

WASHBURN UNIVERSITY OF TOPEKA
BOARD OF REGENTS
MINUTES
September 30, 2019

I. Call to Order

Chairperson Hoferer called the meeting to order at 4:00 p.m. in the Kansas Room of the Memorial Union on the Washburn University campus.

II. Roll Call

Present were: Mr. Beck, Ms. Buhler, Mr. Hoferer, Mr. Klausman, Mr. McGivern, Mrs. Parks, Mrs. Sourk and Mrs. Van Etten.

III. Approval of Minutes of the July 24, 2019 meeting

It was moved by Regent McGivern and seconded by Regent Parks to approve the Minutes of the July 24, 2019 meeting. Motion passed.

IV. Officer Reports

A. Chair's Report

Chairperson Hoferer said that since the last Board meeting official accreditation notification has been received. This was not a surprise, but it is important for student financial aid and ensures courses are transferrable. Special thanks go to Dr. Nancy Tate for her work.

Mr. Hoferer reported the new Indoor Athletic Facility had an issue on August 28, with the collapse of a steel beam. No one was injured, but an investigation is on-going to determine when it is safe to proceed.

B. President's Report

President Farley said that at the June Board meeting the administration was asked to look at ways to improve safety for our students. University Police and others gathered information, getting information from many areas on campus. Some suggestions are good, some are still being investigated, and some will not work. One suggestion was that our police conduct expanded patrols beyond the campus boundaries. This was based on the Rockhurst University (Kansas City) plan. Rockhurst police do not have expanded patrols and have no authority to police beyond the boundaries of their property. The other item was deputizing our officers to take action beyond our campus. To have our officers go off campus does not meet the mission of the University and creates greater risk of safety issues on campus for our students, faculty and staff with fewer officers available.

Other items suggested are already underway, including working with the Topeka Police Department (TPD) and other organizations to share information and work with the neighborhoods. TPD has increased their patrols in the area.

Mayor De La Isla arrived at 4:07 p.m.

Dr. Farley talked about Learning In The Community (LINC), saying eight Washburn students working in this area were selected as 2019 Millennium Fellows from over 7,000 applicants worldwide. There are only 1,100 fellows selected across 135 countries.

President Farley said Washburn has received communication from Lt. Governor Lynn Rogers and Topeka Mayor Michele De La Isla praising the work of our student interns. He said that KBI had several of our students doing internships this summer.

Dr. Farley noted that last Friday we celebrated a happy 95th birthday for the Mulvane Museum. At the celebration, our purchase of a photographic exhibit by Bryan Lanker was announced.

President Farley said also of note, Kandace Barker, Curator of Education at the Mulvane Museum, has been named Outstanding Museum Education Art Educator of the Year.

Dr. Farley reported that at the last home game, the Crimmins family was selected and honored as our Family of the Year. Joseph and Sandy Crimmins met in the School of Business and married in 1959, both completing their degrees that same year. Thirty years later, their son Scott met and married his wife Laurie during their time on campus, both graduating. Laurie is currently working on her master's degree at Washburn.

C. Committee Report(s)

1. Audit Committee

Regent Parks, Chair of the Committee, reported that the Audit Committee met this afternoon to hear the report from the auditors. They discussed the scope and schedule for the audit. The next committee meeting will on October 24.

V. New Business

A. Consent Agenda

In response to the Board Chair's question if anyone wanted a matter removed from the Consent Agenda, a question was raised regarding a check from KTWU for \$500,000. Vice President for Administration and Treasurer Jim Martin responded that it was the annual dues payment to the Public Broadcasting Corporation.

It was moved by Regent De La Isla and seconded by Regent Beck to approve the Consent Agenda. Motion passed.

As approved by action of the Board:

1. Liquidated Claims Approval – July 2019

2. Liquidated Claims Approval – August 2019

3. Faculty/Staff Personnel Actions

recruit for vacant positions effective October 1, 2019: Project Director – Title III Grant at an annual salary of \$63,000; Administrative Specialist, Registrar’s Office at an annual salary of \$27,040; IT Security Analyst at an annual salary of \$90,000; and, salary increase effective retroactive to August 1, 2019 for Jeff Stromgren, Head Golf Coach, to \$47,989.

B. Action Items

1. Vice President for Administration and Treasurer – New Hire

President Farley presented the item. He expressed appreciation for the work by Jim Martin for the past three years, but Martin wanted to return to full-time teaching. A nationwide search was conducted for the position. Dr. Farley chose to offer the position to Chris Kuwitzky, and he has accepted subject to Board approval. It was moved by Regent McGivern and seconded by Regent Parks to approve the hiring of Chris Kuwitzky as Vice-President for Administration and Treasurer. Motion passed.

2. Nomination of Trustee to the Finnup Foundation Trust

President Farley presented the item. This is a trust for which Washburn is one of several entities to receive proceeds. One of the Trustees has been someone to represent the interests of Washburn. The latest person serving in that position has retired and John Pinegar has been nominated to fill the position. Pinegar is well respected and will do a good job for Washburn. It was moved by Regent Beck and seconded by Regent McGivern to nominate John Pinegar to serve as Trustee on the Finnup Foundation Trust. Motion passed.

