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WMU Board of Trustees Meeting March 25, 2015

WMU Board of Trustees

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The Board of Trustees formal session was called to order by Chair Hettinger at 11:15 a.m. on Wednesday, March 25, 2015, in Rooms 157-159 of the Bernhard Center. The agenda was accepted as presented by Chair Hettinger on a motion by Trustee Bolger, supported by Trustee Asmonga-Knapp. The minutes of the January 22, 2015 meeting were approved as presented.

Remarks by the Chair – Attachment A
Remarks by the President – Attachment B
Remarks by the Faculty Senate President – President Simpson reported on the activities of the Senate.
Remarks by the WSA President Abby Wallace and GSA President Damon Chambers – President Wallace and President Chambers talked about the work of their associations and plans for the future.

Presentation by Professor Lara Hobson who gave an informative report on “Starting Gate”.

Resolution re Series 2015 General Revenue Bonds. As presented by Vice President VanDerKley, the Board of Trustees, on a motion by Trustee Johnston, supported by Trustee Asmonga-Knapp, approved a resolution authorizing the issuance and delivery of the 2015 general revenue bonds. As stated, the bond proceeds will be used to finance a portion of the construction costs for the Valley Dining Center and the East Hall Alumni Center. If market conditions are favorable, a portion of the bond issue may be used to refund currently outstanding general revenue bonds. The action also secures the ability to have the President and Vice President for Business and Finance authorized to negotiate, execute and deliver on behalf of the Board and borrowing as recommended by bond counsel.
President's Employment Agreement. As moved by Trustee Miller, supported by Trustee Johnston, on a 6-1 roll call vote, with Trustee Asmonga-Knapp opposed, the terms of the presidential employment agreement were approved. Trustee Asmonga-Knapp in her opposing vote asked that the vote be delayed until a later date.

Consent Items – The following consent items, as presented by Chair Hettinger, were approved following a motion by Trustee Rinvelt, supported by Trustee Johnston—Gift Report, Grant Report, Personnel Report, Program Proposals, Operating Cash Performance Report and Annuity and Life Income Funds Investment Performance Report.

Public Comments – WMU-AAUP President Lisa Minnick spoke re AAUP matters. Thomas Kostrzewa spoke as president of the Professional Instructors Organizations and other comments were made by Codie Stone and Krystal Jansen.

The meeting was adjourned at 12:30 p.m.

Respectfully submitted,

[Signature]

Betty A. Kocher
Secretary
James Hettinger
Board Remarks
March 25, 2015

Good morning, and thank you all for being with us today. I'll keep my remarks fairly brief today. I do try to stay abreast of campus events between board meetings, and generally find a wealth of items and themes that really stand out and deserve special note. Over the past two months, I have been struck by some of the significant opportunities available to people in the region because this university and its faculty have developed top programs that are here and active in reaching out to the community. For the sake of brevity and to note a couple of recent news stories, I will narrow the focus today to business disciplines.

Food Marketing Conference

Last week, food industry leaders from across the nation joined West Michigan industry professionals here in Kalamazoo for a sold-out event—the 50th Annual Food Marketing Conference sponsored by the WMU Food and Consumer Goods Marketing Program. The CEOs of Pepsico and
SpartanNash and the head of the U.S. Food Marketing Institute were among the speakers at this year's event attendees called the best ever and the one "must do" conference for their industry. They joined presenters from Kraft, Meijer, Procter & Gamble and Smucker for a packed two days of exploring industry trends. What other region offers such an opportunity to business people right in their backyard?

**Integrated Supply Management**

Recently we learned WMU's Integrated Supply Management Program has added another accolade to its growing list. Earlier this year, the program was ranked No. 5 in the nation by Gartner, an organization that sets the industry standard. Last month, a new ranking for the industry by Software Advice put our program at No. 2 in the nation based on its emphasis on teaching technology, software and quantitative tools in its undergraduate course work. Again, I'm struck by the fact that for West Michigan businesses, this means that tomorrow's supply chain management leaders are here now and available as interns and employees.
Colony Farm property

Finally, I've been pleased to see the University and its community partners are taking the first steps toward a future expansion of the Business Technology and Research Park to the Colony Farm property as has been long discussed. The carefully developed BTR initiative has brought high-tech jobs and talented new business collaborators into this community, and I expect the same level of innovative development for the next phase. Again, this means opportunity in this community because this University is a local partner.

Closing

I could continue in this vein and talk about speaker series that bring in top entrepreneurs and management experts and speakers sponsored by disciplines across the University available to help people in our communities expand their horizons by exploring something new. For now, I'm going to turn the microphone over to President Dunn, who has some additional items to share with you.

