The ASC Cabinet convened a regular meeting on Thursday April 26, 2012 in the Student Union Building, Room 315.

Call to Order:
Mr. Mansheim called the meeting to order at 2:02 P.M.

Roll Call of Members:
Dr. Stephen Aldrich – Present
Mr. Eric Carpio - Present
Mr. Jeff Cook – Present
Mr. Kevin Daniel - Present
Professor Margaret Doell - Present
Ms. Heather Heersink - Present
Ms. Lori Laske - Absent
Ms Tammy Lopez - Present
Mr. Bill Mansheim – Facilitator
Mr. Ken Marquez - Present

Mr. Larry Mortensen - Present
Dr. Michael Mumper - Present
Dr. Frank Novotny – Present
Ms Judy Phillips - Absent
Ms Tracy Rogers - Present
Mr. Walter Roybal - Present
Mr. Mark Schoenecker - Present
Mr. Erik van de Boogaard - Absent

Approval of Agenda:
There were no changes to the agenda.

Consent Agenda:
The following items were presented:
- April 12, 2012 Meeting Summary

Dr. Aldrich asked for corrections to the April 12, 2012 meeting summary. He asked to remove the statement from the minutes that indicates he said the Intellectual Property Policy was approved by the Academic Council; this statement is in error. He also asked for a correction to reflect that the checkbox option was suggested to be incorporated into the contract that the faculty member signs with Extended Studies instead of on the actual Policy itself.

MOTION: Dr. Aldrich moved to approve the agenda. Professor Doell seconded the motion. All were in favor.

Action Items:
Approval of the Capital Fee Building Auxiliary Building Repair:
This item was tabled for a future meeting.
Approval of the Rural Education Access Program (REAP) Merit Scholarship:
Dr. Mumper presented the REAP Scholarship Proposal; which is proposed to begin the Fall of 2012. All REAP students will be eligible for the following merit scholarship:

**First Semester Scholarship** (students generally take 3 credit hours):
Each student would receive a $150 discount on their first course or $300 if they take two courses. These awards apply to ASC courses only.

**Second Semester Scholarship** (students generally take 12 credit hours):
Students would be eligible for the new REAP transfer scholarship. This would be paid during spring (second semester). The amount would be based on the GPA of the entering transfer student:
- **Chairs’ Level** = 3.25 cumulative GPA = $250/spring semester
- **Vice President’s Level** = 3.5 cumulative GPA = $500/spring semester
- **President’s Level** = 3.9 cumulative GPA = $750/spring semester

Eligible students would need to be taking 12 hours during their spring semester.

**Third Semester Scholarship** (summer - students generally take 9 credit hours):
No scholarships available in the summer.

**Fourth Semester Scholarship** (students generally take 12 hours):
Students who had earned 24 total hours at ASC in the previous three terms (fall, spring, and summer) would be eligible for the REAP Senior Scholarship based on their GPA in all ASC REAP courses:
- **Chairs’ Level** = 3.25 cumulative GPA = $500/year
- **Vice President’s Level** = 3.5 cumulative GPA = $1,000/year
- **President’s Level** = 3.9 cumulative GPA = $1500/year.

The award would be split between the fall and spring semesters.

**Fifth Semester Scholarship** (students generally take 15 hours of student teaching):
Students would receive the second half of the scholarship described above.

MOTION: Dr. Mumper moved to approve the REAP Merit Scholarship as presented. Mr. Roybal seconded. All were in favor.

Approval of the Name Change Marketing Plan:
Mr. Schoenecker presented a spreadsheet with various marketing strategies and their costs. Currently $40,000 has been earmarked for marketing the name change from the Communications budget line; however, at least another $60,000 should go toward this campaign. Everything on the spreadsheet is negotiable; which means any combination of strategies can be purchased once the funding is available. Among the advertising strategies listed are: radio, television, mailings, outdoor (billboards, bus, shelters, benches), publications, Other (social media, Google search, etc.).
The Cabinet discussed the need to make changes to campus signage, and the proposal that goes forward to the Board of Trustees should include funding toward signage, as well as band uniforms.

