OGDEN-WEBER APPLIED TECHNOLOGY COLLEGE
BOARD OF DIRECTORS MEETING
April 23, 2015
Harold W Ritchey Board Room
4:00 p.m.

MINUTES

MEMBERS PRESENT
Troy Bullard Business/Industry
Steve Moore, Chair Business/Industry
Dean Oborn Weber School Board
Jerry Ropelato Business/Industry
Kevin Sullivan WSU Institutional Council
Richard Taylor Business/Industry
Matt Wardle Business/Industry
Joyce Wilson, Vice Chair Ogden School Board

MEMBERS EXCUSED
Thomas Hardy Business/Industry
Frank Ruiz Business/Industry

EX-OFFICIO MEMBERS PRESENT
Collette Mercier Ogden-Weber Applied Technology College

GUESTS
Brandon Atkinson Ogden-Weber Applied Technology College
Marilyn Brown Ogden-Weber Applied Technology College
Deborah Becker Ogden-Weber Applied Technology College
Makenzie Bowers Ogden-Weber Applied Technology College
Chad Burchell Ogden-Weber Applied Technology College
Ashley Call Ogden-Weber Applied Technology College
Cherie Crezee Ogden-Weber Applied Technology College
Megan Dorrity Ogden-Weber Applied Technology College
Staci Galvez Ogden-Weber Applied Technology College
Bret Holmes Ogden-Weber Applied Technology College
Randy Hodges Ogden-Weber Applied Technology College
Kristine Howell Ogden-Weber Applied Technology College
Lauren Kunzler Ogden-Weber Applied Technology College
Rhonda Lauritzen Ogden-Weber Applied Technology College
Ashley Mellott Ogden-Weber Applied Technology College
Kelly Mount Ogden-Weber Applied Technology College
John Posner Ogden-Weber Applied Technology College
Rachel Prothero Ogden-Weber Applied Technology College
Jose Rodriguez Ogden-Weber Applied Technology College
Monica Schwenk Ogden-Weber Applied Technology College
Jessica Shaw Ogden-Weber Applied Technology College
Cari Smith Ogden-Weber Applied Technology College
Jennifer Streker  Ogden-Weber Applied Technology College
Ryan White  Ogden-Weber Applied Technology College
Shaina Widmark  Ogden-Weber Applied Technology College

Tina Smith  Recording Secretary
The Board of Directors of the Ogden-Weber Applied Technology College met on Thursday, April 23, 2015, at 4:00 p.m. in the C. Brent Wallis Student Services Building, Harold W Ritchey Board Room. The meeting was conducted by Steve Moore, chair. The agenda proceeded as follows:

Mr. Moore noted that Frank Ruiz and Tom Hardy had asked to be excused from the meeting.

Mr. Moore introduced the guests in the audience: Monica Schwenk, development director; Bret Holmes, machinist instructor; Chad Burchell, business tech instructor; Jennifer Streker, program director; Randy Hodges, health occupations instructor; Cheri Crezee, nursing assistant instructor; Marilyn Brown, cosmetology instructor; Kristine Howell, nail tech instructor; Jose Rodriguez, Culinary Arts instructor assistant; Kelly Mount, information tech instructor assistant; and Cari Smith, cosmetology instructor.

1. INTRODUCTION OF STATE SKILLSUSA MEDALISTS

Over 350 students from the Ogden-Weber region competed in the Regional SkillsUSA Completion. Medalists then went on to the state competition. The state medalists and advisors who were available to attend the meeting (many students are working) were introduced to the board:

