

University Executive Committee Meeting Notes

March 20, 2014

Members Present: Rollin Richmond, Peg Blake, Brooke Fiore, Denice Helwig, Alex Hwu, Anna Kircher, John Lee, Joyce Lopes, Bob Snyder, Frank Whitlatch, Rhea Williamson, Craig Wruck, Noah Zerbe

Guests: Sheila Rocker Heppe, Marylyn Paik-Nicely, Vincent Feliz, Leo Canez, Angela Rich, Sonny Tripp, Amanda Staack, Grace Cardenas-Leal, Rick Zechman, Mary Greta

President's Report

President Richmond stated that at the HCOE meeting appreciation to HSU was expressed regarding the Decade of Difference. Several Decade of Difference handouts were distributed to members of the University Executive Committee via email. President Richmond expressed his appreciation to all who were involved in this initiative, which was designed to prepare our youth to be contributing and productive members in our society, community and economy.

President Richmond expressed his appreciation for the outreach award he received at the Arcata Chamber of Commerce dinner and stated that the award really belonged to the university.

President Richmond asked if it would be beneficial to share with College of the Redwoods the costs of the benefits paid to faculty, lecturers and adjunct professors. There was general agreement that discussion with the HR director should occur first.

There was discussion regarding the current fee structure at HSU. For example, do we need better incentives for students not to withdraw? HSU's fees are higher than most CSU campuses so the policies regarding our fees should be reviewed. Health insurance for students also should be revisited. Open Door clinic is planning on opening a clinic that will interact with the university.

President Richmond announced that he will be disposing of many books from his office. All are invited to stop by and help themselves to any of them that are of interest.

Campus Water Usage Reduction Plan and Update on Campus Composting

Campus Water Usage Reduction Plan:

Vice President Lopes distributed a copy of the memo regarding the final plan for water reduction on campus, which outlines both short-term strategies and long-term strategies. The governor has requested that all state agencies reduce their water usage by 20 percent; it is anticipated that HSU will reach this goal by 2020. Marketing and Communications is working on alerting the campus to this request, and HSU is working with PG&E regarding available grants and possible funding sources. Some of the short-term strategies include installing aerators at sink faucets and low flow showerheads; retrofitting existing

flushometers; eliminating power washing on-campus; reducing irrigation watering. Long-term strategies include repairing water leaks; installing building and system level metering; and installing a water storage system for greenhouse watering.

Update on Campus Composting:

HSU was the first commercial adopter of the Humboldt Waste Management Authority's (HWMA) program to divert food-waste. However, owing to several factors HWMA has decided to terminate its food-waste diversion services, and the financial and logistical challenges are too onerous for HSU to maintain its own program. Campus officials are meeting with municipal and community stakeholders to develop a lasting solution. The lower volume campus composting program operated by the Waste Reduction and Resource Awareness Program (WWRAP) will continue collecting from campus composting bins and buckets and process them in the recently installed Earth Tub. HSU's Office of Sustainability has been exploring alternatives and searching for ways to participate in this project.

HSU Brand Building

Frank Whitlatch, Associate Vice President, Marketing and Communications, distributed a handout describing the Brand Enhancement Project. The goal of the project is to develop and implement a plan to build the reputation of the university and enhance HSU's institutional brand, which will support such priorities as student recruitment and retention, grant-seeking activities, internal communications, etc. Consultants Gail Straus and Mark Sheehy have been recruited to assist with this project. The focus of the consultation is strategy and planning. Such brand enhancement work must be tracked and measurable in order to follow its success over the years. The importance of utilizing the brand to build the reputation of the university and to reach all audiences must be emphasized.

Osher Lifelong Learning Institute

Sheila Rocker Heppe, Director, Osher Lifelong Learning Institute (OLLI), distributed material that outlined the mission, history and importance of membership to OLLI. Over the years OLLI has increased its course offerings and continues the work toward the belief that "learning never ends."

OLLI relies on membership to maintain its educational program and remain eligible for continued support from the Osher Foundation, and OLLI's goal each year is to exceed 1000 members. There are 117 Osher Lifelong Learning Institutes established across the country. Each institute that has meets the requirements for basic membership and can demonstrate potential for success and sustainability is awarded an endowment to help offset the annual operating costs. If all criteria established by the Osher Foundation are attained, institutes may be eligible for an additional endowment. Over the last three years, OLLI at HSU has met all but one of the eight criteria needed to be considered for second endowment gifts. All donations will help toward attaining this goal.

Big Time Update

Marylyn Paik-Nicely provided a short history of Big Time and expressed her appreciation for the contributed funding. A handout titled *2013 Big Time Assessment* was distributed, which provided an overview of HSU's 2013 Big Time including events, participation, assessment, financial overview, and recommendations for 2014. Several representatives talked about the different aspects of Big Time and the influence it has on the community. The gathering provides the community with opportunities to share traditional dances and songs, eat traditional foods, and make decisions. Big Time is also an opportunity for outreach and education, with the goal being to have HSU become a top native school in the nation. It also is part of the ongoing healing process for many Native members by providing an environment that honors language, customs, and traditions. Finally, it is a means to help the next generation of students get a good education and acquire the necessary tools that will further needed research.