

**MINUTES
MIDWESTERN STATE UNIVERSITY
BOARD OF REGENTS**

**Executive Committee
February 14, 2013**

The Executive Committee of the Board of Regents, Midwestern State University, met in the J. S. Bridwell Board Room, Hardin Administration Building, Wichita Falls, Texas, at 1:56 p.m., Thursday, February 14, 2013. Executive Committee members in attendance were Mr. Shawn Hessing, Chairman; Mr. Mike Bernhardt, Vice Chairman; Mr. Kenny Bryant, Secretary; and Mrs. Jane Carnes, Member-at-Large. Other regents attending the meeting were Mrs. Tiffany Burks, Mr. Charles Engelman, Dr. Lynwood Givens, Mr. Jeff Gregg, Mr. Sam Sanchez, and Student Regent Holly Allsup.

Administrative staff members present included Dr. Jesse W. Rogers, President; Dr. Betty Stewart, Provost and Vice President for Academic Affairs; Dr. Marilyn Fowlé, Vice President for Business Affairs and Finance; Dr. Keith Lamb, Vice President for Student Affairs and Enrollment Management; Dr. Howard Farrell, Vice President for University Advancement and Public Affairs; and Dr. Robert Clark, Vice President for Administration and Institutional Effectiveness. Other university personnel attending the meeting included Mr. Kyle Owen, Associate Vice President for Facilities Services; Mr. Matthew Park, Associate Vice President for Student Affairs; Mr. Charlie Carr, Director of Athletics; Mr. David Spencer, Internal Auditor; Mr. Barry Macha, General Counsel; Ms. Dianne Weakley, Director of Human Resources; Dr. Jim Owen, Chairman of the MSU Faculty Senate; Mr. Dirk Welch, Chairman of the MSU Staff Senate; Ms. Gail Ferguson, Controller; Ms. Valarie Maxwell, Director of Budget and Management; Mr. Steve Shelley, Director of Purchasing; Ms. Julie Gaynor, Director of Marketing and Public Information; Ms. Cindy Ashlock, Executive Assistant to the President; and Ms. Debbie Barrow, Director of Board and Government Relations. Also attending the meeting were Dr. James Johnston, Interim Dean of the College of Health Sciences and Human Services, and members of the MSU Admissions Staff, Ms. Barbara Merkle, Ms. Leah Vineyard, Ms. Valerie Martinez, and Mr. Brad Borton. Representing the student body was Ms. Melody Coffee, Student Government Association (SGA) Vice President. Representing the news media were Ms. Ann Work, *Times Record News*, and Ms. Michelle Dixon and Mr. Rick Scruggs, KFDX-TV 3.

Chairman Hessing called the meeting to order at 1:56 p.m.

Reading and Approval of Minutes

13-51. The minutes of the Executive Committee meeting November 15, 2012 were approved by the committee as presented.

Campus Master Plan and Construction Update

13-52. Mr. Hessing noted that information regarding major construction projects was included in the agenda and an update on smaller projects was included in board folders (see Attachment 1).

Mr. Owen reviewed the Gantt chart shown on page one of the agenda attachment and noted that this was a new format for the report. He stated that the McCoy Engineering Hall addition, the Dalquest Research Center, and the Museum Renovation projects would be addressed later in the agenda. The second page of the attachment presented a summary of the financial aspects of the projects. Mr. Owen then reviewed the list of smaller projects that have been accomplished since the last meeting of the board. Dr. Givens complimented Mr. Owen on the Gantt chart and indicated that he liked this new format.

Dr. Rogers discussed the potential future projects listed in the attachment. He noted that since her arrival at MSU, Dr. Fowlé has studied and analyzed the Campus Master Plan. He added that Dr. Fowlé has a great deal of experience in construction and higher education finance. He stated that as a result of further review and discussions, the administration plans to reorganize some of the projects and to modify the timetable. Dr. Rogers reported that the Bolin Science Hall project will likely be smaller than originally envisioned and added that the new dean is working on appropriate recommendations. As was reported in November, the Christ Academy renovation will proceed as one project rather than in phases as originally discussed.

Dr. Rogers added that he originally discussed with the board the idea of utilizing the \$1.4 million in Higher Education Assistance Funds (HEAF), available with paying off the HEAF debt on the Dillard Building, to work on smaller projects during the next two years. The administration intended to then borrow against HEAF for up to ten years and complete the Master Plan projects. He noted that following further review it was determined that the projects can be accomplished without additional long-term debt.

Mr. Hessing noted that this item was presented as a point of information only and no action was necessary.

McCoy Expansion Construction Project

13-53. Mr. Hessing stated that the administration was requesting authorization to issue a contract for this project with M&F Litteken at a cost not to exceed \$1.282 million and was also requesting that the total project cost of \$1.6 million be increased by \$65,000. Dr. Rogers reported that the funds to complete the project budget were available in gift funds and in funds remaining in the original McCoy Building project account.

Mr. Bernhardt moved approval of this item as presented. Mr. Bryant seconded the motion and it was approved.

Museum ADA and Deferred Maintenance Project

13-54. Mr. Hessing reported that the university has received more than \$750,000 in gifts designated specifically for the renovation of the museum. The administration requested authorization to move forward with this project. Dr. Rogers reported that the majority of the project deals with the building infrastructure. He thanked the Fain Foundation, the Bridwell Foundation, and the Bryant Edwards Foundation for providing the largest amount of funding for the project. He added that in addition to the ADA and deferred

maintenance matters that will be addressed, Gallery Five will also be converted into more of a rental space for meetings and events.

Mrs. Carnes moved approval of this item and Mr. Bernhardt offered a second. Mrs. Carnes noted that the attachment for Item 13-52 regarding the status of board approved construction projects did not reflect that the architect was approved by the board of regents previously. Ms. Barrow indicated that the table would be corrected to reflect prior board approval.

There being no further discussion, the item was approved.

Drought Alternative Water Well Project

13-55. Mr. Hessing noted that Wichita Falls is now in Stage 3 of its water conservation plan. The administration was requesting authorization for the design and construction of equipment to recover, restore, and distribute well water on campus at a cost not to exceed \$75,000.

Dr. Rogers noted that this matter was discussed briefly at the last board meeting. He indicated that the well water would be used to water the two practice fields that were built by the Dallas Cowboys when they were on campus for their training camp in the late 1990's. He added that these fields are on sand, which results in expensive watering as the water soaks through the sod and into a sand layer.

Mr. Owen reported that the university has two water wells in the area of the athletic fields. The well water flow rates appear to be sufficient. He noted that the well water would work well for the two sand-based fields but would not be a good option for continued use on the soccer or softball fields owing to its high salt content. Dr. Fowlé added that the project should breakeven in the first year and the university should see additional savings thereafter.

Mr. Bernhardt moved approval of this item as presented. Mr. Bryant seconded the motion.

Dr. Givens asked if the salt would leave a filtration residue over time. Mr. Owen responded that by using the well water primarily in the summer and supplementing with City water and rain throughout the remainder of the year, the fresh water should flush out the salt and minimize long-term concerns.

Mr. Sanchez asked about the idea of using reclaimed water. Mr. Owen responded that the City of Wichita Falls decided to move in another direction and the option is not available at this time.

There being no further discussion the motion was approved.

Research Laboratory Project – Dalquest Desert Research Station

13-56. Mr. Hessing reported that donors have contributed funds to construct a facility at the Dalquest Desert Research Site. The administration requested authorization to proceed with this project at a cost not to exceed \$363,207, which is the amount of gift funds on hand.

Dr. Rogers stated that this is one of the superb natural laboratories in the country. He noted that the construction of a research facility has been a dream of the faculty and administration for many years.

Mr. Bryant moved approval of this item as presented. Mrs. Carnes seconded the motion and it was approved.

Naming of University Facilities

13-57. Mr. Hessing noted that the administration was recommending naming the facility discussed in item 13-56 the Joe B. Hood Research Laboratory in recognition of Mr. Hood's significant contribution to this project. Dr. Rogers thanked Dr. Farrell for his efforts in securing funding for this project. Dr. Farrell shared an artist's rendering of one of the interior areas of the facility.

Mr. Bryant moved approval of this item as presented. Mrs. Carnes seconded the motion and it was approved.

Adjournment

The Executive Committee discussion concluded at 2:23 p.m.

Reviewed for submission:



Shawn Hessing, Chairman
Midwestern State University
Board of Regents Executive Committee

ATTACHMENT

1. Construction Update – Smaller Projects



3410 Taft Boulevard, Wichita Falls, Texas 76308-2099
Office: (940) 397-4648 Fax (940) 397-4859

Construction Projects Status Report – Item 13-52

Projects completed since December 2012 Board of Regents meeting includes:

1. ATHLETIC FIELD LIGHTING (\$346k)
2. CENTRAL PLANT CHILL WATER MAKEUP TANK REPLACEMENT (\$85k)
3. DILLARD 306 PC LAB A/C IMPROVEMENT (\$81k)
4. ATHLETIC FIELD ELECTRICAL EQUIPMENT REPLACEMENT (\$72k)
5. COOLING TOWER BAFFLE REPLACEMENT (\$66)
6. REPLACEMENT OF CONTROLS ON BACKUP BOILER (\$45k)
7. CENTRAL PLANT DIESEL TANK REMOVAL (\$29k)
8. REPLACEMENT OF ONE FAILED MUSEUM A/C UNIT (\$16k)
9. RENOVATION OF FINANCIAL AID AREA TO CREATE A NEW OFFICE (\$10K)

CAMPUS SECURITY LIGHTING PROJECT: - \$176k

- Add 23 lights to dimly lit areas of campus including around Martin, Akin, Bridwell, Bolin/Ligon parking lots, Louis J. Rodriguez Drive, east Comanche Trail near Taft Boulevard, and on the Sikes Lake spillway.
- Installation in progress with completion expected mid March.

CHILL WATER EXPANSION JOINTS: - \$135k

- Replace rusty/missing bolts on 38 chill water system expansion joints.
- Bids received with installation to begin late February.

ADDITIONAL PROJECTS <\$100k:

Projects in process scheduled for completion over the spring and early summer include:

- Cleaning of ductwork in J.S. Bridwell to improve indoor air quality (\$35k).
- Renovation of Kiowa in Clark Student Center (\$16k).

**MINUTES
MIDWESTERN STATE UNIVERSITY
BOARD OF REGENTS**

**Academic and Student Affairs Committee
February 14, 2013**

The Academic and Student Affairs Committee of the Board of Regents, Midwestern State University, met in regular session in the J. S. Bridwell Board Room, Hardin Administration Building, Wichita Falls, Texas, at 4:00 p.m., Thursday, February 14, 2013. Academic and Student Affairs Committee members in attendance were Dr. Lynwood Givens, Chairman; Mr. Kenny Bryant; Mrs. Tiffany Burks; and Mr. Sam Sanchez. Other regents attending the meeting were Mr. Mike Bernhardt, Mrs. Jane Carnes, Mr. Charles Engelman, Mr. Jeff Gregg, Mr. Shawn Hessing, and Student Regent Holly Allsup.

Administrative staff members present included Dr. Jesse W. Rogers, President; Dr. Betty Stewart, Provost and Vice President for Academic Affairs; Dr. Marilyn Fowlé, Vice President for Business Affairs and Finance; Dr. Keith Lamb, Vice President for Student Affairs and Enrollment Management; Dr. Howard Farrell, Vice President for University Advancement and Public Affairs; and Dr. Robert Clark, Vice President for Administration and Institutional Effectiveness. Other university personnel attending the meeting included Mr. Kyle Owen, Associate Vice President for Facilities Services; Mr. Matthew Park, Associate Vice President for Student Affairs; Mr. Charlie Carr, Director of Athletics; Mr. David Spencer, Internal Auditor; Mr. Barry Macha, General Counsel; Ms. Dianne Weakley, Director of Human Resources; Dr. Jim Owen, Chairman of the MSU Faculty Senate; Mr. Dirk Welch, Chairman of the MSU Staff Senate; Ms. Valarie Maxwell, Director of Budget and Management; Ms. Julie Gaynor, Director of Marketing and Public Information; Ms. Cindy Ashlock, Executive Assistant to the President; and Ms. Debbie Barrow, Director of Board and Government Relations. Representing the student body was Ms. Melody Coffee, Student Government Association (SGA) Vice President. Representing the news media was Ms. Ann Work, *Times Record News*.

Chairman Givens called the meeting to order at 4:00 p.m.

Reading and Approval of Minutes

13-69. The minutes of the Academic and Student Affairs Committee meeting November 15, 2012, were approved by the committee as presented.

Faculty Report

13-70. Dr. Jim Owen presented his report as shown in Attachment 1. Mrs. Carnes asked what the Senate hoped to achieve with the Faculty Satisfaction Survey. Dr. Owen responded that the survey would hopefully give the Senate an idea of the faculty's expectations as to what the Senate should be doing, as well as perceptions with regard to the total university. He added that the concept of shared governance would be explored. He stated that a number of Texas universities include the Faculty Senate in policymaking. He added that as younger faculty are hired they will likely be actively interested in this issue. Dr. Rogers stated that the Faculty Senate is advisory to the President. He noted that he meets

with the chairman once a month and with the Executive Committee as needed. He stated that when he was academic vice president the role of the Faculty Senate in university governance was expanded to include representation on the Academic Council and involvement in policymaking. He added that this was an area that should be reviewed to ensure it is working effectively.

Mr. Engelman asked if the Faculty Senate would provide for suggestions to be offered to address faculty concerns. Dr. Owen responded that he had suggested that individuals be prepared to provide possible solutions and to be open to additional discussion.

Staff Report

13-71. Mr. Dirk Welch, Chairman of the MSU Staff Senate, commended the Staff Senate Executive Committee (Chris Stovall, Michael Mills, and Peggy Brennan) for their work and dedication. He noted that guest speakers at Staff Senate meetings this spring had included Julie Gaynor, speaking about the marketing and branding efforts on campus, and Robert Steflik, providing an overview of the campus portal system. He noted that five employees received the "You Make a Difference Award" this year. The recipients were Judy Salazar in Human Resources; Angie Reay in Housing; and Frances Miller, Jermaine Causey, and Rodney Wherry in Facilities Services. Mr. Welch reported that Mary Keber in Housing and Dining Services and Lindsay Robinson in the West College of Education received the two Staff Senate scholarships this spring.

Student Government Report

13-72. Dr. Givens noted that the report would be given by Student Government Association (SGA) Vice President Melody Coffee. He indicated that SGA President Anthony Gallina was student teaching and unable to attend. Melody thanked the board for the opportunity to provide this report. She reported that the hydration station that was installed in the fall has resulted in 1,500 saved water bottles. She stated that they plan to expand the program and indicated that the SGA is working to promote a greener campus environment. She added that they are also attempting to jumpstart a recycling initiative on campus and hope to provide recycling bins in all campus buildings. Melody reported that the SGA will begin providing golf cart rides to class for students each Wednesday. This will give the SGA officers an opportunity to get to know more students and to talk to them about what they would like to see on campus. She noted that this effort would be the "What Do You Want Wednesday" campaign. She added that they are looking forward to becoming a stronger student government on campus. Dr. Lamb reported that Melody is a junior mechanical engineering student from Dallas. He added that she does an outstanding job with the Student Senate.

Enrollment Report – Spring 2013

13-73. Dr. Givens noted the spring 2013 enrollment report (see Attachment 2) and asked Dr. Lamb to comment. Dr. Lamb noted that the spring enrollment was down approximately 4.5%. He stated that this was what was expected following the enrollment decline in the fall.

