

**OSU-Cascades Board of Advisors
Fall Term 2016 Meeting
Monday, October 24, 3:00pm to 5:00pm
Graduate & Research Center – room 128**

ATTENDEES:

Oran Teater, Board Chair
Bruce Cummings
Clint Jacks
David Ford
Loren Irving
Kathy Persing
John Rexford
Jane Barker – Guest
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 Communication & Outreach
Julie Hotchkiss, Director of Development
Shawn Taylor, Executive Assistant

AGENDA:

Welcome to the New Academic Year

Oran Teater, board chair, opened meeting and initiated introductions.

Strategic Updates

Campus – Becky Johnson, Vice President

OSU-Cascades hosted a successful campus opening event on September 13, and now has a lively student body on the new campus.

OSU Board of Trustees retreat and quarterly meeting held at OSU-Cascades October 19-21. The Board enjoyed getting to see and feel the results of the decisions they made to get bring OSU-Cascades to this point, and they encouraged the campus to find its own identity.

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

OSU-Cascades' program expansion has been aggressive with 8 new faculty hires, and anticipating another 22 faculty hires in the next 2 years. There are currently 50 faculty at OSU-Cascades.

An 18-month program expansion exercise has identified 10 academic programs to move forward with, including; 4-year undergraduate elementary education, English, Outdoor Products (sponsored by Hydro Flask), RN to BSN in cooperation with COCC and eCampus, Mechanical Engineering, Digital Arts, and Environmental Science. An additional 20 programs are under consideration for future development as needs arise.

The governance structure has been updated to accommodate the recent growth and expansion, by implementing three councils; Academic Curriculum Council, Co-Curricular Council and Operations Council. Information can be found on the website

<http://osucascades.edu/leadership/governance>

The search for a permanent Dean of Academic Affairs is underway, and this Tuesday and Wednesday the committee will conduct Skype interviews with 7 candidates. Once completed, they will make a recommendation on how many candidates should be brought to campus for final interviews. Candidates are mostly from the northwest with one from the east coast. They are either strong academics or have an excellent administrative background, but not typically a balanced mix, which has been challenging. Anticipated completion date for the search is December 31.

Enrollment – Jane Reynolds, Director of Enrollment Services

Enrolled student count is 1,122, with a 10% increase. First year student enrollment is nearly the same as last year, possibly due to Oregon Promise. The bulk of the growth is mostly in graduate program in non-degree teaching, and across programs in transfer students, with 43% from Central Oregon, and 22% from the Portland area. There are 917 undergrad students on the new campus. The strongest majors this fall are Business, Biology, Exploratory, Computer Science, Natural Resources, and Kinesiology.

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

Website refresh project to modernize OSU-Cascades' look is more photo heavy, with more obvious navigation, and stronger marketing messages with a call to action (apply now). The new website converts well to mobile, which is critical now. The official launch will be in December.

The campus opening event photo album has been posted on Facebook.

Governance update on website – the new governance structure will be reflected on the website in a new leadership section, which will include the Board of Advisors.

Parking has been a hot topic of discussion. URM has determined that there is not a parking issue, but a PR issue, so this topic has been moved to the Communications department. Chandler was an empty street that is now being parked on legally. The City of Bend threshold for parking on Chandler is 85%. If that is met there are steps that OSU-Cascades will need to take to mitigate. It is currently at 38%, which is not enough to warrant action. The city stance is to wait and see before they make changes to the parking district.

OSU-Cascades' multimodal transportation initiative has shown success, with 500 additional trips on CET first week of school, and an average of 50 bikes per day in bike shelter first two weeks. The bike share program had 270 trips in the first four weeks of term. Three hundred students have created memberships in the Drive Less, Save More program. Survey results show that more than half of students are using alternative transportation.

OSU-Cascades is not minimizing a community concern, but the campus is on the right track and does not have a major issue. However, leadership is not satisfied with the current progress, and is still actively working on and very dedicated to moving the needle for active alternative transportation for the city of Bend.

The campus is also working with local businesses to give them direct contact to report if they experience an issue, and encouraging business to tow improperly parked students. There have been 7 incidents to date.

The question was raised to the Board regarding how they felt about the parking concerns. The board unanimously agreed that the city and local media have not been helpful about getting positive messages out to the community, and that the concerns are mostly coming from a small group of people who do not want the university here.