- **Nursing Assistant**: Rachel Prothero, 1st place, Post-Secondary; Kathy Igo, 2nd place, Post-Secondary; Advisor – Cheri Crezee
- **CNC Milling Specialist**: Ryan White, 1st place, Post-Secondary; Advisor – Bret Holmes
- **CNC Technician**: John Posner, 1st place, Post-Secondary; Advisor – Bret Holmes
- **Job Skills Demo Open**: Makenzie Bowers, 1st place, Post-Secondary
- **Job Skills Demo A**: Megan Dorrity, 1st Place, Post-Secondary
- **Customer Service**: Deborah Becker, 1st Place, Post-Secondary, Ashley Call, 3rd Place, Post-Secondary; Advisor – Chad Burchell
- **Nail Care**: Lauren Kunzler, 2nd Place, Post-Secondary; Advisor – Kristine Howell
- **Culinary Arts**: Shaina Widmark, 3rd Place; Secondary; Advisor – Jose Rodriguez
- **Cosmetology**: Jessica Shaw, 1st Place, Secondary; Staci Galvez, 1st Place, Post-Secondary; Advisor – Carrie Smith ()
- **Medical Terminology**: Ashley Mellott, 2nd Place, Post-Secondary; Advisor – Randy Hodges

The gold medalists will advance to the National SkillsUSA Competition scheduled for June 24 – 25, 2015, in Louisville, Kentucky.

Mr. Moore thanked the faculty and students for representing the college. President Mercier thanked the advisors for their support of the students.
2. **APPROVAL OF THE MINUTES OF THE MEETING HELD MARCH 26, 2015**

Mr. Moore reviewed the list of food items prepared by students in the Culinary Arts program.

Referring page 8 of the board booklet, Mr. Moore noted that Mr. Call had an assignment to contact Drew Wilson, Weber School District, about information on solar panels the district had been looking at. Mr. Call explained that he is working with the Facilities Department to develop a timeline for the solar array project and will contact Mr. Wilson for additional information by the next board meeting.

A motion to approve the minutes of the meeting held March 26, 2015, was made by Richard Taylor, seconded by Troy Bullard, and carried unanimously.

3. **APPROVAL OF BUSINESS CERTIFICATE**

The college took steps to make significant changes to its Business certificate a year ago, and enrollments have been slowly growing. Because of the nature of the coursework and the interests of students enrolled in the program, the college began developing curriculum that could be completed online in addition to the physical classes offered on campus.

The online curriculum meets the Council on Occupational Education’s (COE) requirements, and the college is ready to implement the training.

Minor changes were made to the Business certificate—the online courses are listed on the bottom of the document. Students’ schedules can be a mix of online and in-class courses; however, each individual course must be completed either online or in-class; cannot be a mix of both.

As the college monitors the success of the Business program, it will look at adding additional online coursework for other programs.

Students will be required to pay up front for the online courses.

Mr. Ropelato asked what the courses will look like—are they simulated classrooms? Are they videos that students watch? President Mercier explained that the courses are offered through the CANVAS learning system which allows the institution to embed videos, provide for two-way communication between instructors and students, include reading materials, etc. The Instructional Design Department and instructors worked together to develop the curriculum. Students will be required to communicate with faculty each week and occasionally attend classes in person for testing purposes. President Mercier will provide more detail about the online component of the Business Certificate at the May meeting.

Mr. Bullard noted that the updated certificate includes some additional hours. President Mercier indicated that it will not take students that much longer to complete the coursework even with the additional time.
Mr. Ropelato commented that his employees need Excel training and asked if they can take a single class. President Mercier indicated that they can. Mr. Wardle pointed out that the college’s Custom Fit Department also provides Excel training.

Mr. Wardle asked where graduates of the program find employment. President Mercier stated that the skills learned in this program apply to a wide variety of employment opportunities, e.g., business, manufacturing. She will provide the board with a list of employers at the next meeting.

This is the college’s first foray into providing training totally online (it has offered portions of training online in the past). The college will monitor the program to see if there are any areas that need to be tweaked.

Mr. Oborn asked if instructors will be involved in all these activities—teaching, developing curriculum, interacting with students online. President Mercier noted that instructors have many responsibilities. However, they make use of textbooks and curriculum that has already been developed in addition to developing their own materials. Because of the college’s open-entry system, instructors don’t give many lectures, which provides them with time to interact with online students. The online courses will go live in July, and the college will monitor them to see if additional classroom resources are needed.