Lone Star Conference

13-75. Dr. Rogers noted that during the November meeting the board requested a report and discussion of the Lone Star Conference (LSC). He reported that the Oklahoma schools that made up the north zone of the LSC left the conference a few years ago. Upon leaving, the schools agreed to continue scheduling non-conference games with LSC schools in football and other sports. Unfortunately, this was not a binding agreement and the institutions have not continued scheduling LSC schools. LSC schools have difficulty scheduling because not enough schools in the conference play certain sports. He noted an attachment in the agenda that showed the sports offered by all of the LSC schools. He pointed out the small number of schools that offer men's soccer and men's tennis. Dr. Rogers noted that seven schools in the conference play football, which provides six conference games each year. The teams must schedule 10 games to compete in the national championship race. The LSC has a competition agreement with the Gulf South Conference, another powerful conference that reaches from Georgia to Mississippi. The LSC schools will play two of their schools home and home every year. However, this will require additional travel and expense.

Dr. Rogers reported that he is a member of a LSC committee assigned to work on the expansion of the conference. He stated that the committee is looking at possible combinations of conferences within the state. He noted that while they are talking to a number of institutions, it is inappropriate for him to discuss specific institutions at this time.

Mr. Sanchez asked if the administration was looking only at preserving the conference or if they were considering joining another conference. Dr. Rogers responded that Midwestern is a perfect Division II school. He noted that if MSU were to move to Division I, football would compete at the Division IAA level and all other sports would play Division I. He stated that he did not doubt MSU's ability to compete at that level; however, the cost is prohibitive and is not a step he would recommend for our institution. He added that Division III is not an option in that it is non-scholarship and would be a step down for the athletics program. He reported his belief that the only option is to keep the LSC together through expansion.

Mr. Carr added that the cost for MSU to move to Division I would be at least \$11 million on the front end. This would be in addition to the added cost of scholarships, travel, and other expenses that come from that level of competition.

Mr. Sanchez stated that he did not think dropping down was something anyone would want to consider. He expressed his hope that a strong conference could be maintained. He noted his agreement that MSU could compete at the Division I level, but indicated it was a difficult choice owing to the required financial commitment. Dr. Rogers indicated his hope that the LSC will be expanded and stabilized.

Athletics Report

13-74. Mr. Charlie Carr introduced Ms. Noel Johnson, women's basketball coach. Ms. Johnson thanked Mr. Carr for inviting her to the board meeting and thanked Mr. Carr and Dr.

Rogers for their support. She reported that she began building the program at MSU five years ago with three student athletes. She stated that she had given herself a goal of winning the conference and competing for a national championship within five years. She noted that she felt the team was now in that position. She indicated that the student athletes on the women's basketball team are good students, are involved in the community, and have great character. She stated that she was proud of the way the team represents MSU on and off the court and added that she was honored to be at MSU. She expressed appreciation for the support she has received over the last five years.

Mr. Carr indicated that while Noel stated that she started with three players, she actually started with one actual player. He added that the last two men's basketball coaches inherited players when they became head coach and Noel had very little to start with. She has developed the program and has done a great job. Dr. Rogers thanked Mr. Carr for bringing Noel to the meeting and asked him to bring coaches to future board meetings whenever possible.

Mr. Carr reported that the football program had a good recruiting class, although it is impossible to tell how many of the students will perform in the future. He noted that 38 student athletes were signed that will come to MSU as freshmen in the fall. Twelve of those are from the metroplex and eight are from this immediate region. He noted that the men's basketball team is doing well this spring. He added that they started strong early and gathered momentum throughout the year.

Mr. Carr expressed appreciation to Dr. Rogers, Dr. Farrell, Steve Shipp, Julie Gaynor, and their staffs for their assistance with the athletics fund raising campaign. He reported that new donors have contributed \$22,000 to the athletics program in FY 13. Of the \$110,000 that must be raised in restricted funds, \$93,000 has been received, and of the \$300,000 that they are attempting to raise in unrestricted funds, \$217,000 has been committed. He noted that this is a new level of success for the program.

Women's Track Program - Scholarships

13-76. Dr. Rogers reported that the administration was requesting authorization to expand the women's track program to the maximum number of scholarships allowed by the NCAA beginning in the fall 2013. He stated that this would result in an additional 2.6 scholarships, which could be divided among a number of students. He added that this would help with enrollment and increase the university's competitiveness in track. Mr. Hessing asked about the cost of these scholarships. Dr. Fowlé responded that the value of 2.6 scholarships was \$40,000.

Mr. Sanchez moved approval of this item. Mr. Bryant seconded the motion and it was approved.

Housing and Dining Service Rates

13-77. Dr. Givens noted that the proposed housing and dining service rates for the upcoming fiscal year were included in the agenda. He asked Dr. Lamb to present the recommendations. Dr. Lamb stated that in 2012 the firm of Brailsford and Dunlavey was

hired to study the need for additional campus housing as well as to study the university's overall housing structure and rates. These consultants recommended that MSU's apartment rates be held constant and traditional hall rates be increased over the course of two or three years to provide better alignment of housing rates. He noted that the recommended rates follow this plan. He stated that with these proposed rates, MSU still ranks in the bottom when compared to peer institutions in the state.

Dr. Lamb noted that dining service and board rates would increase by approximately 2%, which is less than the cost of inflation. He added that the university's partner, Aramark, worked closely with the university to keep these costs down.

Mrs. Burks moved approval of these rates as presented. Mr. Bryant seconded the motion.

Dr. Givens asked why any of the fees were being increased. Dr. Lamb responded that the residence halls do not currently have wireless internet and this upgrade is needed. Dr. Givens asked if the increase would cover the cost of this upgrade in one year. Dr. Lamb indicated that it would not. He stated that the total cost for wireless internet and the necessary increase in bandwidth would cost approximately \$500,000. He added that the cost would be amortized over a period of time, likely five to seven years. Dr. Lamb indicated that all of the housing revenue comes together to fund the total housing system.

Mr. Gregg asked why the Pierce and Killingsworth Hall semi-private room rates are being increased so much more than private room rates. Dr. Lamb responded that private rooms are only provided when capacity allows and it is very rare.

There being no further discussion the motion was approved.

Adjournment

The Academic and Student Affairs Committee discussion concluded at 5:07 p.m.

Reviewed for submission:



F. Lynwood Givens, Chairman

Midwestern State University

Board of Regents Academic & Student Affairs Committee

ATTACHMENTS:

1. Faculty Senate Report
2. Enrollment Report – Spring 2013



MIDWESTERN STATE UNIVERSITY
Faculty Senate

Summary of Faculty Senate Activities: December 2012 through January 2013

The Faculty Senate has met twice since the previous report and covered the following topics:

1. Charlie Carr provided a review of the MSU Athletic program and its interaction with university academic activities with respect to our student athletes. He discussed the interest that the coaches and staff have in helping student athletes succeed academically as well as in their athletic endeavors. Several Senators raised concerns regarding absences and projected absences required of student athletes and their impact on academic performance. The Athletic Department does provide notification of absences for dates in addition to scheduled events (e.g. travel times) and projected absences anticipated during each of the athletic seasons.
2. Dr. Stewart and Dr. Fowlé met with the Senate at the December meeting to discuss issues related to the university budget and to our summer school program. The discussion focused mostly on changes being considered for summer school and their impact on issues such as possible reductions in class offerings and student graduation expectations, student advising, projected class size requirements, and the accounting analysis of summer school activities. Some suggestions with respect to minimum size requirements for summer classes were taken under advisement.
3. Dr. Ruth Morrow is the Senate representative to the Tenure and Promotion Policy Review Committee.
4. Dr. Rogers, Dr. Stewart, and Dr. Fowlé met with the Senate in January and addressed several issues related to the university budget and the 2013 summer school sessions. Some additional flexibility is likely available with respect to the minimum number of students required in upper division (3000 and 4000) courses.
5. The Senate has developed a faculty satisfaction survey and all faculty members will be invited to respond beginning next week. The survey instrument is patterned after similar instruments used for faculty surveys in other universities, with some adjustments to include items unique to MSU. The Senate expects to review the results beginning at its March meeting and use the information, in part, as a planning tool for the remainder of this academic year and for the 2013 – 14 term.
6. Several Senators have expressed concern about communications that have surfaced regarding a university branding project, changes made or proposed to the MSU Honors Program, and the MSU Quality Enhancement Program (QEP). These communications, in many cases, have been a part of the "grapevine" conversations, sometimes subject to further interpretation in a different context. They are, at some level however, issues related to faculty welfare and were a bit of a surprise to many Senators. The QEP is included in the Senate agenda for its meeting this afternoon.

7. With respect to changes planned for the MSU Honors Program, a question has been posed regarding the possibility of establishing some type of honors program within a major field of study (e.g. economics, music, English, etc.). The Senate may pursue discussions regarding this or a similar option over the next several months.

Respectfully,

Jim Owen, Chair
MSU Faculty Senate

*Enrollment Report***Spring 2013**

	2012	2013
New First-Time Freshmen	26	29
Re-Enrolling Freshmen	694	702
Sophomore	1,076	953
Junior	1,235	1,213
Senior	2,004	1,902
Graduate/Post-Baccalaureate	<u>675</u>	<u>638</u>
TOTAL	5,710	5,437
 Semester Credit Hours	 65,080	 61,344

**MINUTES
MIDWESTERN STATE UNIVERSITY
BOARD OF REGENTS**

**Finance Committee
February 14, 2013**

The Finance Committee of the Board of Regents, Midwestern State University, met in regular session in the J. S. Bridwell Board Room, Hardin Administration Building, Wichita Falls, Texas, at 2:45 p.m., Thursday, February 14, 2013. Committee members in attendance were Mr. Mike Bernhardt, Chairman; Mrs. Jane Carnes; Mr. Charles Engelman; and Mr. Jeff Gregg. Other regents attending the meeting were Mr. Kenny Bryant, Mrs. Tiffany Burks, Dr. Lynwood Givens, Mr. Shawn Hessing, Mr. Sam Sanchez, and Student Regent Holly Allsup.

Administrative staff members present included Dr. Jesse W. Rogers, President; Dr. Betty Stewart, Provost and Vice President for Academic Affairs; Dr. Marilyn Fowlé, Vice President for Business Affairs and Finance; Dr. Keith Lamb, Vice President for Student Affairs and Enrollment Management; Dr. Howard Farrell, Vice President for University Advancement and Public Affairs; and Dr. Robert Clark, Vice President for Administration and Institutional Effectiveness. Other university personnel attending the meeting included Mr. Kyle Owen, Associate Vice President for Facilities Services; Mr. Matthew Park, Associate Vice President for Student Affairs; Mr. Charlie Carr, Director of Athletics; Mr. David Spencer, Internal Auditor; Mr. Barry Macha, General Counsel; Ms. Dianne Weakley, Director of Human Resources; Dr. Jim Owen, Chairman of the MSU Faculty Senate; Mr. Dirk Welch, Chairman of the MSU Staff Senate; Ms. Gail Ferguson, Controller; Ms. Valarie Maxwell, Director of Budget and Management; Ms. Cindy Ashlock, Executive Assistant to the President; and Ms. Debbie Barrow, Director of Board and Government Relations. Also attending the meeting were members of the MSU Admissions Staff, Ms. Barbara Merkle, Ms. Leah Vineyard, Ms. Valerie Martinez, and Mr. Brad Borton. Representing the student body was Ms. Melody Coffee, Student Government Association (SGA) Vice President. Representing the news media was Ms. Ann Work, *Times Record News*.

Chairman Bernhardt called the meeting to order at 2:45 p.m.

Reading and Approval of Minutes

13-58. The minutes of the Finance Committee meeting November 15, 2012, were approved by the committee as presented.

Summary of Financial Support 9/1/12-1/17/13

13-59. Mr. Bernhardt asked Mrs. Carnes to highlight some of the major gifts received since the last meeting of the board.

- 1) Mr. and Mrs. Bob Gunn made a substantial pledge and gift to the university. The \$5.45 million gift will help expand faculty and equipment in the health sciences (\$3 million), add to the health sciences endowment (\$1 million), add to the College of Science and Mathematics endowment (\$1 million), and support athletics (\$450,000).

- 2) Mr. John O'Hearn contributed \$100,000 to the MSU Foundation for the Carolyn Sue Marlowe O'Hearn BBA Scholarship Fund in memory of his wife.
- 3) Mr. and Mrs. Max Vordenbaum donated \$100,000 to the Graham and Martha Ball Boys and Girls Club Scholarship Fund.
- 4) Dr. and Mrs. Bob Madera made a donation to the MSU Foundation of \$34,920. This gift will support the President's Excellence Circle (\$1,000) and the Annual Fund (\$500), with the remainder and bulk of the gift added to the Madera-Baggett Scholarship Endowment.

Mrs. Carnes stated that the support of MSU is wonderful. She encouraged board members to write thank you notes to the donors. She added that the list of gifts \$5,000 or more had been divided among the board members to ensure everyone on the list receives a note from a member of the board. She added that board members were welcome to write to additional individuals beyond those they were assigned.

Mr. Bernhardt noted that this item was presented as a point of information only.

Review and Acceptance of Financial Reports

13-60. Mr. Bernhardt reported that the administration recommended acceptance of the Fiscal Year 12 Annual Financial Report and the September, October, November, and December 2012 financial reports. Dr. Fowlé stated that the board had received the reports as well as the narrative on the financial status of the institution through December. She noted that since that time MSU had received approximately 2% more in revenue, with most of that amount coming from gift funds. She added that expenses are \$1 million higher than last year, with the majority of that amount attributable to the 2% one-time salary retention bonus that was recently distributed. At the November meeting the Board approved a plan to address the budget shortfall, with \$1 million in expense reductions and \$1 million from targeted reserves. She noted that during the summer one-half of the budget savings would be realized from the faculty summer salary savings program. She added that the institution is on target with the plan and the administration will continue to monitor it during the remainder of the year.

Mr. Engelman moved acceptance of the reports as presented. Mrs. Carnes seconded the motion and it was approved.

Investment Report

13-61. Mr. Bernhardt asked Dr. Fowlé to comment on the first quarter investment report. Dr. Fowlé stated that the report included information regarding cash balances and endowment funds. She noted that the institution maintains more than \$20 million in cash at any one time during the fiscal year. This cash is invested very conservatively as allowed by the Public Funds Investment Act and the institution receives an approximate one percent return. This provides the university approximately \$250,000 in interest each year. She reported that during the next few months she planned to work with the board

Finance Committee and Chairman Bernhardt to consider ways the university might receive a higher return on the investment of this cash.

Dr. Fowlé reported that American National is responsible for the investment of \$7 million of the university's endowment funds. The first quarter these investments showed a gain of 11.35% and with interest and dividends they achieved 4% annualized. Luther King manages approximately \$9.5 million of the university's endowment. During the first quarter these investments achieved a 5.29% return and with dividends and interest earned 1.85% annualized. She noted that during the first quarter a large portion of these funds were being transferred to Luther King and was not fully invested.

Mr. Gregg moved acceptance of the report as presented. Mrs. Carnes seconded the motion and it was approved.

FY 2012-2013 Item \$50,000 & Under

13-62. Mr. Bernhardt noted that one budget change was presented for ratification and asked Dr. Rogers to comment. Dr. Rogers reported that the university sent the cheerleading team to the Collegiate Cheerleading Championships and to the football playoff game in Indianapolis. He noted that Student Service Fee Reserves were expended for this purpose.

Mrs. Carnes moved approval of this item as presented. Mr. Engelman seconded the motion and it was approved.

Review of Personnel Reports and Salary/Title/Position Changes in 2012-2013 Budget

13-63. Dr. Rogers reviewed the table presented in the agenda document. Mrs. Carnes recommended ratification of the changes as presented. Mr. Gregg seconded the motion and it was approved.

