The members of the Adams State University President’s Executive Council convened in a regular meeting on February 1, 2016 in the President’s Conference Room, Richardson Hall, room 2-301.

Call to Order: President McClure called the meeting to order at 9:00 a.m.

Attendance:

<table>
<thead>
<tr>
<th>Name</th>
<th>Presence</th>
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<tbody>
<tr>
<td>Eric Carpio</td>
<td>Present</td>
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<tr>
<td>Kurt Cary</td>
<td>Present</td>
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<tr>
<td>Margaret Doell</td>
<td>Present</td>
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<tr>
<td>Carol Guerrero-Murphy</td>
<td>Excused</td>
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<tr>
<td>Heather Heersink</td>
<td>Present</td>
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<tr>
<td>Lori Laske</td>
<td>Present</td>
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<td>Tammy Lopez</td>
<td>Present</td>
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<td>Ken Marquez</td>
<td>Present</td>
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<tr>
<td>Beverlee McClure</td>
<td>Present</td>
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<tr>
<td>Larry Mortensen</td>
<td>Present</td>
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<tr>
<td>Frank Novotny</td>
<td>Present</td>
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<tr>
<td>Tracy Rogers</td>
<td>Present</td>
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<td>James Trujillo</td>
<td>Present</td>
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Guest(s): Darrell Meis, Director, ASU Bookstore and Grizzly Den
Nakayla Werner, Assistant Director of Career Services

Follow-up Items

Strategic Plan

President McClure informed Council that individual groups for the various Goals 1-5 will meet to discuss measurements and initiatives. The data gathered from these meetings will be presented to the President’s Cabinet for review, and to the Board of Trustees for approval during their May 2016 meeting.

Facilities Construction Project Updates

Ken Marquez, Vice President for Student Services, reported the Campus Renewal and Planning (CRaP) Committee did not meet, however the program plan is progressing. Additionally, there is a proposal being discussed regarding the Edgemont Boulevard house and the desire to sell the property. Until a decision is made, the Three Bears Consulting firm will be temporarily located in the Edgemont house.

The Richardson Avenue house is in the process of being furnished through donated furniture, and will possibly be utilized for future visiting faculty members.
General Updates

Council discussed communicating with the campus community regarding using caution due to the snowy and ice weather conditions. An email will be sent to the campus about using caution and to remind everyone any early release or closure notices will be sent via the campus e2Campus Early Alert System and to encourage everyone to sign-up for the alerts.

Heather Heersink, Assistant Vice President for Administration and Finance, announced that Karla Willschau from Wall, Smith, Bateman, Inc. will be available to present the institution’s audit report at the upcoming Board of Trustees meeting.

Lori Laske, Director of Alumni and Donor Relations, reported logistical information regarding the upcoming Day at the Capitol event has been sent to all those who have agreed to participate. She also reported that sponsorship has been secured to help pay for the event. A follow-up email will be sent with any updated information.

President McClure announced that Tony Romero, in addition to his current duties as Assistant Professor of Teacher Education, will also be serving, on a temporary basis, as the Special Assistant to the President for Special Projects to assist with increasing partnerships with Valley K-12 schools, in addition to working on various projects to help increase enrollment. In the future, other faculty members will be offered similar opportunities to have an administrative experience in addition to their teaching duties.

Personnel Contract Recommendations

Tracy Rogers, Director of Human Resources, presented a Personnel Contract Recommendation from the Department of Student Life and Recreation for consideration for approval. She reminded Council the request had been presented at a previous Executive Council meeting, however the decision was made to table the request until funding sources had been confirmed.

Council discussed the request at length including College and University Professional (CUPA) category data, and concluded that additional justification is needed and denied the request.

Enrollment Update

Eric Carpio, Assistant Vice President for Student Services, provided a brief enrollment update regarding undergraduate registration. He reported registrations are down 84 students compared to the spring of the previous year. He reviewed the breakdown of those registered by category including continuing, new, and non-degree seeking students, noting that numbers have increased in new enrolling students. He clarified that the data presented reflects spring-to-spring comparisons. President McClure requested fall-to-spring data to effectively measure and compare the impacts guaranteed tuition will have on enrollment.

He briefly reviewed 2016 fall application data including first time, transfer, readmitted, and concurrent students, and reported an increase in applications and admitted students compared to the same time the previous year.
Agenda Items

Learfield, Inc./Pro Universe Follow-up

Larry Mortensen, Athletic Director, presented follow-up information regarding the trademark licensing agreement with Learfield Licensing Partners, LLC., specifically, how the agreement will impact the campus in terms of the purchasing process. He reminded members of Council that currently private companies are using the ASU athletic logo on tee shirts and other athletic apparel with little to no royalties received by the institution. By entering into a formal agreement for full licensing management services, the institution will be able to better maximize the use of the athletic logo and maximize royalty collections.

Darrell Meis, Director of the Adams State University Bookstore, provided additional information and clarification as to the purchasing process, noting individuals could work directly with the newly approved vendor, Pro Universe, or through the Bookstore and receive the same price. He also clarified that at present, the agreement with the licensing firm only applies to the “Grizzly Paw” logo and not the mountain logo. Additionally, he noted that one could use a local third-party business for the printing of tee shirts, etc. as long as they are licensed through Learfield in accordance with the agreement.

Members of Council discussed how best to communicate effectively to the campus of the new licensing agreement, pricing differences, and how to regulate purchases from various departments to ensure the agreement is followed.