...After President Dunn's remarks
Now it's time to hear from our student and faculty leadership. We have with us today Lisa Minnick, president of the WMU chapter of AAUP; outgoing Faculty Senate President William Rantz, who will introduce new Faculty Senate President Dennis Simpson; the president of the Western Student Association, Abby Wallace; and Damon Chambers, chair of the Graduate Student Advisory Committee.
Opening
Good morning, and let me add my thanks to you all for being with us today. There is a lot happening on campus and the pace is escalating rapidly as we head toward commencement.

Recent travels
Since the last time we gathered here, I've had the opportunity to travel--
to Florida earlier this month to meet with friends and alumni in locations across the state and to Washington for an American Council on Education gathering to meet with our colleagues from around the nation. Both groups are well aware of and complimentary of the many initiatives unfolding here on our campus.

International developments
I'd like to add to Trustee Hettinger's comments by noting some additional ways our local communities are benefitting from having a research university in their backyard.

• Last weekend right here in the Bernhard Center was our annual International Festival that draws enormous attendance numbers from the local community. It's a chance for families to experience cultures
from around the globe. And it's a chance for our international students--nearly 1,800 of them from 100 nations--to share their pride in their nation's unique food, music and dance.

• Last week, Provost Greene, Wolfgang Schlor of our Haenicke Institute and I were able to participate via Skype in a Confucius Institute board meeting with our partners at Beijing Language and Culture University. Our first five years as a Confucius Institution host university have come to a successful end, and we've entered into a new five-year agreement that will continue to bring language and cultural instruction to our campus, area businesses and West Michigan K-12 classrooms. There are a number of new directions we'd like to take that agreement and a wealth of opportunity to serve local communities.

Loss of longtime faculty leaders
These past two months have seen the loss of a number of faculty leaders who were instrumental in making this the University what it is today:

• Nicholas Hamner, taught modern European history for 36 years and helped build the profile of our Department of History.
• Ellen Page-Robin, was the founding director of our gerontology program and a two-time Faculty Senate president;
• Marjory Spradling, was a 24-year veteran of the Department of Biological Sciences and a member of the Faculty Senate;
• Shirley Woodworth, was a communication professor who focused on interpersonal communication and led the WMU Chapter of AAUP; and
• Steve Zegree built our famed Gold Company and the School of Music into an international vocal jazz powerhouse.

In honor of these remarkable men and women who will be greatly missed, I'd like to ask for a moment of silence. Thank you.

Presidential Scholars
A week ago, Faculty Senate President Dennis Simpson and I had the pleasure of honoring 47 WMU seniors who have won this year's coveted title of Presidential Scholar. It's the highest accolade an undergraduate can receive. Each department is allowed to pick just one Presidential Scholar to represent and showcase the scholarship excellence of their unit. Out of a senior class of more than 6,000 students just 47 earn this honor. Having the opportunity to meet them and learn of their accomplishments at the annual convocation honoring them is one of my favorite rites of spring. This year's group is headed to places like the Peace Corps and Harvard Law School. They're headed off to graduate schools around the nation and careers in areas as diverse as commercial real estate, medicine, software development and education. Those students epitomize the kind of success we want for all of our students.
Faculty and student accolades

I always like to include some comments about the special achievements of our faculty and students. One of the most unusual new pieces of faculty news is about Dr. James Springstead, an assistant professor of chemical and paper engineering. He has been awarded a grant of $416,816 from the National Institutes of Health to continue his research on the underlying biological mechanisms that lead to heart disease. This is the first time one of our engineering faculty members has earned an NIH grant.

Dr. Springstead has been studying the science behind what leads to blockage inside arterial walls since he was a postdoctoral researcher at the University of California at Los Angeles. This summer, he'll be working with cardiologists at the WMU Homer Stryker M.D. School of Medicine.

Daniel Floyd introduction

During today's meeting, you'll hear a lot about our student entrepreneurs and the programs we've put in place to support them. Right now, I'd like you to meet on your Bronco inventor who holds a U.S. patent for a device he invented. His SpeechMasterPro is a device that assists those with speech impediments as well as others seeking to improve their articulation.
Speech therapy was an important part of Daniel's life as a child. He began developing the speech aid when he was in high school. Last year, he participated in WMU's student business accelerator, Starting Gate, to help take his business to the next level while his patent was pending. He worked with a design firm and a manufacturer to develop prototypes for testing, and he thinks he has a simple and highly marketable device. He's at the point of looking for distribution channels.

Please welcome Daniel Floyd

Segue to Provost Tim Greene for introductions

Before passing the microphone back to Chair Hettinger, I'd like to ask Provost Tim Green to make a couple of introductions of important new members of our campus community. The board approved their appointments during earlier meetings, but today they're able to be here in person to meet you.

And now, I'll turn the mic back to Chair Hettinger so he may introduce our student and faculty leaders who will make remarks as well.