3. Renewal of Insurance Policies

Vice President for Administration and Treasurer Jim Martin presented the item. This is the general umbrella of coverages for the University and includes general liability and workers’ compensation. The costs include the first increase in workers’ compensation coverage in four years. Our claims have not changed, but our rating went down slightly, which is based on a nationwide change in coverage. There is an increase also in coverage for autos due to both an increase in the University’s fleet and in nationwide rates. Ms. Jan Crawford, Senior Accountant and Insurance Manager, is now handling insurance claims and has done a good job.

In response to a question about deductibles, Martin responded that the only real increases in deductibles was in autos, and the insurance company that we are continuing with has increased the minimum deductible from \$500 to \$1000.

In response to a question about a cheerleader coverage increase, Crawford responded that the University has a catastrophic policy to cover claims above \$100,000, but cheerleaders are no longer eligible for coverage under that policy so we had to get to a new policy. This coverage also now includes the mascot, the marching blues, and the band.

In response to a question about the increase in auto insurance, a representative from IMA, Washburn's insurance broker, stated that rates are up nationwide 10-20% plus the increased number of vehicles. It was moved by Regent Parks and seconded by Regent McGivern to approve the renewal of insurance policies. Motion passed.

4. Health Plan Renewal

Vice President for Administration and Treasurer Jim Martin presented the item, saying Blue Cross Blue Shield of Kansas (BCBSKS) was selected in 2018 as provider for three years and this is the second year of the agreement. This renewal will hold employee premiums flat for the third year in a row. He said credit goes to Teresa Lee, Director of Human Resources, and the human resources group in handling these matters.

Responding to a question about employee feedback on the plan, Lee stated that feedback is generally good. Martin added that Washburn has a tiered premium plan to keep costs low for lower income employees.

Regent Klausman noted a conflict and left the room.

It was moved by Regent De La Isla and seconded by Regent Sourk to approve the Health Insurance renewal. Motion passed.

Regent Klausman returned to the meeting.

5. Hanover Research Engagement

Vice President for Academic Affairs JuliAnn Mazachek presented the item, saying that last December the University asked the Board for support to gather information in support of decisions related to our academic programs. Since January, Hanover has performed ten projects, assessing performance on existing and possible new programs. This item seeks approval to extend the relationship at an annual cost of \$77,000 for three years at a total cost of \$231,000. This is a reduction of \$8,000 per year from the original agreement approved last year.

In response to a question about who gets the information and implements the result, Dr. Mazachek stated she receives the information and then shares with the Deans and others to help make decisions.

In response to a question if the administration can tell if it works, Vice President Mazachek stated that it helped in determining viability for adding or expanding new programs and helped in setting law school tuition.

Regent Van Etten commented on the usefulness of such information at the KBOR level.

Responding to a question about the previous agreement being only one year, Dr. Mazachek advised that the company came forward with a new agreement because Washburn had so many projects going forward. It was moved by Regent Beck and second by Regent De La Isla to approve the agreement with Hanover. Motion passed.

6. Expenditures Above \$50,000

a. Softball Artificial Turf Project – Outfield Wall Upgrade Addition

Vice President for Administration and Treasurer Jim Martin said this item is a change order for the softball diamond to change the outfield wall. The Board previously approved a chain link fence. This proposes to use a different style of wall made of synthetic material. The increase in the change order was \$62,000. Because of timing, and after discussion with the Board Chair, the contract was entered into so the new field could be available for games this fall. The administration is now looking for ratification of the agreement. Funding comes from the Athletic Department Excellence Fund. Athletics will try to sell advertising for the wall to replenish the fund.

In response to a question about why the change, Martin responded that he believed it was because the wall looks better, is of higher quality and is safer for the players. It was moved by Regent Sourk and seconded by Regent Parks to ratify the outfield wall upgrade for the softball field. Motion passed.

b. Memorial Union 1st Floor A & B Rooms Audio Visual Upgrade

Vice President for Administration and Treasurer Jim Martin said this item is also a ratification request. Washburn A & B in the Memorial Union is the largest meeting room on campus and is used frequently by many groups. The audio system is vintage. The total cost of the upgrade is \$325,000. \$225,000 will be paid by Chartwells and the rest will be paid from budgeted project funds. The administration previously requested permission from the Board Chair subject to Board approval, and is now seeking ratification. Martin said completing the contract prior to the Board meeting was necessary to allow work to be completed before heavy usage in Spring. It was moved by Regent De La Isla and seconded by Regent Parks to approve the audio-visual upgrade to Washburn A & B. Motion passed.