MOTION: Mr. Schoenecker moved to supplement the Communications budget with an additional $60,000 from the Reserves line to help transition the Name Change proposal to go to the Board of Trustees. Dr. Mumper seconded. All were in favor.

Approval of the One-Time Supplemental Budget Expense for Band Uniforms/Color Guard Flags:
Dr. Novotny presented a One-Time Budget Request for Band Uniforms and Color Guard Flags from the Music Department. With the name change slated for Fall 2012, the Marching Band uniforms will need to be replaced as they currently reflect the ASC name. The turn-around time, once the order is placed, is 12 weeks. Thus, to have uniforms that reflect the university name for the start of school, the order will need to be placed in the next week or two for an August delivery date. The estimate, based on a rough quote, is $25,600. Given the dollar amount, it will have to go to bid. A request for color guard uniforms and flags would add $2,000 to the request for a total of $27,600.

MOTION: Mr. Mansheim moved to approve the One-Time Supplemental Budget Request for Band Uniforms/Color Guard Flags for $27,600 TO BE integrated into the Name Change expenses that will go forth to the Board Of Trustees.

MOTION TO AMEND: Dr. Novotny amended the motion to include a statement that the total cost for Band Uniforms not exceed $27,600.

APPROVAL: Dr. Novotny seconded the motion. All were in favor.

Discussion Items:
1st Reading Academic Policies:
Dr. Novotny presented the following policies which have been presented to the Academic Council. Mainly they have been revised to include title changes as well as the change from Adams State College to University. He asked that the Cabinet review them and provide feedback, as he plans to submit them for final approval at the next Cabinet meeting.

- Academic Policy Process
- Complete Withdraws
- Course Substitutions
- Grad Applications/Degree Checks
- Independent Study
- Distance Education Courses
- Late Adds
- Course Disenrollment
- Overload Approval

1st Reading: 2014/2015 Academic Calendar:
Dr. Novotny presented two options for the 2014-2015 Academic Calendar. He stated that the difference between options is the number of weeks off for Christmas Break; which alters the Fall
Semester start date as well as the Spring Semester start date. He asked the Cabinet to take these options back to their respective areas to seek feedback. Professor Doell commented that the Academic Council recommended options 2 for both Fall and Spring Semesters. Option one begins the Fall Semester on August 18, 2014 and ends the semester on December 12, 2014. Option one begins the Spring Semester on January 12, 2015 and ends the semester on May 8, 2015. Option one has been calculated to allow the following days off in the Fall:

- Labor Day: September 1, 2014
- Fall Recess: October 2 and 3, 2014
- Thanksgiving Break: November 26-28, 2014
- Finals Week Study Day: December 8, 2014.
- Finals Week: December 9-12, 2014
- Commencement: December 13, 2014
- Electronic Grade Submission: December 16, 2014

Option one has been calculated to allow the following days off in the Spring:

- Martin Luther King, Jr. Day: January 19, 2015
- Spring Break: March 9-13, 2015
- Finals Week Study Day: May 4, 2015
- Finals Week: May 5-8, 20-15
- Commencement: May 9, 2015
- Electronic Grade Submission: May 12, 2015

Option two begins Fall Semester on August 25, 2014 and ends the semester on December 19, 2014. Option two begins the Spring Semester on January 20, 2015 and ends the semester on May 15, 2015. Option two has been calculated to allow the following days off in the Fall:

- Labor Day: September 1, 2014
- Fall Recess: October 9 and 10, 2014
- Thanksgiving Break: November 26-28, 2014
- Finals Week Study Day: December 15, 2014
- Finals Week: December 16-19, 2014
- Commencement: December 20, 2014
- Electronic Grade Submission: December 23, 2014

Option two has been calculated to allow the following days off in the Spring:

- Martin Luther King, Jr. Day: January 19, 2015
- Spring Break: March 16-19, 2015
- Finals Week Study Day: May 11, 2015
- Finals Week: May 12-15, 2015
- Commencement: May 16, 2015
- Electronic Grade Submission: May 19, 2015

**CHSAA.tv Advertising:**

Mr. Roybal presented a proposal for a marketing opportunity to partner with Colorado Preps Network. Colorado Preps has been granted exclusive video streaming rights for 198 high school post-season events for the 2012-13 school year. These events cover a wide-range of sports, will
be broadcast live, and then archived for on-demand viewership on www.chsaa.tv. Sponsors will be provided with at least two live reads and on-screen marketing per contest. Live reads will consist of 10-15 seconds of copy that can be changed and rotated at the client’s request. On-screen marketing will consist of logos being placed on screen next to the scoreboard or in the upper corner during segments of the broadcast. ASC will receive a Web banner ad that will rotate with other sponsors on the main Colorado Preps Web Site.

Sponsorship Possibilities:

- **Every Event**: A total of 198 playoff games/events on the post-season broadcast schedule. ASC can sponsor every contest and receive the live reads and on-screen marketing at an investment of $25 per game. The schedule presents an overall investment of $4,950.

- **Basketball-Volleyball-Football Combination**: A total of 166 games are planned for the 2012-13 school year. For football, 9 post-season games including championship contest for Classes 3A through 6-man and the state semifinals for Classes 4A and 5A. In volleyball, the entire state tournament for all 5 classes for a total of 75 matches. In basketball, 82 games over an 8 day period covering all 5 classes. ASC can sponsor all contests and receive live reads and on-screen marketing at an investment of $30 per game. The schedule presents an overall investment of $4,980.

- **Select-A-Sport**: A customized option that allows ASC to pick and choose the sport ASC wishes to sponsor. This campaign is available at $40 per game; with an overall investment based on the number of sports/games selected.

Exclusivity:
A campaign is available that will allow ASC to be the exclusive 4-year college sponsor for the live video streaming. For each of the campaigns above, ASC can become the exclusive sponsor by simply doubling the rate quoted. In addition to the live streaming, ASC will also receive one 30-second commercial on the statewide Scoreboard Show on the Colorado Preps Radio Network. This represents an added value of $4,000.

The total cost for all of the campaigns plus exclusivity is $8,950.

Dr. Mumper AGREED TO convene a team together to formulate a proposal to bring back to the Cabinet for approval. The following questions should be addressed:

- Target Audience
- Funding
- Responsibility
- Marketing Plan Prioritization

**Information Items:**

*Budget:*
Mr. Mansheim reported the Joint Budget Committee (JBC) closed out the Long Bill yesterday. ASC’s budget cut for next year is $281,000, and the Financial Aid allocation was cut $200,000. The FML monies went toward controlled maintenance projects for UNC and Metro. Funding for
ASC’s outdoor track was allocated for $80,000. The Richardson Hall renovation project was rolled over once again. ASC closed on its bonds at an interest rate of 3.99%.

Strategic Planning Updates:
President Svaldi announced that Mr. Mike Nicholson has asked to be relieved of his leadership duties with strategic planning for the upcoming fiscal year due to other part-time responsibilities.

Alma Mater and Fight Song:
President Svaldi reported a few requests to change ASC’s Alma Mater and the Fight Song, especially now that the name change takes place. The Cabinet discussed the idea of creating a campaign to challenge the community to write a new song.

ID Cards:
Mr. Marquez presented several graphics possibilities for a new campus card. After polling the Cabinet, the most popular were the Richardson Hall visual as well as the Sand Dunes. The Cabinet discussed the opportunity to highlight the university name on the card. The only issue with producing the new Campus Card could be the bottleneck in printing.

New Business:
No new business was presented.

Adjournment:
The meeting adjourned at 3:10 P.M.

Respectfully Submitted,

[Signature]

Donna L. Griego,
Assistant to the Senior Vice President