President McClure also informed Council that in an effort to unify the institution, discussions are ongoing with the Marketing Committee for a strategic process to adopt the “Grizzly Paw” as the official logo of the University.

National Student Exchange (NSE)

Nakayla Werner, Assistant Director of Career Services, presented ten years of historical data regarding the National Student Exchange (NSE) program at Adams State University. She reviewed graduation rates, current enrollment in the program, the number of incoming versus outgoing students, and payment options. She explained that students in the program have the option to pay either the host institution’s tuition, or their home institution’s tuition. She noted the majority of those participating in the program were students who were doing their exchange from Adams State to other institutions, and opting to pay the host institution’s tuition. Of those students that came to Adams State from another institution, most were paying tuition to their home institution.

Members of Council discussed at length various components of the program and what steps could be taken in order for the program to be a more effective recruitment tool and be fiscally viable. Additionally, it was noted that NSE has an annual membership fee of $900 and a conference that requires mandatory attendance.

Council came to the decision that it is not in the best interest of the institution to continue with the National Student Exchange program. The program will be phased out and will no longer be
offered. Ms. Werner informed Council that the NSE membership dues have already been paid, and she may have to attend this year’s conference to avoid the institution from being fined.

Title IX/Clery Office Renaming

President McClure informed members of Council that a request has been submitted to rename the Title IX/Clery Office in order to better communicate the true function of the office. It is thought that students associate “Title IX” as being solely with athletics, and many students do not know what “Clery” means.

After discussing several different naming suggestions, it was agreed to rename the office “The Office of Equal Opportunity.”

“Wall of Honor” Project

President McClure informed members of Council that Jess Gagliardi, Instructor of Developmental Education, had presented a proposal to create a “Wall of Honor” in Richardson Hall where each honor society’s banner would hang for recognition and promotion. She further explained the proposal had originally been presented to former President Svaldi prior to his retirement and prior to the renovations to Richardson Hall. It was thought that having the Wall of Honor in Richardson Hall will be preferable because it is where the university administration is housed, and many people visit the building and will be able to see what honor societies are present at ASU.

Council discussed logistics and costs for the project and agreed to the proposal. Eric Carpio, Assistant Vice President for Student Services, suggested locating the Wall of Honor on the first floor near the Welcome Center to promote the honor societies to students and their families during campus tours. Heather Heersink, Assistant Vice President for Administration and Finance, suggested a requirement be for new societies to cover the cost of their plaque to avoid any on-going costs. Additionally Ken Marquez, Vice President for Student Services, suggested having Mr. Gagliardi submit a request to AS&F for funding for the purchase of the plaques.

Council also discussed resizing the Svaldi portrait to better match that of the existing president’s portraits, and possibly relocate all the president’s portraits to the third floor of Richardson Hall near the south entrance of the Board Room. James Trujillo will research options for resizing and relocating.

Academic Calendar Dates

Frank Novotny, Vice President for Academic Affairs, informed Council that Academic Council recently had a discussion regarding Thanksgiving Break and whether to move to a full week of Thanksgiving Break versus the current Wednesday, Thursday, Friday break. He briefly reviewed several of the comments received from various departments and elaborated briefly on their reasoning either for, or against, the change. It was noted that all agreed the decision will be focused on how any change would impact students. Ken Marquez, Vice President for Student Service, informed Council that AS&F will address this issue at their upcoming meeting. Council asked Vice President Marquez to report his findings at the February 15, 2016 Executive Council meeting.
**Academic Scholarships Discussion**

Larry Mortensen, Athletic Director, discussed issues regarding academic scholarships and the difficulty coaches are having recruiting. He gave an example of a potential athletic student being recruited by Adams State and by another in-state institution. Both athletic scholarships were the same amounts, however the other institution was able to offer the recruit a larger academic scholarship. He informed Council they are having a difficult time recruiting academically strong students due to the lack of competitive academic scholarships.

Council then reviewed at length the method of awarding merit scholarships and discussed various scenarios including renewing, simplifying, and discounting. Council concluded that making major changes to the merit scholarship amounts was cost prohibitive for Fall 2016, especially with guaranteed tuition. However, they could simplify the scholarships at no additional cost for Fall 2016, and plan to further analyze the scholarships and adjust for Fall 2017.

The simplification for Fall 2016 was: 1) Taking current Promising Scholar Award, (awarded based on index) and re-name it the *Vice President's Scholarship*, which will be renewable at the current Vice President Scholarship GPA requirements for continuing students and 2) Taking the current Academic Achievement Award (also awarded based on index) and re-name it to *President's Scholarship*, which will be renewable at the current President's Scholarship GPA requirements for continuing students.

**Moody’s Update**

Kurt Cary, Vice President for Administration and Finance, reported the institution’s Moody debt rating, which is a measurement of the institution’s creditworthiness, has been downgraded from an A2 to an A3 rating. Council discussed the reasons behind the change in rating including continued lack of State support, debt coverage, enrollment numbers, increases in expenses, etc. Strategies to improve the financial standing of the institution were also discussed, emphasizing that everyone needs to be invested in enrollment and retention efforts and goals need to be identified. Additionally, in terms of fixed utility costs, efforts are ongoing to evaluate each building on campus to improve efficiencies of the utilities being used.

**Adjournment**

The meeting adjourned at 11:18 a.m.