In response to a question regarding how costs impact rental, Becky Bolte, Director of the Memorial Union, responded that the University could increase the charge for outside groups but that Washburn does not charge University and student organizations. Martin also noted that many times community groups are given use without charge so increased fees will have a minimal impact.

c. HPE Nimble Storage Area Network Equipment

Vice President for Administration and Treasurer Jim Martin presented the item, saying this is a piece of electronic equipment that is at the end of its life, and a replacement would also increase capacity. The agreement comes from a State contract so no bids were taken. It was moved by Regent McGivern and seconded by Regent Sourk. Motion passed.

d. Two (2) Whirlpools for the Athletics Training Room

Vice President for Administration and Treasurer Jim Martin said the existing whirlpools are at the end of their life. With the current pools, Washburn does not have the ability to do cold and hot treatments without draining the tubs and filling with ice. More cold treatments are being done now than when the current pools were purchased. The agreement comes from a State contract so no bids taken. Some of the money for the project comes from budgeted funds, and the balance comes from Athletic private funding. It was moved by Regent Parks and seconded by Regent Beck. Motion passed.

7. Agency of Record for Marketing Services

Richard Liedtke, Director of Enrollment management presented the item. He said in the past all of the marketing and advertising services were run through a single agency of record, which was important in maintaining strong brand management. No entity, however, can provide all services, and so the agency of record would subcontract out certain services and charge Washburn an administrative fee in addition to the cost of the subcontracted services. Additionally, the agency of record would use contractors known to them and, if not from Topeka, they would not consider Topeka entities for these services. This agreement signals a change. This agreement will allow for brand management by the agency of record but allow Washburn to hire subcontractors for niche areas to control costs and also to allow for more use of local vendors.

Bids were sent to 152 entities. 14 of those submitted bids and four were invited to present on campus. The committee unanimously concluded Walz Tetrick would be the best to provide these services. Washburn will come back with a list of preferred vendors for the niche services at a later time. Payments shall not exceed \$500,000 annually without first seeking Board approval. It was moved by Regent Klausman and seconded by Regent Beck to approve the agreement with Walz Tetrick to serve as the agency of record for marketing services.

In response to a question about the length of agreement, Director Liedtke noted that we have an annual out clause. Dr. Liedtke also noted that Washburn was not disappointed with Frank Agency, but this move was more due to changing the relationship to reduce costs for hiring subcontractors instead of paying the agency of record an administrative fee and it allows the University the opportunity to hire more local firms. Director Liedtke advised that Frank was one of four firms that was invited to come to campus.

Responding to a question about the not to exceed amount and how that will be tracked, Dr. Liedtke stated that he has requested that Washburn get a statement regarding amounts paid by Washburn for Walz Tetrick services and amounts paid to third parties so we can better track those expenses.

In response to a question about budget amounts and sources, Director Liedtke stated that several departments, such as the School of Law and Washburn Tech, have their own marketing/advertising budgets, but that those amounts are considered as part of this agreement.

Responding to a question about experience in Kansas and local areas, Dr. Liedtke advised that Walz Tetrick has worked with several higher education institutions in the region including Park College, Johnson County Community College and Maple Woods Community College.

In response to a question about the \$500,000 annual amount, Director Liedtke stated that with the Frank Agency, the annual amount ranged from \$100,000 plus to over \$400,000 in a year.

Responding to a question about rebranding like when Frank Agency came on board, Dr. Liedtke answered that will depend on what the agency recommends based on their discovery of information.

In response to a question whether the agreement with Frank Agency involved a blended rate and a concern with a blended rate, work gets pushed to lower level work staff, Director Liedtke stated that the University did not have a blended rate with Frank. He went on to note that each applicant was asked to identify members of the primary team to contract in the Request for Proposals. The billing statements will show who worked on the project and their standard rate so we will be able to tell who works on the jobs.

Responding to a question about an example of niche services, Dr. Liedtke discussed geo-fencing, which allows more directed targeting of ads to specific zip codes or even addresses. This is the type of service that the larger ad agencies are not able to do.

Regent Sourk leaves the meeting at 5:08 p.m..

In response to a question about increased costs of staffing to do local buys, Director Liedtke stated that the University now has staff to do that. He added that as far as managing niche vendors, that can also be handled with current staff.

Responding to a question about how many people from an agency work on a project, Dr. Liedtke stated that eight people are on the team. Not all eight people will work on every project. It will depend on the project and the issues to be addressed.

Responding to a question about hiring folks to work internally to do this marketing services work, Director Liedtke stated that Washburn cannot hire enough people to do what the agency of record can do and have it be as cheap. The University also benefits from having an external voice to provide perspective. Motion passed.

C. Information Item(s)

1. Graduate Survey

Vice President for Academic Affairs JuliAnn Mazachek presented to the Board information from a survey of graduating students from undergraduate programs at the University. The Board requested similar survey information for Law School and Washburn Tech if available.

Chairman Hoferer made a statement regarding Vice President Martin, stating he has always been very accurate, very helpful and appreciated his work.

It was moved and seconded to adjourn. Motion passed.

The meeting adjourned 5:25 p.m.

/s/

Marc Fried
Secretary, Board of Regents