Faculty Positions – Summer 2013

13-63A. The administration recommended the addition of three faculty positions beginning with the summer 2013. Dr. Stewart noted that the administration would like to use funds from the Gunn Gift to add three faculty positions. She explained that two positions would be in nursing and one position would be in respiratory care. The two nurses would support the new accelerated nursing program which should begin in June. The respiratory care position is needed owing to the increase in student demand for this program. She noted that the three positions would be 11-month appointments.

Mr. Gregg moved approval of this item as presented. Mr. Engelman seconded the motion and it was approved.

Additional Redwine Estate Distribution

13-64. Mr. Bernhardt noted that additional funds had been received from the Redwine Estate and the administration had presented a recommendation for the use of a portion of the funds as shown in the agenda. Dr. Rogers noted that the initial distribution from the estate of Bruce Redwine of \$9.2 million was earmarked by the Board of Regents to support the

Honor's Program. He indicated that the administration was aware that a final distribution from the estate would be made and that the additional distribution totaled \$1.566 million. He stated that the administration was recommending that \$453,800 of this amount be utilized to assist with expanding the university's enrollment.

Dr. Lamb introduced the senior members of the admissions team: Ms. Barbara Merkle, Director; Ms. Leah Vineyard, Associate Director, Ms. Valarie Martinez, Assistant Director; and Mr. Brad Borton, Assistant Director. He reported that the admissions staff members are doing a wonderful job with the new initiatives and added that he was proud of their representation of the university.

Dr. Lamb then reviewed the administration's recommendation through a Power Point presentation (see Attachment 1). He stated that the administration recommended purchasing Ellucian Recruiter software. Dr. Lamb explained the process the university used in selecting Recruiter, which is a Customer Relationship Management (CRM) software program. He stated that in studying other options, Recruiter rose to the top. He added that Recruiter is the recommended product for institutions that utilize the Banner system. He reported that as part of their due diligence, the administration contacted other users in Texas. He noted that the company oversold the product and some schools saw a delay in implementation; however, the administration believes this is an issue that can be resolved with the vendor.

Mr. Hessing asked how the admissions staff currently operates without a system such as Recruiter. Ms. Merkle responded that since the institution does not currently have a CRM the staff must convert forms in Banner to keep up with recruitment. She added that the reporting tool they use is a manual, laborious process. She noted that with the larger numbers of prospects, inquiries, and applicants, the staff is putting in an extra 20-40 hours each week trying to keep up with the data. Mr. Bryant asked Ms. Merkle to provide an example of what a CRM would do for the institution. Ms. Merkle responded that a CRM will track automatically all activity and contact with each student. She added that it will send the Admissions Staff member a message asking if he has followed up with the student and will alert him when a student's transcript arrives on campus. Mr. Bryant indicated his understanding that it would speed up the communication process. Ms. Merkle added that the program also accepts test scores from College Board and will provide better data to the institution. Dr. Lamb stated that the program will allow the office to do more than one campaign at a time, will generate call lists, and provide a clean address service. The program can also manage campus visits, staff travel, and large events, such as Mustangs Rally. He added that the program integrates the predictive modeling that the university began this year. He noted that the MSU admissions officers are now responsible for a specific geographic territory. This product will allow the office to do geomarket analysis. Dr. Lamb noted that efficiencies within the admissions area will be achieved with the purchase of the software.

Dr. Lamb reviewed the second part of the proposal which is an expanded communication campaign. He noted that this includes an inquiry communication campaign and an application generation campaign. Examples of the mailing pieces were shown in the

Power Point presentation. He added that Recruiter would help with ensuring students receive the correct mailing piece, while currently the staff must manually sequence all communication. He noted that these campaigns will increase student prospects and should positively increase the overall yield through student enrollment.

Dr. Lamb explained that in order to provide a better first impression for student prospects and their family members the university needs a professional Welcome Center. He presented the administration's plan to route prospective students to the southeast entrance of the Hardin Building, with designated parking and improved signage. He noted that with minor updating and modification, students will be greeted by a bright, technologically savvy, and interesting-looking area.

Dr. Givens noted that he did not hear faculty mentioned in the recruiting plans and asked if they were involved. He stated that it should be incumbent on the faculty to help increase enrollment. He asked if the faculty could perhaps utilize the new software program. Dr. Lamb responded that each dean receives a list of students who have been admitted within their college. The deans or chairs send letters and information to each of these students. He noted that the university will have 30 user licenses and it may be possible to give access to the chairs or deans so that they can create their own dashboards. He added that a number of faculty attend recruiting events and also recruit for their individual departments.

Dr. Givens commented that students at the school he teaches at had not heard of MSU until two years ago. Several students visited the campus last year and a larger number will be returning for Mustangs Rally this weekend. He noted that the students remarked about the beauty of the campus and the people. He indicated this was one example of the success MSU is having with its outreach. Mr. Hessing added that a son of one of his co-workers plans to attend MSU in the fall and that he was originally contacted through a mailer. Mr. Sanchez stated that his son is a sophomore in high school and received something from MSU. He congratulated the admissions team and Dr. Lamb for their vision and efforts.

Mrs. Carnes moved approval of this item as presented. Mr. Gregg seconded the motion and it was approved.

Budget Planning

- 13-65. Mr. Bernhardt reported that the board generally receives recommendations for tuition and fees at its February board meeting. He noted that given the uncertainty of the outcome of the legislative session, the administration will not present such recommendations until May. He asked Dr. Rogers to comment.

Dr. Rogers noted that in the current legislative session there was more pending legislation that could affect higher education funding than he had experienced in any previous session. The issues to be addressed this spring range from formula and outcomes based funding to possible funding for Hazlewood exemptions and changes in the tuition set-aside. He stated that it would be extremely difficult for the administration to recommend

FY 14 tuition and fees at this time. He added that he discussed this with Student Government and explained that the decision would be delayed until May. He indicated his hope that if funding from the legislature improves, the administration could recommend an extremely modest or no increase in tuition and fees in May.

Dr. Fowlé reported that the administration is looking at the possibility of recommending the elimination of eight or nine student fees and instituting a single fee. This change would give the administration flexibility in the budgeting process. She noted that a recommendation would likely be made to the board in May. Mr. Hessing indicated that with the restructuring of fees he would like for it to be clear in the presentation that the restructuring will not result in a net increase in cost for the students.

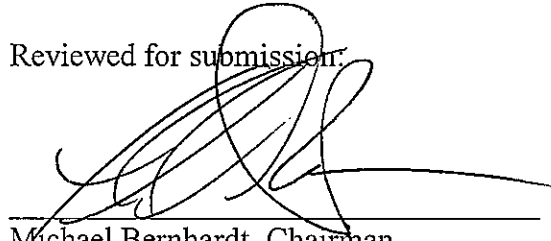
Mr. Gregg indicated his agreement that it was prudent to wait until May on the tuition and fee recommendations. He asked if it might be necessary to have a special board meeting in June if adequate information is not available for the May meeting. Dr. Rogers stated that if enough information was not available in May, the matter could be postponed. He noted that the legislative budget process was moving quickly and he hoped the tuition and fee recommendations could be made in May.

Mr. Bernhardt noted that this item was presented as a point of information only and no action was necessary.

Adjournment

The Finance Committee discussion concluded at 4:00 p.m.

Reviewed for submission:

A handwritten signature in black ink, appearing to read "Michael Bernhardt", is written over a horizontal line.

Michael Bernhardt, Chairman
Midwestern State University
Board of Regents Finance Committee

ATTACHMENT:

1. Redwine Fund Distribution Request Presentation

Redwine Estate Distribution Request

February 14, 2013

Ellucian Recruiter

Software and SaaS Deployment	=	\$85,500
<u>Implementation and Training</u>	=	<u>\$110,040</u>
Total	=	\$195,540

Break even = 33 students for one year

Why Recruiter?

- “Going forward with new student recruitment efforts, MSU will need a sophisticated and effective student relationship module for the Admission Office to utilize.”
- Product Demonstrations / Investigations
 - Recruiter
 - Banner Relationship Management (BRM)
 - Hobsons
 - Jenzabar
- Ellucian (parent company of Banner), has selected Recruiter as their CRM module
- Positive Functional Reviews from Texas Schools
- Texas Connection Consortium
- IT staff feels that integration is not an issue

Recruiter Capabilities

- Communication campaign management
 - Gives MSU the ability to run multiple communication campaigns, without concerns of entry into campaign
 - Generates call lists
 - Provides clean address service
 - Sends targeted emails to students for specific events/items
- Event management
 - Campus visits
 - Large spirit events
 - Travel
- Integrates the predictive modeling MSU began utilizing this year
- Analytics
 - Utilizes real-time data
 - Use of custom dashboard by multiple individuals
 - More robust reporting than current capabilities
 - Prospective students can update their profile online
 - Geographic market abilities: territory management
 - Integrates with ARGOS

Recruiter Capabilities

- Social media integration
 - Facebook
 - Twitter
- Import lists from ACT/SAT loads
- ApplyTexas will upload to this product
- Integrates with Microsoft Outlook
- Tracks effectiveness of bulk emails

Efficiency with Recruiter

- Associate Director gains 30 hours/week from communication campaign management, and can do multiple campaigns.
 - \$34,320 annually
- Assistant Director gains 20 hours/week from analytic reporting, and can run more reports.
 - \$16,640 annually
- With ACT/SAT tape load ability, Assistant to the Director will realize 10 hours per week.
 - \$7,280 annually
- Combined efficiency = \$58,240 annually.

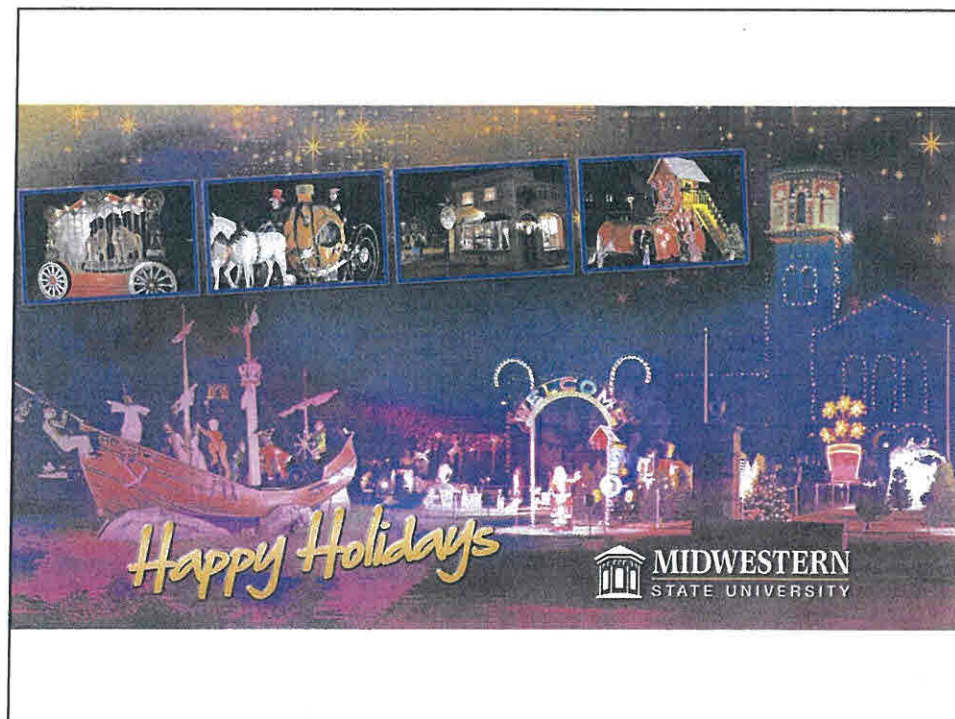
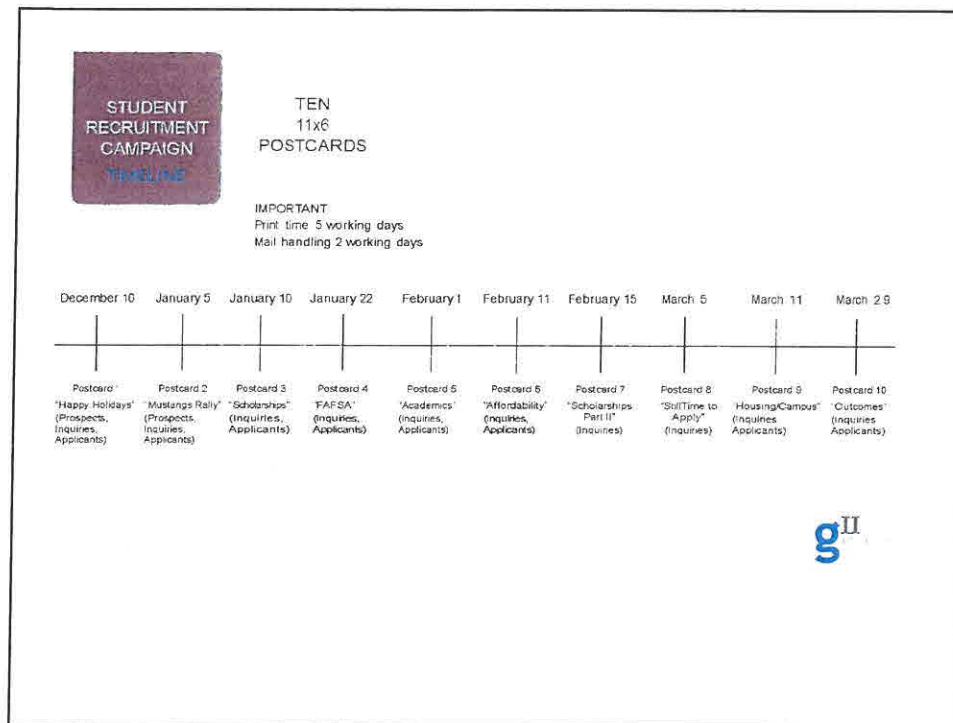
Inquiry Communication Campaign

Campaign Development	=	\$1,500
Pre-production items	=	\$10,530
Printing	=	\$12,152
Postage	=	\$31,140
<u>Mail Service and Ink jetting</u>	=	<u>\$5,946</u>
Total	=	\$61,268

Break even = 10 students for one year

Inquiry Communication Campaign

- 2 mailings to 50,000 prospects
- 8 mailings to 10,000 prospects
- 10 total mailings
- 180,000 total pieces
- Development + pre-production + printing + postage + mail service = \$0.34 per piece



We've made our list and checked it twice...
and you're on it!



✓ We want you at MSU!

- Apply for Admission
- Submit your ACT/SAT scores
- Complete the FAFSA after January 1
- Attend Mustangs Rally or Visit MSU

Now is the time to plan for your future.
Keep MSU in mind as you make your
to-do list and visit us in the New Year!

*MSU's holiday gift is
a fantasy on campus.
It's a must-see during
the holidays!"*

Kristen Ellis
Nursing
Class of 2014

The MSU Burns Fantasy of Lights is a North Texas holiday tradition. Now in its 38th season at Midwestern State University, the holiday display attracts more than 200,000 visitors each year. The 24 animated displays come to life each evening at dusk now through January 1. The Fantasy of Lights was recently featured in Texas Highways Magazine. To learn more visit mwsu.edu/fantasy.

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It's my university. Make it yours!