Mr. Moore had an opportunity to speak with David Ferro, dean of applied technology education, Weber State, and they discussed the collaboration between the college and university. Dean Ferro was interested in the outcome of the college/university Nursing program collaboration because he was interested in looking at a similar arrangement with WSU’s business program.

A motion to approve the Business certificate was made by Kevin Sullivan, seconded by Jerry Ropelato, and carried unanimously.

4. APPROVAL OF THE STRATEGIC PLAN

Additional changes were made to the Strategic Plan after it was published in the board booklet. Members were provided with an updated copy.

Beginning in 2013, the college spent a significant amount of time updating and revising the Strategic Plan which was approved last year. This year, the team reviewed the document; only minor revisions were made.

No changes were made to the Mission and Vision Statements. The college intentionally shortened them both to have more impact and make them easier to remember.

The Guiding Principles also remained the same. The tagline was changed from, “We believe we can transform lives,” to, “We transform lives.”
The Diversity Statement was changed to Diversity and Inclusion Statement, and the wording was changed to reflect what the college hopes to achieve in the future. Though the statement is stronger, college employees—including those focused on diversity and inclusion—will continue to work on the statement throughout the year.

The college added a statement to the “Looking to the Future” page which indicates that college’s student population will more closely match the demographics of the community. The college also plans to work on ensuring its employee pool matches the community’s demographics.

On the “Major Trends” page, the college replaced “Hispanic/Latino” with “multicultural” to reflect the various populations in the community.

The section entitled, “The Value of Certificates,” was completely revised. At the time this was originally written, there weren’t many conversations taking place about the value of certificates, and that has since changed.

Some minor revisions were made to the “Long-Term Strategies” page, mainly replacing “Hispanic/Latino” with “multicultural” and adding language about developing educational pathways.

The Strategic Plan drives the Business Plan which will be presented to the board in May. The Business Plan ties the budget and college goals together.

Mr. Sullivan asked about the catalyst was for changing the phrase “Hispanic/Latino” to “multicultural.” President Mercier explained that as the college has had discussions about diversity, it has found that the term encompasses more than just the Hispanic/Latino population. It includes other races, LGBT, etc., and the college wanted to use a broader term.

Mr. Bullard expressed concern that the college might lose its focus on the Hispanic/Latino community which is very large. President Mercier stated that the college will continue to focus on the Hispanic/Latino community. As the growth of different populations ebbs and flows, the college will change its focus to meet their needs.

Mr. Bullard was comfortable with the wording change but did not want the college to lose sight of its focus on this population. Mr. Wardle noted that on the “Looking to the Future” page of the Strategic Plan, there is a statement that the college will mirror the population. Ms. Lauritzen commented that the college doesn’t want to alienate other minority populations.

Mr. Taylor asked if the Strategic Plan is a fluid document that changes every year. President Mercier explained that it is reviewed every year and revised as needed. Mr. Taylor supported the change to the Guiding Principles tagline (“We transform lives.”).

Referencing “The Value of Certificates” section, Mr. Taylor recommended strengthening the statement, replacing “increasing awareness” with “increasing data/evidence/research” about the value of post-secondary education; be more
definitive. President Mercier supported the recommendation and will change the wording accordingly.

A motion to approve the Strategic Plan with the inclusion of Richard Taylor’s recommendation for “The Value of Certificates” section was made by Jerry Ropelato, seconded by Matt Wardle, and carried unanimously.

5. INFORMATION/DISCUSSION

- **Financials**: The board approved budget modifications last month. Referencing page 26 of the board booklet, Mr. Call noted the college is three-quarters of the way through the fiscal year, and the budget percentages are in line. The non-operating expenditure percentage was previously trending higher; it is now at 71 percent. Tuition is tracking behind ($100,000); however, the college didn’t request any adjustments since expenses are also tracking behind ($250,000). As the college’s develops the FY16 budget, it will look at decreasing the projected tuition revenue.

