



**Meeting Minutes**  
**June 22, 2023**  
**10:00am-3:30pm**  
**Crested Butte Community School Library**

**I. Call to Order**

The meeting was called to order by Chair Pribyl at 10:01am.

**II. Attendance**

Trustees: Vice Chair Buckley, Student Trustee Engleman, Trustee Gutierrez, Trustee Hamner, Faculty Trustee Mason, Chair Pribyl, Trustee Szczurek (zoom), Trustee Todd, Trustee Vasquez (zoom), and Trustee Wiens.

Other Attendees: Brad Baca (President), Craig Beebe (Director of Residence Life, via zoom), Kelsey Bennett (AVP Academic Affairs), Paul Giberson (Director of Retention and Completion), Lindsay Hart (Academic Affairs Administrative Assistant) Ian Higgins (VP Finance and Administration), Kelli Kelty (Politicalworks, via zoom), Mike LaPlante (VP Advancement), Patrick Magee! (Faculty Senate Chair), Steven Parker (VP Inclusivity), Gary Pierson (Dean of Students), Natalie Powell (Senior Assistant AG Office), Caitlin Rovner (Executive Assistant), Alex Sturde (IT), Leslie Taylor (VP Marketing and Enrollment), Miles VanHee (Athletic Director), James Young (IT), Jessica Young (Provost).

**III. Approval of the Agenda**

A motion to approve the agenda as presented was made by Trustee Gutierrez and seconded by Trustee Wiens. With no objection, the agenda was approved.

**IV. Approval of Minutes for the Board of Trustees meeting of May 5, 2023**

A motion to approve the minutes from the May 5, 2023 meeting, with an edit provided to President Baca, was made by Trustee Szczurek and seconded by Trustee Hamner. The motion carried.

**V. Review of Action Items from BOT Meeting of May 5, 2023**

President Baca gave updates, and no discussion or questions followed.

**VI. Action Items**

**A. Personnel Action and Information Items**

President Baca provided an overview of recommended personnel appointments. A motion to approve the appointments as presented was made by Trustee Buckley and seconded by Trustee Gutierrez. The motion carried.

**B. 2023-2028 Strategic Plan**

President Baca discussed how the strategic plan had changed since the last Board meeting. He then led a discussion of each of the 4 goals of the proposed strategic plan. Trustees emphasized the importance of professional pathways and student ROI for their educations, including discussion of several particular professional programs not specifically mentioned in the strategic plan. Other discussion topics included liberal arts demand, graduate program enrollment, debt as a secondary metric, and industry partnerships. The need for careful presentation of the plan publicly was discussed. A motion to approve the 2023-2028 Strategic Plan as presented was made by Trustee Gutierrez and seconded by Trustee Buckley. The motion carried.

### **C. WCU/WCU Foundation MOU and Staffing Update**

President Baca presented the proposed MOU which is being considered by the Foundation Board of Directors. He reported that this new MOU better aligns with the goals and objectives of WCU, and will serve to bring the entities together, while clarifying roles and responsibilities. The major changes to the draft MOU presented to the Trustees in March included elimination of ex-officio membership, deletion of the indemnification clause, and inclusion of a third-party mediator in the event of a dispute. These changes were reviewed and approved by the AG's office. A motion to approve the presented MOU with delegation to President Baca and Chair Pribyl to finalize the agreement with the Foundation Board was made by Trustee Gutierrez and seconded by Trustee Todd. The motion carried.

VP LaPlante provided information about the future structure of the Foundation and how this will maximize efficiencies and effectiveness. Discussion followed.

### **D: Ad Hoc Committee on Policy**

Trustee Szczurek reported on the Policy Committee's work, and provided the following updates:

- a) The Committee is not recommending the formation of any standing committees at this time.
- b) The Committee is not recommending the addition of Board Evaluation and Skills to the TPM at this time.
- c) The Committee is not recommending the addition of Trustee Insurance/statutory protections information to the TPM at this time, but instead recommended that this be included in annual training.

A review of outstanding action items was presented, and all items are currently ongoing and/or awaiting new legislation. A motion to approve the minutes of the last Ad Hoc Committee meeting was by Trustee Szczurek and seconded by Trustee Gutierrez. The motion carried.

A motion to approve the sharing of insurance information with the Board was made by Trustee Szczurek and seconded by Trustee Gutierrez. The motion carried.

A vote to dissolve the Committee was called by Chair Pribyl. By unanimous consent, the motion carried.