6410 Littlefield Road
Wichita Falls, TX 76798-2099
Address Service Requested

mwsu.edu



MIDWESTERN
STATE UNIVERSITY

MUSTANGS
Rally »



Saturday, February 16, 2013

MUSTANGS Rally

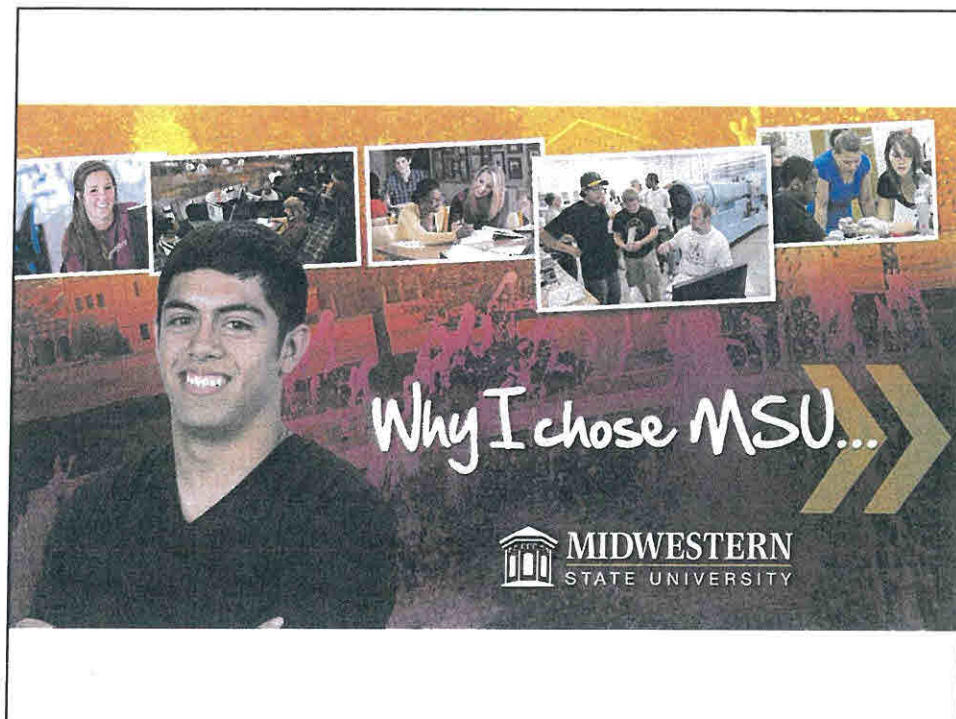
Midwestern State University invites prospective students, parents, and guests to visit college life the MSU way. You will have the opportunity to:

- ▶ Meet with MSU Admissions
- ▶ Tour our Housing Facilities
- ▶ Talk with Financial Aid
- ▶ Tour the Campus
- ▶ Talk to faculty, coaches, and current MSU students
- ▶ Learn more about your intended major

Saturday, February 16, 2013
Register for the FREE EVENT online...
admissions.mwsu.edu/mustangsally.asp
For more information contact MSU Admissions
1-800-842-1922

MIDWESTERN STATE UNIVERSITY
ACTED 10/11/12
THE STATE OF TEXAS, 2012-2013
Address Service Requested

Facebook Twitter



Why I chose MSU...

MIDWESTERN STATE UNIVERSITY



**for the several ways to
earn scholarships!**

MSU automatically offers Academic Merit Scholarships – up to \$10,000 over four years – to beginning freshmen meeting unconditional admission requirements, or transfer students with a strong grade point average. There are also automatic scholarships for high school valedictorians and salutatorians. Distinguished Honor Scholarships are available at MSU, with some as high as \$25,000 over four years.

Add scholarships to MSU's affordability, and you will receive a quality, meaningful education without the need to graduate drowning in debt. If your goal is a university degree of quality, learn more about our automatic scholarship program at admissions.mwsu.edu/scholarships.asp.

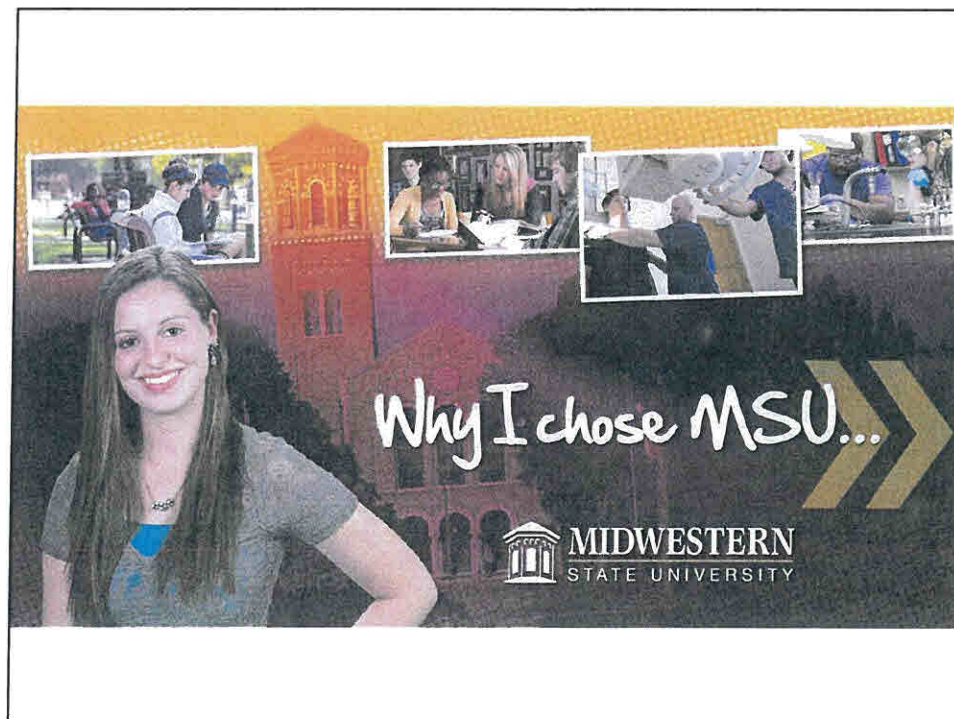
The scholarships opened a new chapter in my life with more opportunities.

Jose Gonzalez
Biology/Pre-Veterinary
Class of 2015

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STATE UNIVERSITY**
It's my university. Make it yours!

1410 Tark Boulevard
Wichita Falls, TX 76796-3099
Admission Service Requested

mwsu.edu



Why I chose MSU...

**MIDWESTERN
STATE UNIVERSITY**



because I feel comfortable here!

Our professors love to mentor and teach. Each seat in our small classes represents an individual with goals and aspirations. We are focused on our students, helping you to achieve whatever you want to become. Offering high-tech labs, quality pre-professional programs and majors, internships, and study-abroad programs, MSU graduates individuals.

Find your place at www.mwsu.edu.

At Midwestern State I have one-on-one experiences with professors and make real connections with them.

Mindy Schroeder
Marketing and Management Double Major
Class of 2016

MIDWESTERN STATE UNIVERSITY
It's my university. Make it yours!

3410 7th Boulevard
Wichita, KS 67260-3099
Admission Services Requested

[mwsu.edu](http://www.mwsu.edu)

Application Generation Campaign #1

- 10,000 prospective students scored on SMART Approach
- Predicts the likelihood of a prospect to enroll
- Coefficient ranging from 0 to 1.0
- Uses current student data on 77 variables
- Names obtained from National Research Center for College & University Admissions (NRCCUA)
- 9000 in Texas
- 1000 in Oklahoma
- 1 letter
- 15 emails

Application Generation Campaign #2

- Obtained additional lists for separate campaign:
 - 21,000 from NRCCUA
 - 23,000 from The College Board
 - 5,000 from ACT
- Cost = \$49,500
- Break even = 8 students for 1 year

MIDWESTERN
STATE UNIVERSITY

Apply by March 1, 2013 and
we'll waive the \$25 application fee

<Name (names)>
<Address>
<City State Zip>

Dear <Prospect's Name>:

With your senior year underway, college is probably the last thing on your mind. But college will be here before you know it. Now is the time to apply for college - then relax and enjoy the fun of being a senior.

Midwestern State University (MSU), a public, liberal arts university in Wichita Falls, Texas, is offering many services to help you search for your reasons:

1 - Our many exciting majors
2 - Our affordable tuition

We offer more than 60 majors and pre-professional programs, so chances are you'll find the major you're looking for at MSU. And here's some equally exciting news: You can afford MSU!

Texas residents and students from neighboring Oklahoma counties pay the same low in-state tuition to attend MSU. Students from non-neighboring Oklahoma counties pay just \$50 more per credit hour. We also offer generous financial aid, including scholarships, grants, and loans.

You make it so simple to apply to Midwestern State University today. It's so easy. Just visit:

[http://\(\\$prospectURL\)](http://($prospectURL))
by March 1, 2013 and we'll waive the \$25 application fee. Simple.


Barbara J. Merck
Director of Admissions

P.S. Apply today at: [http://\(\\$prospectURL\)](http://($prospectURL))
You can also request information or plan a university tour.



"Attending MSU was the best decision I could have made. I am getting a phenomenal education without having to get into debt for life."

BRADY TYLER
CLASS OF FALL 2012



What's the #1 question asked about college?

Are you asking the right question in your job application?

**MIDWESTERN
STATE UNIVERSITY**

(\$prospectFirstName), every student asks one question about college: "Do you have my major?"

At Midwestern State University (MSU), the answer is almost always YES!

[Apply at MSU now and we'll waive the \\$25 application fee.](#) Opportunity ends March 1, 2013.

Located midway between Dallas/Ft. Worth and Oklahoma City, MSU is an **INDEPENDENT PUBLIC** university that offers more than 60 majors and a number of pre-professional programs. That means if you are from Texas or a nearby Oklahoma county, you can save big with Texas resident tuition. If you're from elsewhere in Oklahoma, you pay Texas resident tuition plus \$30 per credit hour – a great savings on an excellent education.

[Hurry – if you apply now, we'll waive the \\$25 application fee.](#)

Not ready to apply? [Find out more or plan a university tour today.](#)

Barbara Melkii
Director of Admissions

"As at MSU faculty take time to ensure each student gets help from them personally if needed. They want you to succeed. They are not just great professors but also great people."

Jeffrey Arce
Class of 2013

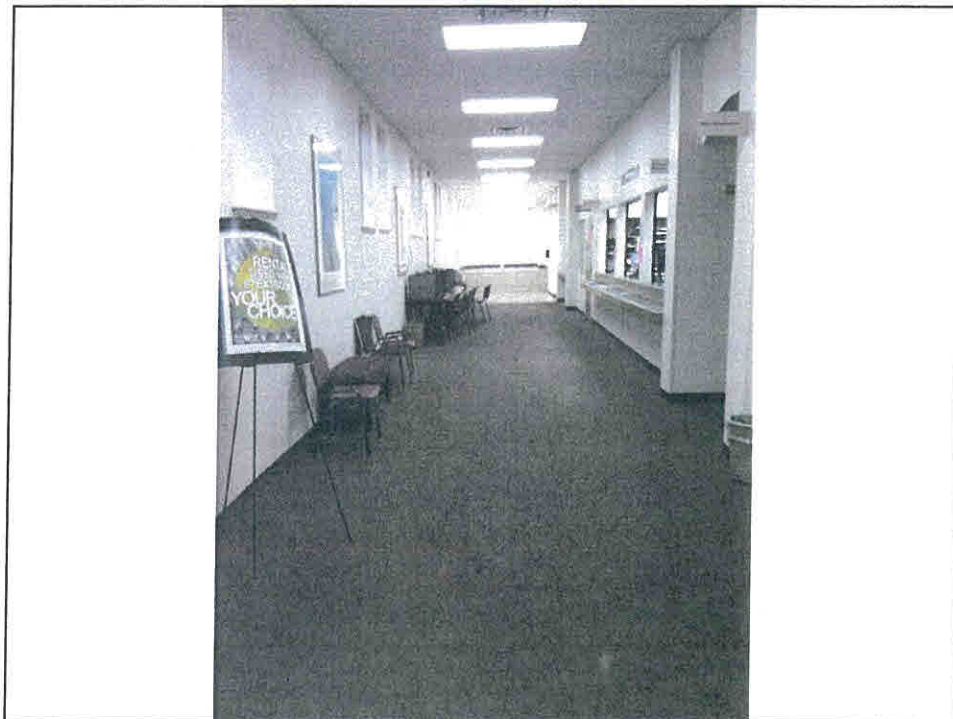
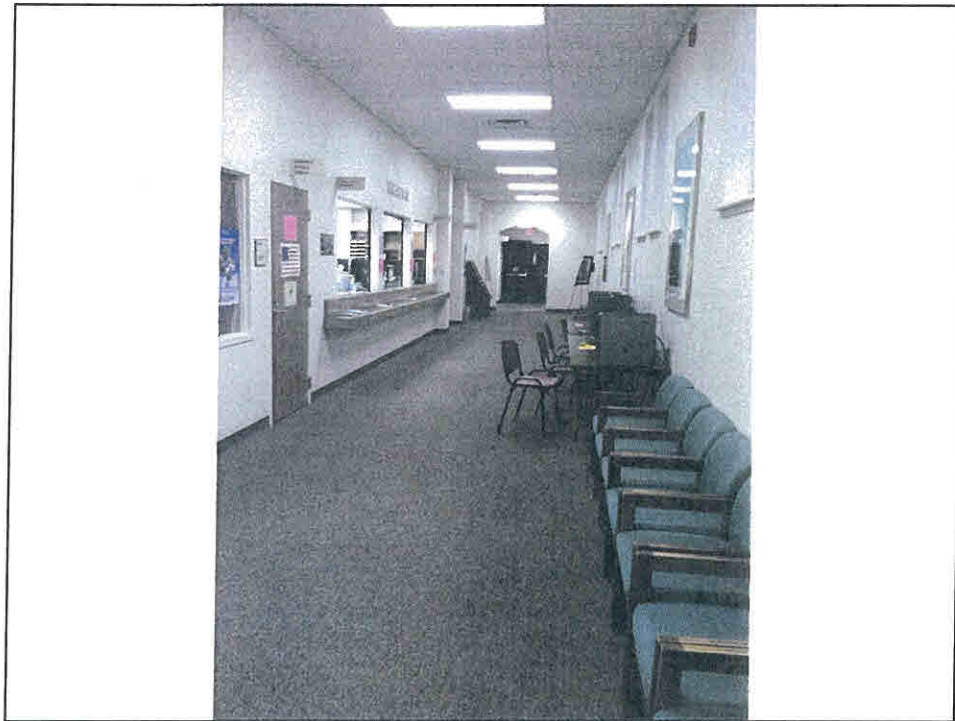


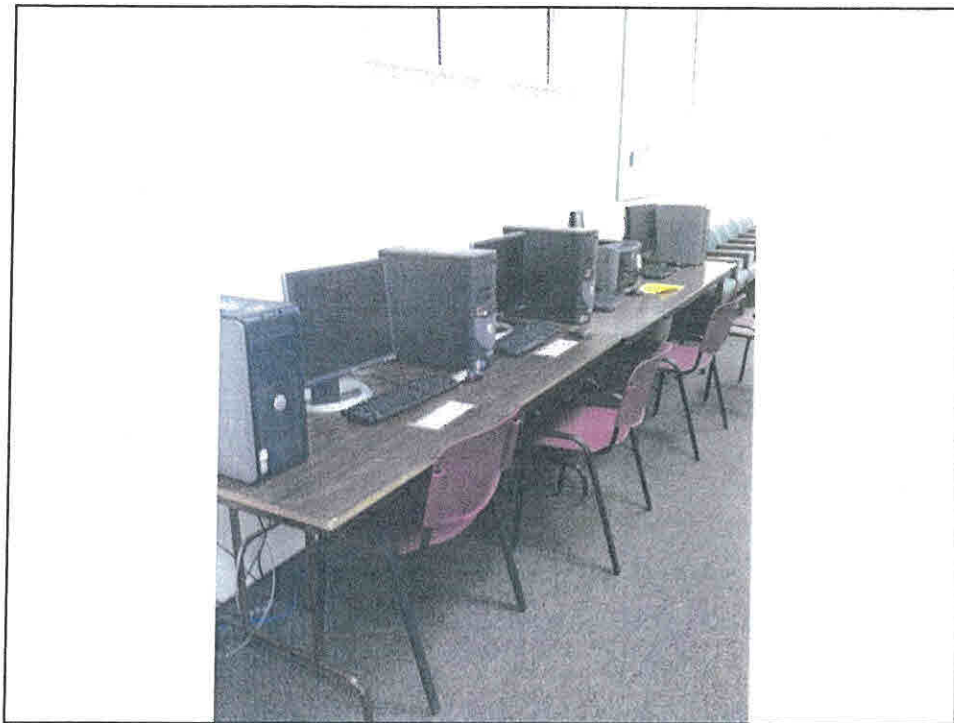
[Subscribe here](#)