The question was raised regarding why the campus is charging for parking. OSU-Cascades will not use tuition dollars for parking lot maintenance and snow removal. Self-supporting auxiliaries to manage upkeep of parking lots is the standard in the state of Oregon. Also, paid parking is a disincentive to drive cars and promotes behavior change. Corvallis has a strict city enforced parking district around campus. Unfortunately, OSU-Cascades does not have a managed parking district and would like to see the city create a 2-hour limit parking zone. The Board should feel free to contact Becky or Kelly with any concerns or issues they hear.

Recruitment – Blake Vawter, Director of Admissions

Introduction of OSU-Cascades' new Director of Admissions, Blake Vawter. Blake spend 19 years in Corvallis, most recently as Assistant Director of Recruitment. Corvallis is funding his position here because of the importance of enrollment overall.

This fall, OSU-Cascades is up about 20% in freshman applications. The technical simplification of the application helps. Recruitment efforts include covering national and regional fairs in this area, and shared recruit staff with Corvallis as well to expand the area and resources.

Spring is spent trying to get students on campus, make their deposits and commit – methods include email and phone. The conversion rate of acceptance to deposit is, ideally, around 35%, but historical data not available yet for OSU-Cascades.

Counselor conferences on campus this fall – last one held in Tykeson Hall on Friday. Great opportunity to get exposure to High School counselors, show off campus with tours, and generate lots of excitement and increase awareness of OSU-Cascades.

Development – Julie Hotchkiss, Director of Development

In FY16, OSU-Cascades raised 2.7M, the second highest fundraising year ever. The funds mostly support scholarships, programs and expansion planning and include the first million towards the next phase.

FY17 Highlights:

- Support received for the second named position, Baney Scholar in Hospitality Management.
- Faculty scholar for science education in process.
- Commitments for outdoor products program.
- Many conversations scheduled with potential donors to formalize experiential learning program.
- Success with the Rotary match project, thanks to board member, Loren Irving.

The next phase of the facilities expansion effort is underway. The campus needs to raise 10 million. The lead gift strategy will include three potential donors for a total of 5M by January 31 (1M already from Tykeson Foundation, so 4M left). Once secured the progress will be presented to HECC, and a formal fundraising campaign will be initiated in the community with a focus to increase scholarship support, and raise 250K for Innovation Center Fund.

Planning Finance and Strategic – Kelly Sparks, Associate Vice President for Finance
(See OSU-Cascades Fall 2016 Budget Review)

Other Business:

Long Range Development Planning – Becky Johnson, Vice President
(See LRDP Update Fall 2016)

Thanks to Bruce Cummings for many hours on this project – if the Board has comments please do not hesitate to contact Kelly Sparks or Bruce Cummings.

Legislative Strategy for Capital – Becky Johnson, Vice President

69.5M Strategy:

Amy Tykeson and Janie Teater have formed Now4 OSU-Cascades, an independent 501c4 that allows them to lobby legislators. Now4 OSU-Cascades has hired Eric Kancler to lobby on behalf of the campus in Salem.

U of O is now asking for 100M which complicates the OSU-Cascades asks. HECC to review priorities, so a very forceful strategy and communication with the governor will be required, with a focus on how OSU-Cascades is vital to the region, not just a “nice to have”.

Board Transition – Becky Johnson, Vice President

OSU-Cascades has not been good at adhering to terms for the Board – which has been very good during the period of growth and transition. Becky thanks everyone for sticking with OSU-Cascades and working on the university’s behalf to get the campus open. Now that the campus is open, it is time to look at term limits, and bring some fresh ideas on board. The new focus will be on advocacy and fundraising. New structure might include more subcommittees, like; advocacy, communications and PR, student life, and allow for more hands on work. The entire board will continue to focus on academics and meeting OSU-Cascades’ mission. Board members will have a philanthropic expectation, with each member committed to OSU-Cascades being one of their three top priorities

Jim Crocker announced his retirement from the OSU-Cascades Board of Advisors yesterday, October 23rd. For all remaining board members, a transition plan will be developed that will stage when people will go off over time. Becky will talk to each board member individually over the next few weeks to find out what each board members desire is and then will work on a plan to transition gradually.

The current board will be asked for suggestions to assist with recruiting new board members who will provide representation from the entire region. The

Board agrees it is time to make some changes and maybe even create a larger board to support the subcommittee structure.

Adjourned.

Next meeting on Tuesday, January 31, 2017.