

University Executive Committee Meeting Notes

September 19, 2013

Members Present: Rollin Richmond, Ken Ayoob, Peg Blake, Brooke Fiore, Teresa Grenot, Alex Hwu, John Lee, Joyce Lopes, Steve Smith, Bob Snyder, Frank Whitlatch, Craig Wruck, Noah Zerbe.

Guests: Victor Arredondo, Steve Karp

Welcome to Victor Arredondo, Representing Associated Students

President's Report

- President Richmond reported that he is on the board of the California Teacher Advisory Council (CalTAC) and recently attended their meeting. He asked that everyone try to help our local schools whenever possible. He noted that there are no HSU teachers on CalTAC. He asked Dean Lee for suggestions. CalTAC meets two times per year.
- President Richmond said that Joyce Lopes submitted an excellent report on the September 18 full Chief Administrators and Business Officers (CABO) meeting, so there is no need to expand on it.
- President Richmond asked for suggestions for a tribal liaison to collaborate with HSU and the other tribes. It would be good to have a faculty person. Please forward your suggestions to his office.
- Eureka City Manager, Bill Panos, has accepted another position. He has been working on developing a regional lobbyist to establish mutual concerns.
- MapWorks – This software will follow every student and provide data which will help students be successful. Deans should be sure faculty are aware of the importance of this software. Additional applications can be added to the software. It is on the radar to embed Extended Ed in the software. John Lee pointed out that it is important for students to know where the ethnic group faculty are so that students can find them. Social bonding aspects are important for student success. He clarified that he did not mean for MapWorks to identify the faculty, but to build it into HOP. Bob Snyder added that this brings up that we need a comprehensive plan on how to reach students, and MapWorks is just one area of the plan.

Report on the Economic priorities for the North Coast

Jacqueline Debits, the Regional Economic Development Coordinator, presented a slide show which provided the background of the economic condition of our area. She will provide an electronic version to the President's office.

CABO Update

Joyce Lopes, Vice President for Administrative Affairs, gave a summary of the September 18 CABO meeting, highlighting the following points:

- Met with the consulting team to provide them with input regarding the characteristics of a successful candidate for the Executive Vice Chancellor position
- Ben Quillian provided an update on the President's Council meeting. He encouraged all the campuses to use HSU's Professor Justus Ortega's concussion center. Joyce will coordinate this with the Vice Presidents. They also discussed level 1 and 2 security breaches and that they continue working to improve security.

Centennial Update

Frank Whitlatch, Associate Vice President, Marketing and Communications, displayed the HSU Centennial website on the screen, pointing out that if you click the "100 Year" logo, it will take you to all the promotional events for the Centennial celebration. CNRS will be showcased with open houses in October, followed each month by the colleges and the Library. The roadshow has been successfully kicked off.

Portal and Campus Messages

Frank Whitlatch, Associate Vice President, Marketing and Communications, briefly discussed that they are developing guidelines for the use of the portals, and should have the guidelines ready by the end of October. He distributed the DRAFT Campus Communications Guidelines. Some concern was expressed by several members as to whether or not the students are using the portal. They also asked if there is an APP that would facilitate its use. He responded that IT is currently working on this approach.

Advancement Update

Craig Wruck, Vice President for University Advancement, distributed a one page document titled "Voluntary Support of Education Report – Gifts Raised Summary, July 1, 2012 through June 30, 2013. He reported that there is ongoing reorganization in Advancement, with plans to make it broader and more appealing. He said that engagement is the key to building support for the university. This topic will be added to a future agenda to elaborate on Advancement.

The meeting adjourned at 10:55 a.m.