File: "Welcome Center and Hardin South Hallway" (2/14/2013 5:46:31 PM)

Welcome Center and Hardin South Hallway

- MSU struggles with first impressions
 - Does not have a "Welcome Center" concept for prospective students
 - Current entryway and corridor adjacent to Admissions, Registrar, and Financial Aid is dated and does not convey the feel of a progressive institution





Welcome Center and Hardin South Hallway

Furniture	=	\$33,000
MSU Spirit Photos	=	\$5,000
Technology	=	\$19,850
Computer Kiosk	=	\$14,000
Signage	=	\$4,000
Paint, carpet, cosmetic	=	\$22,398
Countertops	=	\$5,115
<u>Landscaping</u>	=	<u>\$13,350</u>
Subtotal	=	\$116,713
<u>Contingency (7%)</u>	=	<u>\$8,170</u>
Total	=	\$124,883

Break even = 21 students for one year

**MINUTES
MIDWESTERN STATE UNIVERSITY
BOARD OF REGENTS**

**Audit, Compliance, and Management Review Committee
February 14, 2013**

The Audit, Compliance, and Management Review Committee of the Board of Regents, Midwestern State University, met in regular session in the J. S. Bridwell Board Room, Hardin Administration Building, Wichita Falls, Texas, at 2:23 p.m., Thursday, November 15, 2012. Committee members in attendance were Mr. Sam Sanchez, Chairman; Mrs. Tiffany Burks; Mr. Charles Engelman; and Mr. Jeff Gregg. Other regents attending the meeting were Mr. Mike Bernhardt; Mr. Kenny Bryant; Mrs. Jane Carnes; Dr. Lynwood Givens; Mr. Shawn Hessing, and Student Regent Holly Allsup.

Administrative staff members present included Dr. Jesse W. Rogers, President; Dr. Betty Stewart, Provost and Vice President for Academic Affairs; Dr. Marilyn Fowlé, Vice President for Business Affairs and Finance; Dr. Keith Lamb, Vice President for Student Affairs and Enrollment Management; Dr. Howard Farrell, Vice President for University Advancement and Public Affairs; and Dr. Robert Clark, Vice President for Administration and Institutional Effectiveness. Other university personnel attending the meeting included Mr. Kyle Owen, Associate Vice President for Facilities Services; Mr. Matthew Park, Associate Vice President for Student Affairs; Mr. Charlie Carr, Director of Athletics; Mr. David Spencer, Internal Auditor; Mr. Barry Macha, General Counsel; Ms. Dianne Weakley, Director of Human Resources; Dr. Jim Owen, Chairman of the MSU Faculty Senate; Mr. Dirk Welch, Chairman of the MSU Staff Senate; Ms. Gail Ferguson, Controller; Ms. Valarie Maxwell, Director of Budget and Management; Mr. Steve Shelley, Director of Purchasing; Ms. Julie Gaynor, Director of Marketing and Public Information; Ms. Cindy Ashlock, Executive Assistant to the President; and Ms. Debbie Barrow, Director of Board and Government Relations. Also attending the meeting were Dr. James Johnston, Interim Dean of the College of Health Sciences and Human Services, and members of the MSU Admissions Staff, Ms. Barbara Merkle, Ms. Leah Vineyard, Ms. Valerie Martinez, and Mr. Brad Borton. Representing the student body was Ms. Melody Coffee, Student Government Association (SGA) Vice President. Representing the news media were Ms. Ann Work, *Times Record News*, and Ms. Michelle Dixon and Mr. Rick Scruggs, KFDX-TV 3.

Chairman Sanchez called the meeting to order at 2:23 p.m.

Reading and Approval of Minutes

13-66. The minutes of the Audit, Compliance, and Management Review Committee meeting November 15, 2012, were approved as presented.

Report on Audit Activities

13-67. Mr. David Spencer, Internal Auditor, noted that the majority of the quarter he spent time working with the State Auditor's Office (SAO) on the Southern Association of Colleges and Schools (SACS) audit. He reported that he developed working papers and documented his review of specific areas. The SAO should issue its report within the next

week. The report will then become a part of the university's final packet of information SACS will use in the accreditation process.

Contract Management Activities and Contract Authorization

13-68. Mr. Macha reported that the contract administration procedures have been implemented and a large number of contracts have been reviewed and processed. He commended the Purchasing Office for their work with the new software system.

Mr. Macha presented two interlocal cooperation agreements for consideration of the board, as presented in the agenda. He noted that the first item requests authorization to renew the institution's agreement with the City of Wichita Falls for the bus service. He reported that the overall contract for FY 2012 totaled \$36,886.85, with an average 10,636 bus rides per month. Dr. Lamb reported that prior to this partnership with the City, the university owned a 15 passenger van that ran shuttles between the campus and the apartments. The cost to the university was approximately \$64,000 each year. This service provides a more professional service to students, faculty, and staff. He added that the agreement allows anyone with an MSU ID card to ride the entire transit system free of charge.

The second agreement would enable MSU to join other colleges, universities, counties, and municipalities, to gain purchasing power from Choice Partners, a purchasing cooperative of the Harris County Department of Education. Dr. Fowlé added that this agreement will allow MSU to use the vendors that have been bid out by this group and will help streamline the university's purchasing process.

Mr. Engelman moved approval of this item as presented. Mrs. Burks seconded the motion.

Mr. Hessing asked if by authorizing this agreement the university would be required to use certain vendors. Dr. Fowlé responded that there would be no requirement and would simply provide another opportunity for the institution to save money when possible.

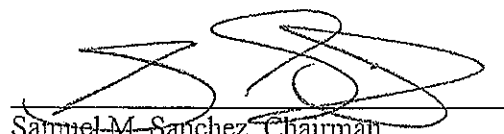
Mr. Engelman noted that \$36,000 for this service seemed minimal and asked if the figure was correct. Dr. Lamb responded that the City receives federal reimbursement based on ridership, which limits operating costs. The City is passing the savings on to the university.

There being no further discussion, the motion was approved.

Adjournment

The Audit, Compliance, and Management Review Committee discussion concluded at 2:33 p.m.

Reviewed for submission:

A handwritten signature in black ink, appearing to read 'S. Sanchez', is written over a horizontal line.

Samuel M. Sanchez, Chairman
Midwestern State University
Board of Regents Audit, Compliance, and
Management Review Committee

**MINUTES
MIDWESTERN STATE UNIVERSITY
BOARD OF REGENTS
February 14, 2013**

The Board of Regents, Midwestern State University, met in regular session in the J. S. Bridwell Board Room, Hardin Administration Building, Wichita Falls, Texas, at 1:30 p.m., Thursday, February 14, 2013. Regents in attendance were Mr. Shawn Hessing, Chairman; Mr. Mike Bernhardt, Vice Chairman; Mr. Kenny Bryant, Secretary; Mrs. Tiffany Burks; Mrs. Jane Carnes; Mr. Charles Engelman; Dr. Lynwood Givens; Mr. Jeff Gregg; Mr. Sam Sanchez; and Student Regent Holly Allsup.

Administrative staff members present included Dr. Jesse W. Rogers, President; Dr. Betty Stewart, Provost and Vice President for Academic Affairs; Dr. Marilyn Fowlé, Vice President for Business Affairs and Finance; Dr. Keith Lamb, Vice President for Student Affairs and Enrollment Management; Dr. Howard Farrell, Vice President for University Advancement and Public Affairs; and Dr. Robert Clark, Vice President for Administration and Institutional Effectiveness. Other university personnel attending the meeting included Mr. Kyle Owen, Associate Vice President for Facilities Services; Mr. Matthew Park, Associate Vice President for Student Affairs; Mr. Charlie Carr, Director of Athletics; Mr. David Spencer, Internal Auditor; Mr. Barry Macha, General Counsel; Ms. Dianne Weakley, Director of Human Resources; Dr. Jim Owen, Chairman of the MSU Faculty Senate; Mr. Dirk Welch, Chairman of the MSU Staff Senate; Ms. Gail Ferguson, Controller; Ms. Valarie Maxwell, Director of Budget and Management; Mr. Steve Shelley, Director of Purchasing; Ms. Julie Gaynor, Director of Marketing and Public Information; Ms. Cindy Ashlock, Executive Assistant to the President; and Ms. Debbie Barrow, Director of Board and Government Relations. Also attending the meeting were Dr. James Johnston, Interim Dean of the College of Health Sciences and Human Services, and members of the MSU Admissions Staff, Ms. Barbara Merkle, Ms. Leah Vineyard, Ms. Valerie Martinez, and Mr. Brad Borton. Representing the student body was Ms. Melody Coffee, Student Government Association (SGA) Vice President. Representing the news media were Ms. Ann Work, *Times Record News*, and Ms. Michelle Dixon and Mr. Rick Scruggs, KFDX-TV 3.

Chairman Hessing called the meeting to order at 1:30 p.m. and Ms. Gaynor introduced the guests.

Opening Comments

Mr. Hessing welcomed everyone to the board meeting and thanked them for their attendance. He asked Dr. Rogers to make a special introduction. Dr. Rogers announced that Dr. James Johnston was recently named Dean of the College of Health Sciences and Human Services, effective with the fall 2013. Dr. Stewart added that Dr. Johnston was one of 30 applicants for the position. He holds the bachelor's and master's degrees in radiologic science from Midwestern State University and the Ph.D. from Texas Woman's University. Dr. Stewart reported that Dr. Johnston is a very strategic thinker and a strong advocate for the College of Health Sciences and Human Services.

Public Comment

Mr. Hessing stated that in accordance with the Board of Regents By-Laws, MSU Policy 2.22, members of the public are invited to address the Midwestern State University Board of Regents through written and oral testimony. He added that no one had signed up to speak.

Discussion of Higher Education Issues

13-48. Mr. Hessing noted that during the November meeting the board discussed various issues related to higher education. He stated that he asked Dr. Rogers to place an item on this agenda to be certain the discussion was complete. He reported that Dr. Lamb would report on enrollment matters later in the meeting and Ms. Barrow would provide information regarding the legislative session at Friday's meeting.

Mr. Sanchez noted that gun violence had been in the news recently. He reported that during a visit with MSU Chief of Police Dan Williams, he learned that early warning messages are distributed to the campus at large via Twitter. The Chief noted that there are limitations with the distribution system. Mr. Sanchez asked for information with regard to these limitations and what the administration is doing to address the issue. Mr. Hessing stated that the alert system included more than Twitter and that he receives e-mail alert messages. Dr. Lamb added that the system is actually mobile to mobile. He stated that the university subscribes to a service that will send a message as a text message to those who have provided a cell phone number. Additionally, the message goes as an e-mail blast to the entire campus and a number of offices send the message via Twitter, Facebook, and other social media options available. He added that the limitation Chief Williams was referring to was likely the fact that once the message is placed on a server and leaves the campus, it is out of the institution's control. He noted that if there is too much volume going through a cell tower, it may delay the delivery. He indicated that the use of various options of communication hopefully ensures full coverage. Mr. Sanchez added that Chief Williams mentioned that the university does not always have accurate contact information for students. Dr. Lamb noted that when a student enrolls at the university he is automatically placed in the notification system, unless he specifically chooses to opt out of the system. The information submitted by the student populates the program. However, students' cell phone numbers and e-mail addresses change over time and it is challenging to maintain accurate contact information. Dr. Lamb added that speakers have been installed throughout the campus so that individuals who are outside are able to hear emergency announcements.

Mr. Sanchez stated that the administration had previously talked about installing wireless technology in every building on campus. He asked that an update on campus technology be presented at the May Board meeting.

Dr. Rogers reported that the board would discuss a number of matters during the board meetings that are related to key issues in higher education. Mr. Hessing noted information regarding the Hazlewood exemption at MSU was in each board member's folder (see Attachment 1).

Southern Association of Colleges and School (SACS)

13-49. Mr. Hessing noted that the university is moving forward with the accreditation process and the SACS site visit will be in April. Dr. Rogers complimented Dr. Clark for his efforts. He stated that the SACS visiting team would want to meet with some of the board members while on campus. He added that the university would likely host a luncheon for regents and members of the visiting committee. Dr. Rogers asked Dr. Clark to notify Ms. Barrow as soon as the schedule is confirmed.

Dr. Clark reported that the university's reaffirmation document was submitted to SACS in September. An off-site committee reviewed the document and notified the administration of areas that needed to be addressed. The university is now working to address the recommendations and will submit its response to SACS in what is called a Focused Report. This report should be finalized and submitted to SACS within the next week.

Dr. Clark reported that the university community has continued working on the Quality Enhancement Plan (QEP) which focuses on undergraduate student research. He noted that a committee made up of 16 individuals had been developing and writing the proposal during the last year. The QEP proposal will be finalized and printed in the next few weeks. He noted that all of the university materials must be submitted to the on-site committee five weeks prior to their visit.

Dr. Rogers explained that the role of the on-site visiting committee is to largely evaluate the QEP and to review any of the matters that were not adequately covered in MSU's Focused Report. Dr. Clark added that the chair of the visiting committee is the President of Nicholls State University in Louisiana.


Executive Session

13-50. Mr. Hessing noted that the board would not meet in Executive Session until Friday's meeting.

Adjournment

The meeting adjourned at 1:56 p.m.

