

**OSU-Cascades Board of Advisors
Winter Term 2017 Meeting
Tuesday, January 31 3:00pm to 5:00pm
DINE Boardroom 210**

ATTENDING:

Oran Teater, Board Chair
Laura Craska-Cooper, Board Secretary
John Rexford
David Ford
Bruce Cummings
Clint Jacks
Loren Irving
Becky Johnson, Vice President
Julie Gess-Newsome, Interim Dean of Academic Affairs
Kelly Sparks, Associate Vice President for Finance & Strategic Planning
Jane Reynolds, Director of Enrollment Services
Blake Vawter, Director of Admissions
Christine Coffin, Director of Communications & Outreach
Julie Hotchkiss, Director of Development
Shawn Taylor, Executive Assistant

AGENDA:

Strategic Updates

Campus – Becky Johnson, Vice President

New dining building and residence hall opened on January 3rd and they have been extremely well received by students, faculty and staff. The campus is experiencing continuing weather related parking concerns, and staff is working with the city and neighbors to address the issues.

The recent Dean of Academic Affairs search failed, however Julie Gess-Newsome has stepped up to take on the role permanently. A waiver of search has been applied for, and Julie will host a forum next week to gather faculty input and support for waiver.

Academic Programs – Julie Gess-Newsome, Interim Dean of Academic Affairs

Currently involved in 11 active faculty searches for this year:

- 5 Business program searches
- 1 TT Counseling search
- 5 more searches yet to be initiated

With the expansion, there are currently 6 programs in the cat 1 process. Environmental Science will be coming over from the main campus, and the Academic Council is researching the nature of the next engineering program.

OSU-Cascades has hired a consultant for the new Outdoor Products program to help define the suite of classes. OSU-Cascades has also hired an additional consultant to assist in creating RN BSN program (online).

Enrollment – Jane Reynolds, Director of Enrollment Services

Winter term headcount is up 5%

FTE is up 11%

One advisor search in process to bring advising staff levels up to meet the need.

Students are actively using the new spaces, including having hosted the first student dance on the new campus, with more student activities in the planning stages.

The recreation sports program is progressing, including the opening of the residence hall fitness center, and developing the long term rec plan. Although the downhill ski team is a bit less competitive this year, three Nordic skiers are currently competing in Kazakhstan at the University Games.

Counseling services held a fall wellness program called, “Failing Forward” as part of an initiative towards building resiliency for students. Spring term will include a substance abuse program in partnership with Mosaic Medical.

Access services has seen a 25% increase in student use.

A student in the residence hall has its first emotional support animal and an application in for the second.

OSU-Cascades received approval today for \$20,000 for the Gear Up grant; a one-week summer program taking place in the residence hall for high school students and their parents.

The campus received approval to apply for the Title III grant, which could award up to \$1M. If received, the funds would be used to work with first-generation and underrepresented students.

Communications/Marketing – Christine Coffin, Director of Communications & Outreach

Now hiring for a new position in marketing, the Assistant Director for Conferences and Events. The position will be responsible for filling the residence hall during summer with conferences and camps, and leveraging and enhancing existing events. The position closes on Friday, February 3rd. OSU-Cascades already has over \$50k in booked camps/conferences for this summer, so staff are pushing forward as efficiently as possible to get this position in place.

The new website launched prior to holidays with zero negative feedback to date. The reason for the update was to allow for mobile friendly options and a modern layout with simplified navigation. The focus is on the priority users, which are prospective student.

Initiated the new campus newsletter for faculty and staff and achieving a 50% open rate.

Recruitment – Blake Vawter, Director of Admissions
(See Fall Recruiting Debrief 2016)

Development – Julie Hotchkiss, Director of Development

The prep work for the fundraising for academic building #2 is complete and the lead gift near closing.

Two new faculty positions have been funded; the Robin and Curt Baney Faculty Scholar Fund for Teaching Excellence in Hospitality Management, and The Roundhouse Foundation Faculty Scholar of Science Education. This is the third funded faculty position for OSU-Cascades.

Two new art donations have been received and a third is in the works.

New scholarships have been received for underrepresented minorities.

Soon 90% of the fundraising focus will be on facilities. The need is 4-5M by June 30 to make a strong statement to state legislature. This will start with securing a lead gift, with a secondary gift to be combined, and will allow for a focused approach and significant amount raised as other donors are approached to increase confidence.

ICE – donation received that closes the gap and allows OSU-Cascades to hire for the director position for the Innovation Center.

Finance and Strategic Planning – Kelly Sparks, AVP Finance & Strategic Planning
(See Potential Acquisition of Real Property for OSU-Cascades)

Other Business:

Board Transition and Sub-Committees – Becky Johnson, Vice President
(See Advisory and Advocacy Board Charter DRAFT)

The new name for the advisory board for OSU-Cascades will be “OSU-Cascades Advisory and Advocacy Board”. There will be an added philanthropic support requirement, as well as assistance in developing relationships for potential donors.

To better engage board members, a subcommittee structure has been added to address areas of need. The current board was asked for input on potential subcommittees and the following options were suggested:

- Long Range Development Planning
- Student Mentorships – include committee members beyond board – local business community members
- Student Success
- Development/Advancement
- Marketing/Community Relations
- Outreach to other communities

Future Board Development was also considered and the subcommittee would consist of those members about to go off. Laura, Loren, and Clint will all be going off in 2017, so will make up this subcommittee for the remainder of the academic year.

(See Current Board Term Agreements)

Becky discussed terms with the current board members and agreements for term end dates were reached.

Commitments were gained from Amy Tykeson and Scott Allan to join the board. They will attend the spring meeting to orient with the official term start date of September 2017.

Distinguished Service Award – Becky Johnson, Vice President

A possible recipient was introduced to general board support. That recipient's identity will be confidential until Becky can ascertain their willingness to accept the award and attend and speak at the 2017 commencement ceremony.

Adjourned.

Next meeting on Tuesday, April 18, 2017.