## **VII. Discussion Topics**

### **A: Elevate Western Campaign Update and Public Launch**

VP LaPlante presented an organizational chart of the restructured Office of Advancement. He shared that the current Foundation employees are set to transition to university employment on July 1; some with adjusted responsibilities after discussions with the staff and an assessment of the fundraising needs. As of July 1, there will be two open positions and their roles and titles have been updated to an Assistant Vice President of Development and a Major Gifts Officer. The AVP Development will lead the Development team consisting of the Finance Manager, Director of Donor Relations and Outreach, Director of Advancement Services and the Major Gifts Officer. Should salary savings exist after hiring the open positions, VP LaPlante would like to add a Gift Entry and Data Manager position and a shared position

between Athletics and Advancement – Assistant Athletic Director, Development and Revenue Generation.

VP LaPlante shared a status of Elevate Western Campaign by distributing an updated dashboard. He shared an update on the planning for the public phase launch scheduled for September 30<sup>th</sup> and asked all Trustees to plan to attend the evening event. He previewed the campaign website that will launch parallel with the public launch on September 30<sup>th</sup>.

### **B: Attorney General's Office Training**

Senior Assistant AG Powell provided annual training to Trustees. She presented on Open Meetings Requirements (Sunshine/CORA), Board fiduciary duties, and Board statutory protections.

## **VIII. Written Reports**

### **A: Enrollment Report**

VP Taylor presented the Enrollment Report. The deposit gap narrowed to 4% and continues to track to flat enrollment of new students. Overall, course registration is tracking down 9% for first years, 6% up for transfers, with overall new student registration down 2%. Collaborative outreach and communications between Student Affairs, Academic Affairs, and Marketing & Enrollment continue for both deposits and enrollment in classes. Highlights of work to build the pool of prospects and inquiries include new work with athletics and conference services to email all campers in July, recognizing their time on campus and letting them know that the application opens in August; enhancing communications with Concurrent Enrollment students, counselors, and schools; adding students in non-degree classes through CLI to our CRM; and enhancing the program to support of faculty, staff, and students in travel and outreach to HS, 2-year colleges, and events/conferences. Challenges related to the implementation of the student side of the new ERP system were noted, as well as staffing changes in the office of admissions.

## **IX. Oral Reports**

### **A. President**

President Baca thanked the Board for their partnership over his first year as president, and listed achievements: the Strategic Plan, the Foundation MOU, reaccreditation, and curricular success including the development of a nursing program. He spoke of ongoing areas of focus including enrollment, fundraising, and the cultivation of relationships with external stakeholders.

### **B. Board Chair**

Board Chair Pribyl thanked President Baca for his successful first year.

### **C. Student Trustee**

Student Trustee Engleman reported on projects completed by the SGA, including the provision of dog waste bags on campus and the donation of hygiene product dispensers in bathrooms.

### **D. Faculty Trustee**

Faculty Trustee Mason shared information about in-person experiences for students on campus this summer, including education students.

### **E. Faculty Senate Chair**

Faculty Senate Chair Magee! reported on faculty activities and achievements over the summer. Two new senators, representing the graduate program in creative writing and the Rady program, have been added to the Senate, with the latter being non-voting. These new positions ensure better representation for shared governance. A discussion about faculty morale followed, with a request that information on how the Board can better demonstrate appreciation towards faculty be presented at a future meeting.

#### **F. Administrative Leadership Council Chair**

ALC Chair Beebe provided areas of emphasis for the ALC that were developed at their retreat: a) communication, b) leadership, including professional development opportunities, and c) establishing the ALC's role in supporting departments and developing success metrics. Annual elections were held, and most incumbents were reelected.

#### **G. Athletic Director**

AD Van Hee provided updates on camps that are taking place on campus this summer, with approximately 5,700 students athletes expected to attend. He also noted numerous staffing vacancies and the actions being taken to fill these.

#### **H. Attorney General/Legal Report**

Senior Assistant AG Powell advised that no decision on Affirmative Action had yet been reached, but this is expected soon.

#### **I. Legislative Report**

Kelli Kelty reported that there were limited changes from her previous report, as the legislative session had adjourned.

#### **X. Public Comment**

No public comments were submitted.

#### **XI. Set Next Meeting's Agenda: September 28-29, 2023**

#### **XII. Other Business**

Logistics for the Martens property tour were shared with the Trustees for June 23<sup>rd</sup>.

#### **XIII. Adjournment**

The meeting was adjourned by Chair Pribyl at 3:40pm.



**Meeting Minutes**  
**June 23, 2023**  
**10:00am-3:30pm**  
**Crested Butte and Gunnison, Colorado**

**A: Tour of Martens' Property**

The Board of Trustees were led on a tour of the Martens' property in Crested Butte. The property will be used for student and faculty research.

**B: Luncheon with Foundation Board of Directors**

Trustees joined the Foundation Board of Directors (FBOD) for lunch. Introductions and a strategic planning discussion followed.

**C: Tour of the Rady Family Events Complex**

Trustees and FBOD toured the Rady Family Events Complex, and were provided with construction updates.