Reviewed for submission:


J. Kenneth Bryant, Secretary
Midwestern State University
Board of Regents

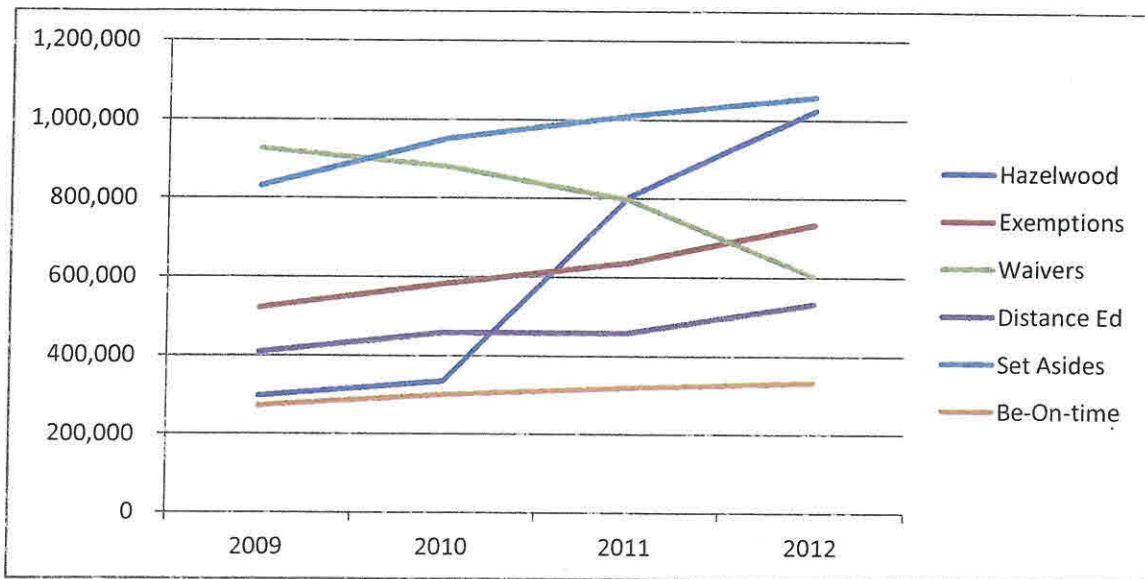
ATTACHMENT:

1. Hazlewood Exemption Information

Midwestern State University Exemptions, Waivers and Set-Asides

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Hazelwood	296,956	334,761	803,964	1,024,320
Exemptions	521,054	582,472	637,061	733,787
Waivers	925,672	880,549	796,893	602,595
Distance Ed	407,683	457,669	457,679	532,339
Set Asides	830,731	950,355	1,010,224	1,057,845
Be-On-time	271,812	300,501	318,935	332,994
Total	3,253,908	3,506,307	4,024,755	4,283,879

Competitive Scholarships 2,674,518 2,605,956 3,360,268 2,744,961 Not graphed



MSU Exemption and Waiver History

MSU Exemption and Waiver History												
	FY 2009	FY 2010	FY 2011	FY 2012	Change \$ 09 vs 12	Change # 09 vs 12	% \$ Chg	% # Chg				
5161 Hazlewood Exemption	(296,956)	125	(334,761)	132	(803,964)	213	(1,024,320)	223	727,364	98	245%	78%
5171 Competitive Waivers	(2,674,518)	343	(2,605,956)	355	(3,360,268)	436	(2,744,961)	321	70,443	(22)	3%	-6%
5162 Blind / Deaf Exemption	(35,597)	10	(35,389)	6	(41,341)	7	(48,048)	8	12,451	(2)	35%	-20%
5163 Foster Care Exemption	(32,242)	8	(22,064)	5	(31,398)	6	(29,916)	6	(2,326)	(2)	-7%	-25%
5166 Nurse Preceptor Exemption	(17,550)	24	(21,300)	38	(14,100)	24	(11,350)	20	(6,200)	(4)	-35%	-17%
5167 Access Exemption	(30,115)	51	(33,499)	61	(18,441)	31	(20,916)	23	(9,200)	(28)	-31%	-55%
5169 Good Neighbor Exemption	(388,513)	27	(440,829)	28	(472,000)	31	(449,264)	28	60,751	1	16%	4%
5170 Disabled Peace Officer Exemption	(1,373)	1	(361)	1	(3,832)	1	(9,303)	1	7,930	0	578%	0%
5180 Adopted Children Exemption	(7,136)	4	(27,163)	4	(52,572)	8	(62,008)	9	54,871	5	769%	125%
5181 State Fire Fighters Exemption	(8,527)		(1,867)	2	(3,378)	1			(8,527)	0	-100%	n/a
5190 Children of Prof. Nurse Prgrm Exemp					0		(3,211)	3	3,211	3	n/a	n/a
5191 Combat Zone Exemption					0		(1,835)	1	1,835	1	n/a	n/a
5192 Peace Officer in CRJU Exemption					0		(97,937)	68	97,937	68	n/a	n/a
Subtotal Exemptions	(521,054)	125	(582,472)	145	(637,061)	109	(733,787)	167	212,733	42	41%	34%
5165 Valedictorian Waiver	(42,273)	12	(57,584)	16	(85,585)	21	(63,044)	15	20,771	3	49%	25%
5172 Military Tuition Waivers	(313,091)	57	(266,751)	57	(168,319)	32	(149,751)	29	(163,340)	(28)	-52%	-49%
5173 GTA Tuition Waivers					0		(9,171)	3	9,171	3	n/a	n/a
5174 Neighboring County Waivers	(221,091)	41	(211,281)	43	(204,908)	36	(118,627)	22	(102,464)	(19)	-46%	-46%
5175 Oklahoma Tuition Waivers	(276,572)	90	(272,374)	75	(282,626)	66	(196,025)	42	(80,547)	(48)	-29%	-53%
5176 NATO Tuition Waivers	(41,307)	5	(58,170)	6	(46,783)	4	(53,210)	5	11,903	0	29%	0%
5177 Academic Common Mkt Waivers	(25,194)	33	(8,997)	24	(5,790)	13	(6,840)	14	(18,354)	(19)	-73%	-58%
5179 Children of Disabled Police Officers	(6,145)		(5,319)	2	0		0		(6,145)	0	-100%	n/a
5188 Tx Guar Tuition Plan Waiver			(73)	1	(91)	1	(293)	3	293	3	n/a	n/a
5189 N.Res. Waiver for Mexican U.S. res.					(2,790)	1	(5,634)	1	5,634	1	n/a	n/a
Subtotal Waivers	(925,672)	238	(880,549)	224	(796,893)	174	(602,595)	134	(323,077)	(104)		
5182 Student Union/Ctr DL Waiver	(80,671)		(91,067)		(91,043)		(134,869)		54,198	0	67%	n/a
5183 Recreation Center DL Waiver	(278,479)		(311,989)		(312,148)		(338,363)		59,884	0	22%	n/a
5184 Medical Services DL Waiver	(34,197)		(38,999)		(39,004)		(42,301)		8,105	0	24%	n/a
5185 Wellness Center DL Waiver	(14,336)		(15,615)		(15,483)		(16,806)		2,469	0	17%	n/a
Subtotal Distance Learning Waivers	(407,683)	0	(457,669)	0	(457,679)	0	(532,339)	0	124,656	0		
Designated Tuition Set Aside	(830,732)		(950,355)		(1,010,224)		(1,057,845)		227,113	0	27%	n/a
Be-On-Time Set Aside	(271,812)		(300,501)		(318,935)		(332,994)		61,182	0	23%	n/a
Subtotal Set Asides	(1,102,544)		(1,250,856)		(1,329,159)		(1,390,839)		288,295	0	26%	n/a
Total Exemptions, Waivers and Set Asides	(5,928,427)	831	(6,112,263)	856	(7,385,023)	932	(7,028,840)	845	1,100,413	14	19%	2%

**MINUTES
BOARD OF REGENTS
MIDWESTERN STATE UNIVERSITY**

February 15, 2013

The Board of Regents, Midwestern State University, met in regular session in the J. S. Bridwell Board Room, Hardin Administration Building, Wichita Falls, Texas, at 9:00 a.m., Friday, February 15, 2013. Regents in attendance were Mr. Shawn Hessing, Chairman; Mr. Mike Bernhardt, Vice Chairman; Mr. Kenny Bryant, Secretary; Mrs. Tiffany Burks; Mrs. Jane Carnes; Mr. Charles Engelman; Dr. Lynwood Givens; Mr. Jeff Gregg; Mr. Sam Sanchez; and Student Regent Holly Allsup.

Administrative staff members present included Dr. Jesse W. Rogers, President; Dr. Betty Stewart, Provost and Vice President for Academic Affairs; Dr. Marilyn Fowlé, Vice President for Business Affairs and Finance; Dr. Keith Lamb, Vice President for Student Affairs and Enrollment Management; Dr. Howard Farrell, Vice President for University Advancement and Public Affairs; and Dr. Robert Clark, Vice President for Administration and Institutional Effectiveness. Other university personnel attending the meeting included Mr. Charlie Carr, Director of Athletics; Mr. David Spencer, Internal Auditor; Mr. Barry Macha, General Counsel; Ms. Dianne Weakley, Director of Human Resources; Mr. Dirk Welch, Chairman of the MSU Staff Senate; Ms. Gail Ferguson, Controller; Ms. Valarie Maxwell, Director of Budget and Management; Ms. Julie Gaynor, Director of Marketing and Public Information; Ms. Carla Bolin, Assistant Director of Marketing and Public Information; Ms. Cindy Ashlock, Executive Assistant to the President; and Ms. Debbie Barrow, Director of Board and Government Relations. Representing the news media was Ms. Ann Work, *Times Record News*.

Chairman Hessing called the meeting to order at 9:00 a.m. and Ms. Gaynor introduced the guests.

Opening Comments

Mr. Hessing welcomed everyone to the meeting and thanked them for their participation, discussion, and action at the committee meetings Thursday. He noted that the spring would be a busy time at Midwestern State University with sports events, the accreditation visit, and activities such as the Honor's Banquet. He encouraged regents to participate and attend as many of these activities as possible.

Public Comment

Mr. Hessing stated that in accordance with the Board of Regents By-Laws, MSU Policy 2.22, members of the public are invited to address the Midwestern State University Board of Regents through written and oral testimony. He noted that no one signed up to speak during this time.

Reading and Approval of Minutes

13-78, 79, and 80. Minutes of the Board of Regents meetings November 15, November 16, and December 18, 2012, were approved as presented.

Executive Committee Report

Mr. Hessing noted the items presented at the Executive Committee meeting for committee approval and information only. Information concerning these items may be found in the minutes of the Executive Committee meeting held February 14, 2013.

Item Presented for Committee Approval Only

13-51. Committee Minutes

Item Presented for Information Only

13-52. Campus Master Plan and Construction Update

Executive Committee Consent Agenda

Mr. Hessing recommended the following items approved by the Executive Committee and placed on the Consent Agenda for the board's consideration.

13-53. McCoy Expansion Construction Project – authorized the issuance of a contract to M&F Litteken for the construction phase of this project at a cost not to exceed \$1.282 million, and further authorized increasing the project cost by \$65,000, with the source of funds being gift funds and funds remaining in the original McCoy Building project account.

13-54. Museum ADA and Deferred Maintenance Project – authorized the administration to proceed with this project as presented, at a total cost of \$755,440.

13-55. Drought Alternative Water Well Project – authorized the design and construction of equipment for the recovery, storage, and distribution of well water at a cost not to exceed \$75,000, with the project funded from utility savings in FY 13 and FY 14 as presented.

13-56. Research Laboratory Project – Dalquest Desert Research Station – authorized the administration to proceed with this project at a total cost of \$373,207 as presented.

13-57. Naming of University Facilities – approved naming the new facility to be built at the Dalquest Research Station the “Joe B. Hood Research Laboratory” in recognition of Mr. Hood’s contribution to this project.

Mr. Hessing asked if any member wanted to remove any items from the Consent Agenda. There being none, Mr. Bernhardt seconded Mr. Hessing’s motion to approve the Consent Agenda as presented. The motion was approved.

Finance Committee Report

Mr. Bernhardt noted the items presented at the Finance Committee Meeting for committee approval and information only. Information concerning these items can be found in the minutes of the Finance Committee meeting held February 14, 2013.

Item Presented for Committee Approval Only

13-58. Committee Minutes

Items Presented for Information Only

13-59. Summary of Financial Support

13-65. Budget Planning

Finance Committee Consent Agenda

Mr. Bernhardt recommended the following items approved by the Finance Committee and placed on the Consent Agenda for the board's consideration.

13-60. Financial Reports – accepted the FY 12 Annual Financial Report and the monthly financial reports for September, October, November, and December, 2012.

13-61. Investment Report – accepted the first quarter FY 13 Investment Report.

13-62. FY 2013 Item \$50,000 & Under – ratified the budget change as presented.

13-63. Personnel Reports and Changes in 2012-2013 Budget – ratified the changes as presented.

13-63A. Faculty Positions – Summer 2013 – approved the addition of two nursing faculty positions and one respiratory care faculty position beginning in the summer, 2013 as presented.

13-64. Additional Redwine Estate Distribution – approved the utilization of funds to assist with expanded enrollment management efforts as presented.

Mr. Hessing asked if there were items any member wanted to remove from the Consent Agenda. There being none, Mr. Sanchez seconded Mr. Bernhardt's motion to approve the Consent Agenda as presented. The motion was approved.

Audit, Compliance, and Management Review Committee Report

Mr. Sanchez noted the items presented at the Audit, Compliance, and Management Review Committee Meeting for committee approval and information only. Additional information concerning these items can be found in the minutes of the committee meeting held February 14, 2013.

Item Presented for Committee Approval Only

13-66. Committee Minutes

Item Presented for Information Only

13-67. Audit Activities

Audit, Compliance, and Management Review Committee Consent Agenda

Mr. Sanchez recommended the following item approved by the Audit, Compliance, and Management Review Committee and placed on the Consent Agenda for the board's consideration.

- 13-68. Contract Management Activities and Contract Authorization – authorized renewal of an interlocal cooperation agreement with the City of Wichita Falls for bus service for the MSU campus and authorized a Master Service Contract between the Harris County Department of Education and MSU as presented.

Mr. Hessing asked if any member wanted to remove this item from the Consent Agenda. There being none, Mr. Engelman seconded Mr. Sanchez's motion to approve the Consent Agenda as presented. The motion was approved.

Academic and Student Affairs Committee Report

Dr. Givens noted the items presented at the Academic and Student Affairs Committee Meeting for committee approval and information only. Information concerning these items can be found in the minutes of the committee meeting held February 14, 2013.

Item Presented for Committee Approval Only

- 13-69. Committee Minutes

Items Presented for Information Only

- 13-70. Faculty Report
13-71. Staff Report
13-72. Student Government Report
13-73. Enrollment Report – Spring 2013
13-74. Athletics Report
13-75. Lone Star Conference Report

Academic and Student Affairs Committee Consent Agenda

Dr. Givens recommended the following items that were approved by the Academic and Student Affairs Committee and placed on the Consent Agenda for the board's consideration.

- 13-76. Women's Track Program - Scholarships – authorized increasing scholarship offerings for this sport by 2.6 scholarships.
13-77. Housing and Dining Service Rates-- approved the housing and dining service rates as presented.

Mr. Hessing asked if there were items any member wanted to remove from the Consent Agenda. There being none, Mrs. Burks seconded Dr. Givens' motion to approve the Consent Agenda as presented. The motion was approved.

Other Business

Nominating Committee for Board Officers for the 2013-2014/2014-2015 Biennium

13-81. Mr. Hessing asked Mrs. Carnes, Dr. Givens, and Mr. Gregg to serve on this committee, with Mrs. Carnes serving as chair. He noted that this committee would present its report and recommendations to the board in May.

President's Report and Discussion

13-82. Dr. Rogers noted that he gave the majority of his report Thursday and he had asked others to provide information on two important topics.

- A. Legislative Update – Ms. Barrow reported that Dr. Rogers had already testified before the Senate Finance Committee and the House Appropriations Committee regarding MSU's legislative request. She indicated that the budget process is moving quickly. The House and Senate budget bills as originally filed were very similar, although the Senate bill provides slightly better funding for MSU. She noted that as Dr. Rogers mentioned Thursday formula funding is still down considerably and the amount is 16% lower than what was appropriated in 2010. She added that the original appropriations bills do not include outcomes based funding. The expanded Hazlewood Exemption has placed a major burden on institutions of higher education and will be a topic for discussion during a House Appropriations Committee meeting next week. The cost to MSU for Hazlewood increased by 245% since 2009, from \$300,000 to more than \$1 million in 2012.

Ms. Barrow reported that approximately 2000 bills have been filed and she is currently tracking 150 that relate in some way to higher education. Some of the bills relate to requiring a fixed tuition rate for students for four years and requiring transfer compacts between institutions of higher education and junior colleges. Another bill would require each student to provide 20 hours of community service prior to graduating from college. Five bills have been filed relating to allowing handguns on campus. The higher education committees in both houses will begin hearing testimony on bills within the next two weeks.

- B. MSU Marketing/Branding Presentation – Dr. Rogers thanked Ms. Carla Bolin and Ms. Julie Gaynor for their work in marketing and with the branding initiative. Dr. Farrell reported that branding is what makes an institution distinctive.