  Mr. Taylor noted that tuition revenues have been down for a while. Mr. Call said the college left the projected tuition as is hoping that it would increase. President Mercier indicated that adult membership hours are flat, though head counts are up. Unfortunately, tuition is driven by membership hours. People are working, so they have less time for school. The college will adjust the budget next year.

- **Marketing Update**: The college has been providing tours to elementary through high school students almost every day. The next Parent Night is scheduled for April 28 from 6:00 p.m. to 8:00 p.m. and has been opened up to high school students, their parents, and the general community. The college will waive the enrollment fee for adults who attend the event and are interested in enrolling. Secondary students will receive an application for a summer scholarship.

- **Best of State**: The college was selected as “Best of State” in the “Vocational Education – Public” category for the fourth time. President Mercier also noted that two board members—Troy Bullard, Larry H. Miller, and Frank Ruiz, International Armoring—and two Foundation Board of Trustees members—Mark Jenkins, Petersen Incorporated, and Scott Sluis, Zions Bank—also received “Best of State” honors.

- **Bridge Building Contest**: Neil Smith, composites program student, took first place in the Tech College category of the Utah Society for the Advancement of Material and Process Engineering (SAMPE) bridge-building contest, outscoring several engineering students from BYU.

- **Rage in the Cage**: JD Machine helped sponsor the inaugural Rocky Mountain Robotics League “Rage in the Cage” event which was held on the college campus. Mr. Wardle explained that this is a national league and is a good way to
expose youth to manufacturing. Five teams participated, and the Ogden-Weber Tech College/Ogden High National Robotics League Team placed third.

- **YouthBuild Recognized by Catholic Community Services:** Catholic Community Services (CCS) holds an annual “DreamBuilders Breakfast” where it honors individuals, organizations, and groups that support CCS and the community. This year, the college’s YouthBuild program received the “Youth Group of the Year” award. YouthBuild students provided CCS with many hours of community service, assisted the food pantry, and were very gracious and kind to CCS clients. Taylor Steward, YouthBuild student, accepted the award on behalf of the program. He spoke about the value of YouthBuild, its impact on his life, and his appreciation for the opportunity to give back to the community.

- **Board Issues Policy:** The phrase “Board of Trustees” was replaced with “Board of Directors” in policy. Board Leadership reviewed the document and supported the change. Board approval is not required. Rather, Board Leadership wanted to ensure that members were aware of the policy which is to be used if an outside entity has an issue to bring before the board.

6. **UCAT BOARD REPORT**

The UCAT Board has not met since the Ogden-Weber tech college board met in March.

7. **PRESIDENT’S REPORT**

President Mercier reported on the following items:

- Provided members with information on initiatives/projects that were funded by the legislature.

  Mr. Sullivan stated that as the Utah College of Applied Technology (UCAT) is developing its performance model, it needs to be aware that ongoing funding is needed to sustain it. One-time monies cannot fund faculty. President Mercier agreed, noting that the Utah System of Higher Education (USHE) received $9 million for performance, of which only $2 million is ongoing. USHE did not receive any mission-based funding.

- Tami Pyfer, the Governor’s education deputy, is scheduled to tour the campus on Friday, April 24.

- Weber State is holding its annual “Crystal Crest Awards” event on Saturday, April 25. Ogden-Weber and Davis tech college are jointly receiving the “Presidential Award” to recognize the partnerships that have been developed among the institutions.

- The college is celebrating its 44th birthday today. Students and employees received prizes for wearing red or logo wear throughout the day. The college is
also sponsoring a free movie at the CinePoint Theatre on 12th Street tonight for students and employees.

8. NEXT MEETING

The Board of Directors is scheduled to meet on Thursday, May 28, 2015, at 4:00 p.m. in the C. Brent Wallis Student Services Building, Harold W Ritchey Board Room.

Meeting adjourned at 5:21 p.m.