. He told the Trustees he was doing his best to help the College be a serious organization and said his approach with this particular decision has been the same as with other signification decisions. Among others, he gave the examples of hiring a full-time auditor and consulting with economic development directors for advice on CTE programs. To reach the decision on a new College brand, he said he asked experts.

President Wyatt next referred to and reviewed a memo, which had been distributed to the Trustees earlier. The memo outlined the logic behind the proposed color scheme and logo and the process which led to his recommendation of grey and orange. He summarized the process by saying the majority of every single group (including various student, employee, emeriti, alumni, and donor groups) who had listened to the presentation had been in favor of the change. He noted most of the email messages, Facebook posts, and comments made during the community meeting were against the change. He concluded his presentation by stating his desire to get the most of the College's advertising dollars and make the best decision for the future of Snow College.

Chair Alder thanked President Wyatt for his thoughtful approach to this important topic. She said how much discussion this issue had raised within the community, and she again acknowledged the genuine efforts of those involved in creating the new design and recommending the proposed change. She shared multiple pictures she had taken at the College bookstore, noting the inconsistency in the look and feel of the College's brand. After showing the pictures and stating her goal of making the best, informed decision, Chair Alder asked Greg Dart, the College's Director of Admissions and Communications, to share additional color schemes (including shades of blues, oranges, and golds) she had asked him to prepare. She then asked Trustees for their opinions, and a very long discussion ensued.

During the discussion and before votes were taken, Trustee Burt asked to be excused so he could attend the inauguration of the new Student Body Officers. Prior to his leaving, he expressed strong support for the

orange color scheme and said the student advocates also supported the change. For the next several hours each Trustee took numerous opportunities to ask questions, relay opinions and information they had received, and share personal viewpoints. As a result, the following motions were made:

Trustee Shank said there had been a lot of work that has gone into the issue and, in absence of policy, made a motion to let the administration handle the management decision and decide the branding strategy. He said the Trustees always have the opportunity and obligation to give input and again said it is within the administration's charge to make this type of decision. After much discussion, Trustee Shank withdrew the motion.

Trustee Day said this has been an emotional issue for many and said he focused on his workplace logic approach of "risk vs. benefits" and "doing no harm." He suggested the College move forward with the proposed block "S" logo and keep the current color scheme of blue and white. Trustee Jorgensen made a motion to continue to work on logo development and review the need to change the color in six months or one year. Trustee Day seconded the motion. The motion failed with Trustees Jorgensen, Day, and Bushnell voting in favor. Trustees Cox, Greathouse, Shank, and Chair Alder voted against the motion.

Trustee Greathouse said she would like to see the College keep the tradition of "Badger Blue" and still be able to distinguish itself; she proposed a compromise. She referred to the color scheme samples provided by Mr. Dart (specifically the orange and #540 blue) and made a motion to add orange as an official school color. Trustee Cox asked if blue or orange would be the dominate color, and Mr. Dart responded by saying it would depend on the usage. Trustee Cox then seconded the motion. Trustees Cox, Greathouse, and Shank voted in favor. Trustees Bushnell, Day, and Jorgensen voted against the motion. Chair Alder voted in favor, and the motion passed with a 4-3 vote.

Adjournment

Trustee Cox made a motion to adjourn the meeting. Trustee Greathouse seconded the motion, and it passed unanimously.