Ms. Gaynor indicated that she was pleased to share with the board some of the initiatives that are underway in the Office of Marketing and Public Information (see Attachment 2). The presentation included information regarding MSU's official logo, or institutional mark, for the university. She noted that an image of the Hardin Tower has been simplified so that it reproduces better. She reviewed the current billboard and advertising campaigns. She pointed out that previous billboards included faces of MSU students and the new billboards will include photos of MSU students engaging in various academic and extra-curricular activities. A map was included in the

presentation showing billboard locations and the board viewed a brief video clip that is shown in movie theatres.

Examples were presented of the university's direct marketing campaigns, departmental promotional pieces, university information pieces, and the *Sunwatcher* magazine. Ms. Gaynor reported that the *Sunwatcher* will be printed in the fall and an electronic edition will be distributed each spring. She reported that her office is in the process of finalizing the new look for the university's letterhead and business cards.

Ms. Gaynor noted that her office is also in charge of the university's official Facebook page and they work closely with the Student Affairs area on other social media platforms such as Twitter, YouTube, and Flickr. She added that the university's website was being modified and should be seen in the near future.

Ms. Gaynor reported that when she began work at MSU in 2006 there were a number of colors and logos being used in campus publications, advertisements, and clothing items. She asked Ms. Bolin to discuss the branding standards that have been developed.

Ms. Bolin went over the branding standards (see Attachment 3) and noted that this is something almost all universities post on their websites so that internal and external audiences can see the correct images to use when representing the institution. The standards include all aspects of branding, including nomenclature, the institutional mark, athletics and spirit mark options, restricted use marks (the university seal), authorized colors and fonts, messaging, stationery, and electronic signatures. She also noted that a downloadable toolbox would be available online to assist individuals with the various preferred formats. She stated that they have worked closely with the Print Shop and they are looking forward to having these guidelines and parameters for the entire campus.

Ms. Bolin noted that every university must go through this process occasionally. She reported that the University of Texas recently had to re-emphasize the correct color of orange for the institution and SMU redrew its mustangs because the image had turned into generic horses.

Ms. Gaynor indicated that they had made several presentations to various campus groups and are gathering feedback. Ms. Bolin added that the message has been well received. She stated that letterhead and business card changes would be made as supplies are reordered and the changes will be accomplished with minimal budget effect.

Dr. Givens commented that he had been through branding initiatives at three companies and that it was extremely important. He stated that the biggest problem faced in industry was enforcement. He added that he thought the idea of a downloadable toolbox would be very helpful.

Dr. Rogers thanked Ms. Gaynor and Ms. Bolin for their work and presentation.

- C. Dr. Rogers noted that the MSU Press recently published the biography of Ms. Charlie O. Farris. He noted that Charlie served as a member of the MSU Board of Regents prior to her death. He added that she was the first Black woman to be admitted to the State Bar of Texas. She accomplished a great deal during her lifetime and her biography reveals many important legal decisions and cases in which she was involved. He indicated that copies of the book were available for \$30.

Executive Session

Mr. Hessing announced that the Board of Regents would go into closed session as allowed by the Texas Government Code Chapter 551, Sections 551.072 and 551.074 to consider Item 13-83 (University President's Annual Performance/Compensation and Contract Review) and 13-84B (Executive Session/Deliberations about Real Property – 717-10th Street). The closed session was properly announced at 9:45 a.m. All regents remained for the full discussion. Dr. Rogers, the vice presidents, Mr. Macha, Mr. Spencer, and Ms. Barrow remained for the discussion of real property. Dr. Rogers returned to the meeting for a portion of the discussion of Item 13-83.

Open Meeting Resumes

The closed session ended at 11:10 a.m. with an announcement by Mr. Hessing that no action was taken during the Executive Session. The open meeting resumed at 11:13 a.m.

University President's Annual Performance/Compensation and Contract Review

13-83. Mr. Sanchez moved that Dr. Jesse Rogers' compensation package, including salary, benefits, and deferred compensation continue at the same level for the 2013-2014 year. He further recommended board approval of a new two-year deferred compensation agreement beginning September 1, 2013 in the same amount and terms and conditions as the current agreement. He noted that MSU's obligation to provide for the new account would cease August 31, 2015, at which time Dr. Rogers shall be entitled to all amounts in the account. Mrs. Carnes seconded the motion and it was approved.

Deliberation about Real property

13-84B. Mr. Bryant moved the board accept the offer for the purchase of university property at 717 10th Street, as outlined in the contract dated February 15, 2013. Dr. Givens seconded the motion and it was approved.

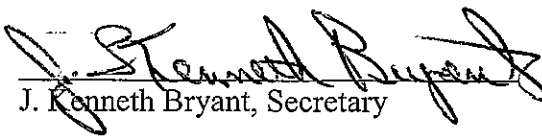
Closing Comments

Mr. Hessing thanked the regents for their participation in the meetings. He added that the next regular board meetings would be held May 9 and 10, 2013.

Adjournment

There being no further business, the meeting was adjourned at 11:15 a.m.

I, J. Kenneth Bryant, the fully appointed and qualified Secretary of the Midwestern State University Board of Regents, hereby certify that the above and foregoing is a true and correct copy of the minutes of the Midwestern State University Board of Regents meeting February 15, 2013.



J. Kenneth Bryant, Secretary

ATTACHMENT:

1. MSU Marketing and Branding Presentation
2. MSU Branding Standards









MIDWESTERN
STATE UNIVERSITY

Make it yours!

WICHITA FALLS, TEXAS mwsu.edu




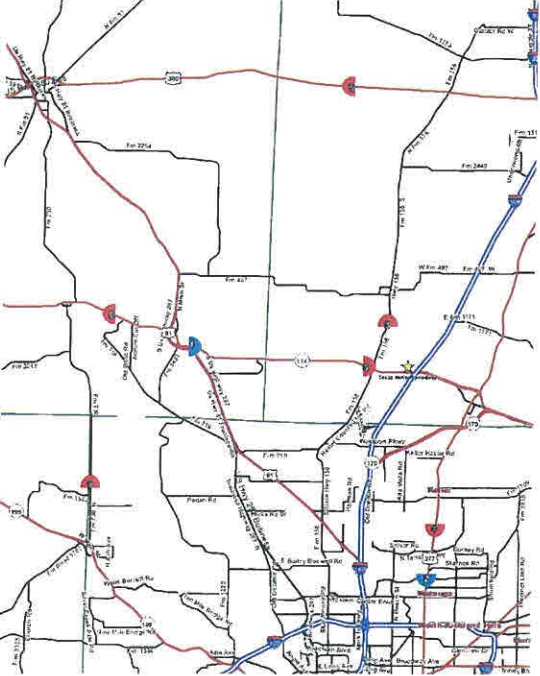
MIDWESTERN
STATE UNIVERSITY

Make it yours!

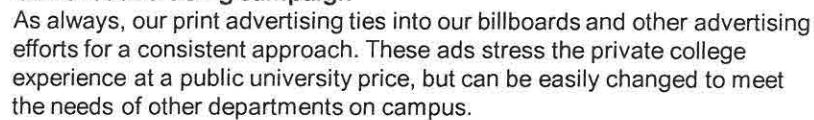
WICHITA FALLS, TEXAS mwsu.edu

Current billboard campaign
We always receive great response from the community about our billboards, especially since they show OUR students.





**Additional
Billboard locations**
Decatur
Henrietta
Waco
Wichita Falls



MIDWESTERN
STATE UNIVERSITY

Advertising campaign

- Local television
- Local newspaper
- Texas Monthly
- Community events
- Memorial Stadium
- Movie theaters

Midwestern State University is home to more than 6,000 students who get a private college experience at a public university price.
mwsu.edu
Wichita Falls, Texas • 800.842.1922

MIDWESTERN
STATE UNIVERSITY

Direct marketing campaigns

We are currently working with the Office of Admissions to produce consistent messaging in all of our print pieces. These are samples of postcards that were sent to prospective students. This again reinforces the message of "It's My University. Make It Yours!"



MIDWESTERN STATE UNIVERSITY

We help to advise other departments on campus with direct marketing and advertising campaigns.

Music Series at Stein
Lucille Chung
Winner of the 2012-2013 International Piano Competition
winning with Peter Kallin, The Piano Company
William Purcell, David Kohn, and Stephen Taylor

Bloomberg Businessweek

Dillard
College of Business Administration
MIDWESTERN STATE UNIVERSITY

ANNUAL FUND
MIDWESTERN STATE UNIVERSITY

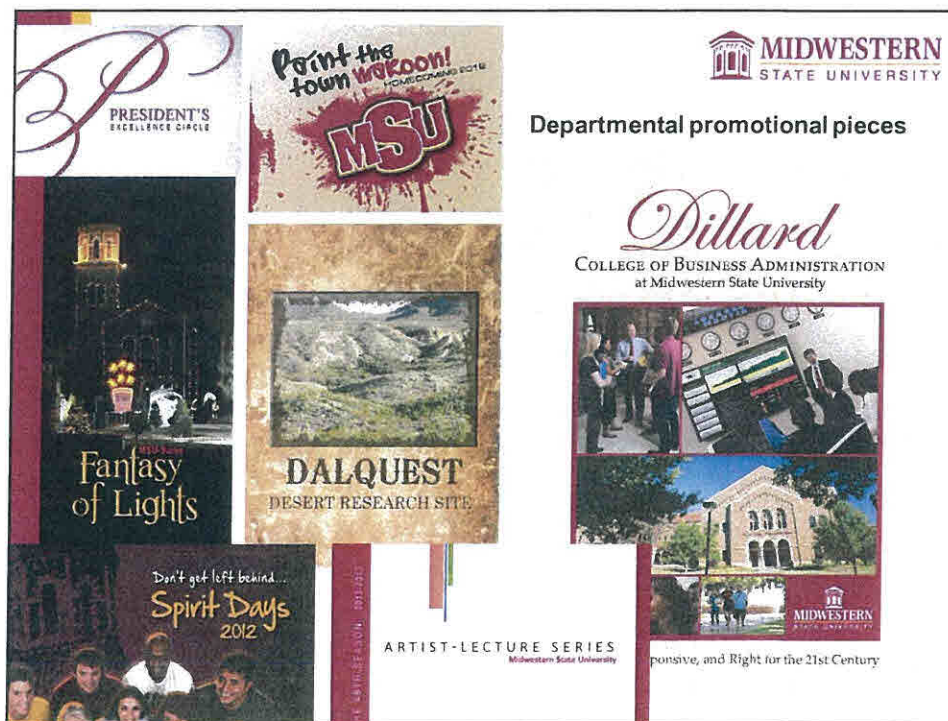
DOUBLE YOUR DOLLARS

Now is a great time to invest in Northwestern State University. Two matching gift opportunities are available to you through the generosity of our 343rd Faculty.

The Lang-Cowan Challenge will double all first-time gifts! Also, all gifts designated for the purchase of equipment for petroleum engineering programs in the McCoy School of Engineering will be matched by two generous donors, dollar for dollar.

Your Gift Could Be TWICE AS NICE	\$50	\$100
	\$100	\$200
	\$200	\$400

DONATE NOW >>



MIDWESTERN STATE UNIVERSITY

Departmental promotional pieces

Dillard
COLLEGE OF BUSINESS ADMINISTRATION
at Northwestern State University

DOUBLE YOUR DOLLARS

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Your Gift Could Be TWICE AS NICE	\$50	\$100
	\$100	\$200
	\$200	\$400

DONATE NOW >>

PRESIDENT'S EXCELLENCE CIRCLE

Print the town WAKOON!
YOUR COLLEGE 2014
MSU

DALQUEST
DESERT RESEARCH SITE

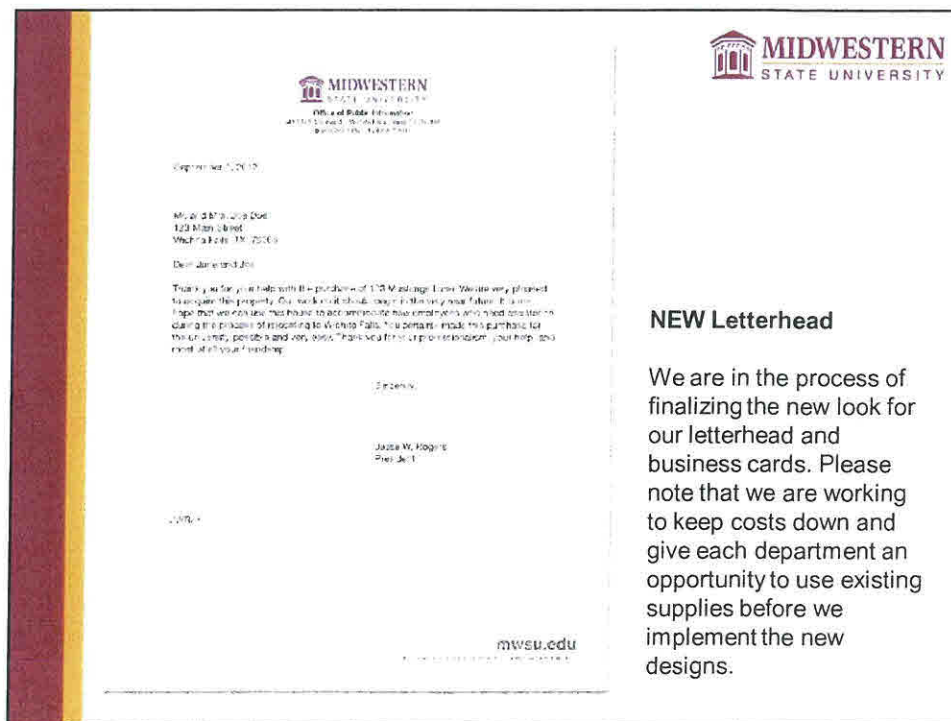
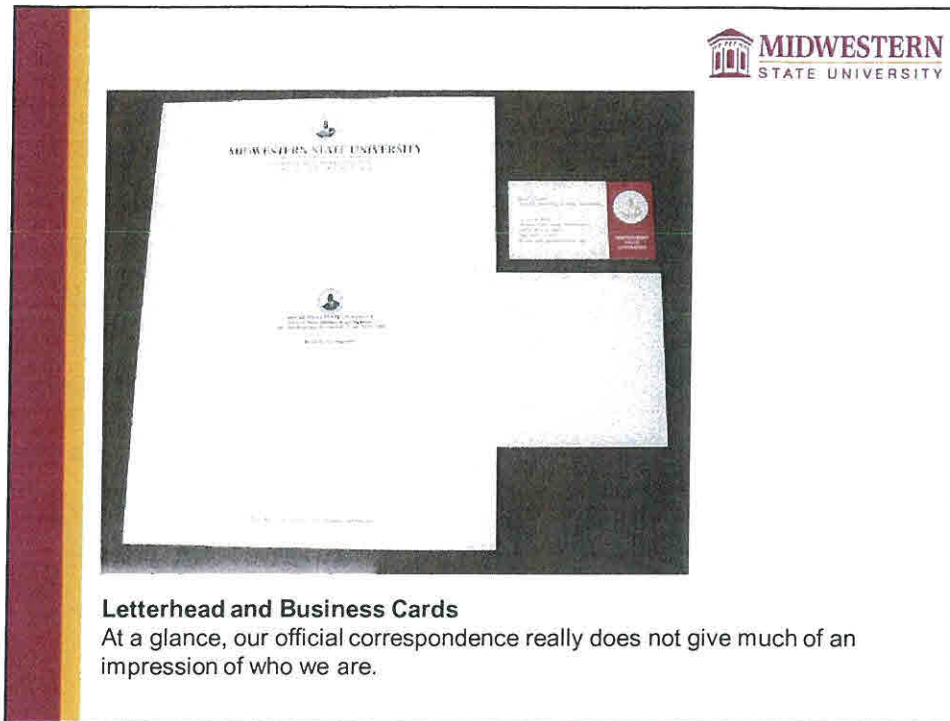
Fantasy of Lights

Spirit Days 2012
Don't get left behind...

ARTIST-LECTURE SERIES
Midwestern State University

Responsive, and Right for the 21st Century









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NEW Business Cards

These are some samples of what our new cards. There will be three options for the back side of the card: maroon, white, or an appointment card.




mwsu.edu

I have an appointment

at _____ AM _____ PM

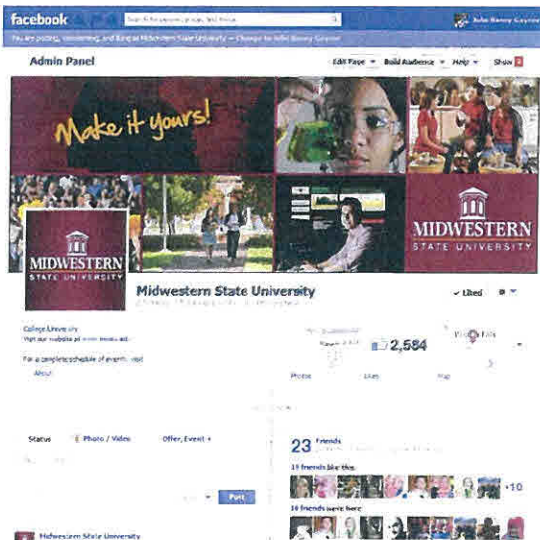
on _____, 20____

*Please give 24 hours notice if you cannot keep appointment.



Social Media

Again, please notice our branding efforts. Marketing and Public Information is responsible for the official Facebook page. We work closely with Student Affairs for other social media platforms such as Twitter, YouTube, and Flickr. We do promote special events such as Homecoming, Artist-Lecture Series, etc. at the appropriate times as the main photo.



www.facebook.com/MidwesternState





Branding Standards

Visual and verbal identity

Universities must extend and protect their identities as a business enterprise. Considering how new and emerging universities are required to maintain a university's message. A strong brand helps to shape the way they are perceived by Northwestern State University, both now and in the future.

Branding (Graphics) Standards

Midwestern State is one of the last university's to adopt Branding Standards that are available on the website. These standards will help the university as a whole to be consistent in our marketing and branding efforts. In the past there have been many questions of which logo to use and when. This document will address those needs. These standards will be available soon.

March 1, 2013



Branding (Graphics) Standards

Clarification Use of Recognized Marks

- Institutional (Tower)
- Athletics (Bubble Letters)
- Spirit Mark (Mustangs)
- University Seal

Implementation Guidelines

- Colors
- Fonts
- Spacing
- Identifiers
- Messaging

Stationery

- Letterhead
- Business/Appointment Cards
- Electronic Signatures

Branding Standards-Overview

Midwestern State's visual identity reflects the guidelines that make the university distinctive and convey its brand to the world. The purpose of this document is to provide students with information regarding the guidelines for the use of the university's visual identity. This document is a resource for all students, faculty, staff, and administrators. It is intended to provide a clear and consistent visual identity for the university across all media and platforms. The guidelines are designed to ensure that the university's visual identity is consistent and recognizable across all media and platforms. The guidelines are designed to ensure that the university's visual identity is consistent and recognizable across all media and platforms.

Colors

The official colors of Midwestern State University are maroon and gold. These colors are used consistently across all branding materials. The maroon color is used for the majority of the branding, while the gold color is used for accents and highlights. The colors are used consistently across all branding materials, including letterhead, business cards, and electronic signatures.

Fonts

The official fonts of Midwestern State University are serif and sans-serif. The serif font is used for the majority of the branding, while the sans-serif font is used for accents and highlights. The fonts are used consistently across all branding materials, including letterhead, business cards, and electronic signatures.

Spacing

The official spacing of Midwestern State University is consistent and recognizable. The spacing is used consistently across all branding materials, including letterhead, business cards, and electronic signatures.

Identifiers

The official identifiers of Midwestern State University are the Institutional (Tower), Athletics (Bubble Letters), Spirit Mark (Mustangs), and University Seal. These identifiers are used consistently across all branding materials, including letterhead, business cards, and electronic signatures.

Messaging

The official messaging of Midwestern State University is consistent and recognizable. The messaging is used consistently across all branding materials, including letterhead, business cards, and electronic signatures.

MIDWESTERN

STATE UNIVERSITY

mwsu.edu





Visual and verbal identity

Universities must extend and protect their identities as a business imperative. Consistency in colors, font, messages, and layout is vital to a university's message. A strong brand helps to shape the way key constituents view Midwestern State University, both now and in the future.

March 1, 2013



Branding Standards

Branding Standards-Overview

Midwestern State's visual identity reflects the qualities that make the university distinctive, and it conveys its "brand" to the world. The promise of excellence in teaching and learning to provide students with rigorous undergraduate and graduate education in the liberal arts and the professions are underscored in a meaningful way for thousands of people when they see the University Institutional Mark and other Midwestern State visual identity elements and colors. Great universities extend and protect their distinctive identities as a pragmatic business imperative and a tangible link between administrations, faculties, and students of the past, present, and future.

Consistent and coordinated use of Midwestern State University visual identity elements, regardless of the medium, is important for maintaining the university brand. All university departments and university-sanctioned organizations should use Midwestern State's visual identity elements for formal and informal communications, advertising, and promotional purposes in accordance with the guidelines presented in the Branding Standards guide. A strong and consistent verbal and visual identity helps shape the way key constituents view Midwestern State University, now and in the future. This guide includes presentation guidelines, color, font, electronic signatures, and brochure production.

Nomenclature

The official name of the university is Midwestern State University or Midwestern State. Both words are vital to the complete identity of the university. It is important in the university culture to enforce the word State in the name. The MSU reference is preferred to the simple "Midwestern."



Institutional Mark



Institutional Mark

These are the official marks for the university, both vertical and horizontal. One is to be used by all academic and administrative units in their official communications including an employee's electronic signature and a PowerPoint template banner. Below the mark may include the name of the academic/administrative department in Helvetica Bold and Medium. The Institutional Mark must be reproduced from original artwork and cannot be changed or altered in any way, including cropping or special effects. On brochures, newsletters, and most other two-sided printed materials, the Institutional Mark is to appear on both sides. When a mailing panel is used, the university Institutional Mark is to be used for Midwestern State owned permits. A unit-specific design may be used elsewhere depending on design tastes, providing it meets with postal regulations. Every brochure should use our web address (mwsu.edu). Use the Institutional Mark at a size that is legible, significant, and appropriate for the size of the piece being produced. Legibility suffers if the Institutional Mark is reproduced too small; therefore, minimum size requirements have been established.

Please contact the Office of Marketing and Public Information for assistance when the Institutional Mark may need to be used smaller than the minimum standard for specialty products.

Vehicles

Only the automobile of the president of the university should carry the MSU official seal. All other vehicles should use the vertical mark discussed above with the Midwestern name being at least 2" in height.



Athletic and Spirit Marks

Athletic and Spirit Mark Options

Spirit marks are for use by athletics when communicating with either internal or external audiences and by groups or organizations within the university to use strictly for spirit applications. The Mustangs' image must be reproduced without adaptation. The wordmark Mustangs is optional as is Midwestern State University. If used, the Midwestern State University name must be legible. Half color (50-percent screens) around the maroon letters is not permitted as it will print pink on stock. Each sport within athletics may use the wordmark with the sport named in the black oval as shown. The Mustang logo may also be used by student-oriented groups or clubs, whereas the Institutional Mark is used for academic offices and correspondence.

Athletics Logo

MIDWESTERN STATE UNIVERSITY



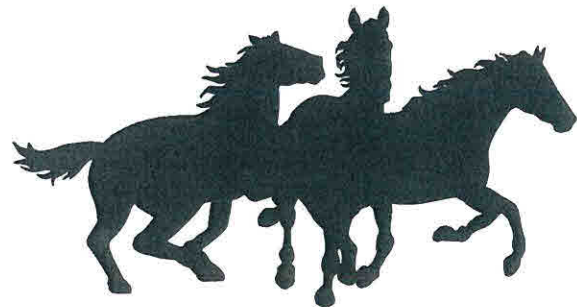
Athletics Symbol



Spirit Mark



Spirit Mark Symbol



Spirit Mark Wordmark



Athletic and Spirit Mark Options

Athletics One-Color Options



Athletics Two-Color Options



Spirit Mark One-Color Options



Spirit Mark Two-Color Options





Restricted Use Marks



Restricted Use Marks

The mark described in this section is reserved for special uses ONLY. It should never be used for promotional items or giveaways. It denotes the president's approval. It is never to be used on routine correspondence. Acceptable examples might include diplomas, invitations from the president, or a product of the Board of Regents. The seal of the university must not be used without permission of the Office of Marketing and Public Information. The seal should be one color produced in black or maroon and gold, but not used without expressed approval of the Office of Marketing and Public Information.



Implementation

Institutional Mark Implementation Guidelines

Colors



It is preferred that the MSU Institutional Mark be displayed in either the official Midwestern State University colors or black and white.

If a two-color mark is used, the colors **must** match the official maroon and gold – Pantone Matching System (PMS) #202c for maroon. The c in the above colors refers to the fact that the paper being using is coated. If uncoated, the numbers would be followed by a u. Always be mindful that color changes with the type of stock the mark is printed on, so work closely with the printer to have correct color for the type of paper used. Do not rely on a computer screen for the accurate color and always consult the Office of Marketing and Public Information to assist in a color check before printing. If PMS colors cannot be used, the corresponding CMYK/RGB (found below) should be used. It is very important to perform a color check before printing an entire project as color on a computer screen and printer may be vastly different. For best results, do not put the entire brand in a box as follows:



Secondary Colors



In order to give latitude to designers, the following secondary colors are approved for use: PMS 402. This gray is complementary to the maroon and gold primary. The second approved for use: PMS 374, which is a light green that is complementary to maroon and gold. White and black can also be quite effective to contrast to the maroon and gold.

Web Colors

Maroon: Pantone solid coated 202

RGB: 135, 36, 52

CMYK: 31, 95, 72, 31

HEX: 660000

Gold: Pantone solid coated 124

RGB: 236, 172, 0

CMYK: 7, 34, 100, 0

HEX: ecac00



Implementation

Fonts

Primary font: Midwestern State University-GARTH GRAPHIC CONDENSED BOLD

Secondary font: Helvetica Narrow

MSU graffiti font: *Hand of Sean*

Clear Space

The Institutional Mark must stand alone with sufficient clear space around it to allow it to be visible and to clearly show that it is an individual mark. Other text and illustrations should not bump against the logo or seal. The clear space around the perimeter should be the size of the "M" in the wordmark.

Examples





Implementation

Light Backgrounds

On light backgrounds be sure there is sufficient color contrast between the background and the wordmark.

Examples



Dark Backgrounds

On a dark background, when the symbol is in full color (maroon and gold) the wordmark may be in white or gold. When the symbol is in one color the wordmark should be in white. A white reverse institutional mark is acceptable on dark colors.

Examples



Midwestern Maroon (PMS #202u) or black ink works best when printing on a colored material. When printing on a colored material, be cautious of the color chosen. With the maroon and gold color palette, there will be background colors that may clash with the school colors. Seek the Office of Marketing and Public Information's guidance.



Implementation

Official Unit Logos with Secondary Identifiers

Example of a college or office listed as an identifier.



The personal identification of the sender, Dr. John Doe, Department of Music, for example, would be immediately above the wordmark.

Dr. John Doe
Department of English



Dr. John Doe
Juanita and Ralph Harvey School of Visual Arts



Dr. John Doe
Department of Biology



Dr. John Doe
Department of Accounting





Implementation

Use of Existing Unit-Specific Secondary Marks

The University Branding Standards are intended to encourage the consistent and coordinated use of the Midwestern State name and visual identity elements. The University Institutional Mark is for use in all areas of the university when communicating to internal and external audiences.

All units of the university have an official unit logo using the University Institutional Mark, beside which appears the name of the academic or administrative department in complementary typeface. It is permissible to place the physical and web address under the mark shown above. However, personal anecdotes or philosophy is not permitted in the official signature of the university.

Messaging

Students who attend MSU give three very similar reasons for attending. Students feel very connected to their professors, they feel as if they could fit in at this size institution, and they are attracted by the excitement of collegiate life including sporting events. The photographic messages used in brochures and web pages should enforce one of these three vital messages. Photos of buildings per se do not often sell a university, unless it is an overview of the beauty of the campus. Each photograph used in print pieces and websites should reflect and enforce these messages.

Downloadable Toolbox

3 types of Power Point options ([click here for download](#))

1 fax cover sheet ([click here for download](#))

Departmental collateral options ([click here for download](#))

Please ensure that the image transmitted is not pixilated because of improper sizing.



Stationery

Stationery

Consistent and coordinated use of Midwestern State University visual identity elements on stationery is a vital part of preserving and enhancing the value of the Midwestern State University brand. Midwestern State University has one official academic and administrative format for letterhead, envelopes, mailing labels, and the front of business cards. Card stock is to be chosen from the Office of Marketing and Public Information and will be available in the MSU Print Shop. All letterhead, banners, and other print pieces done routinely will use a minimum of the tower mark rather than the seal.

These items may be ordered online through the University Print Shop. Ordering stationery through another entity is not allowed, and MSU funds will not be used to pay for them.

Academic and Administrative Letterhead

There is one approved stationery format for academic and administrative departments. Official letterhead is printed on an approved paper stock and should be ordered online through the University Print Shop. Letterhead should be scaled no more than 2" from the top of an 8 ½" x11" standard size. Do not create/design stationery; order the approved items through the University Print Shop.

The correct address for the university is 3410 Taft Blvd., Wichita Falls, TX and the ZIP Code 76308 followed by a hyphen and the four-digit postal code 2099. For example the address for the Provost's Office would be:

Midwestern State University
Office of the Provost and Academic Affairs
3410 Taft Blvd.
Wichita Falls, TX 76308-2099

Return Address Panels

There is one approved return address design format for academic and administrative departments.

The return address setup with the Institutional Mark uses the Unit Specific mark with address line set below.



Stationery

Academic and Administrative Business/Appointment Cards

There is one approved business card format for academic and administrative departments.

It is printed on paper stock that coordinates with the university stationery and should be ordered through the University Print Shop. Do not create/design business cards in any other way.

- The back of the card may be a solid maroon or white.
- The front of business cards is to have a maximum of seven lines including the name line.
- An appointment template is acceptable on the back of a business card.



_____ has an appointment

at _____ A.M. _____ P.M.

on _____, 20____

Please give 24 hours notice if you cannot keep appointment.



Stationery

ELECTRONIC SIGNATURES

Consistent and coordinated use of Midwestern State University institutional marks on university websites is a vital part of preserving and enhancing the value of the Midwestern State University brand. All university departments and university-sanctioned organizations should use Midwestern's Institutional Mark in accordance with the guidelines section of this site or in the manner described below. Electronic signatures should appear as printed below and is an integral part of the brand. No other personal message, philosophy or quote can be a part of the electronic signature, but rather in the body of the message. Below find an example of a correct identifier. Name, title, department. That would be followed by the MSU mark and the larger area in which the department is housed. If assistance is needed, please contact the Office of Marketing and Public Information.

Keith Lamb, Ph.D.
Vice President

MIDWESTERN | STUDENT AFFAIRS AND
STATE UNIVERSITY | ENROLLMENT MANAGEMENT

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Julie Gaynor ('94)
Director, Marketing & Public Information

MIDWESTERN | UNIVERSITY ADVANCEMENT
STATE UNIVERSITY | AND PUBLIC AFFAIRS

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In an effort to achieve brand continuity, the university retains the right to refuse reimbursement for cards, stationery, banners, etc. that do not abide by these standards.