



BOARD OF GOVERNORS

February 27, 2020

1:30 P.M.

Room 220

Blum Student Union



Missouri Western State University
4525 Downs Drive, St. Joseph MO 64507
www.missouriwestern.edu

Office of the President

AGENDA

BOARD OF GOVERNORS FINANCE COMMITTEE MEETING

February 27, 2020

BLUM UNION - PDR
11:30 AM

Winter Update

As May Arise



AGENDA

MISSOURI WESTERN STATE UNIVERSITY

BOARD OF GOVERNORS

February 27, 2020 - 1:30 P.M.

BLUM UNION, ROOM 220

PUBLIC SESSION

Approval of December 5, 2019 Finance Committee and Board Meeting Minutes and
January 21, 2020 Special Board Meeting Minutes

Division Reports

- Academic Affairs (Doug Davenport)
- Athletics (Josh Looney)
- Communications (Jomel Nichols)
- Student Affairs (Shana Meyer)
- University Advancement (Todd Simpson)
- Financial Planning and Administration (Darrell Morrison)

Outstanding Student Presentations (Hannah Berry & Matthew Bobela)

Financial Report

- February 2020 Update

Report of the President

Other Business

- RHB Contract

Report of the Chair

Board Member Comments/Questions

A vote will be held to close the meeting pursuant to Missouri Statutes 610.021 (2), (3), and (14) to
consider real estate, personnel, and other matters protected by law.

EXECUTIVE SESSION

Personnel Matters

PUBLIC SESSION

Vote to Approve Personnel Matters

Adjournment

MINUTES, BOARD OF GOVERNORS
FINANCE COMMITTEE MEETING
MISSOURI WESTERN STATE UNIVERSITY
December 5, 2019

UNIVERSITY REPRESENTATIVES

Board Members Present

Debbie Smith – Chair
Lee Tieman – Vice Chair
Rick Ebersold
Al Landes
David Liehti
Kayla Schoonover
Paul Granberry – Student Governor

Faculty/Staff Members Present

Sarah Cravens, Vice President of Strategic Initiatives/Chief of Staff
Doug Davenport, Provost and Vice President of Academic Affairs
Kent Heier, Assistant Director, Public Relations and Marketing
Steve Johnston, Director of External Relations
Josh Looney, Vice President of Intercollegiate Athletics
Shana Meyer, Vice President of Student Affairs
Darrell Morrison, Vice President for Financial Planning and Administration
Jomel Nichols, Director of Public Relations and Marketing
Letha Nold, Chief Accountant/Director of Purchasing
Kim Sigrist, Executive Associate to the President and Secretary to the Board of Governors
Todd Simpson, Vice President of Univ. Advance. & Exec. Dir. of the Missouri Western Foundation
Matthew Wilson, President
Betsy Wright, Executive Associate to the President

Others Present

Rachel Duggins, BKD
Bobby Kelly, BKD

Rachel Duggins and Bobby Kelly of BKD National Higher Education Group provided a comprehensive overview of university's fiscal year 2019 audit. Their presentation included a general discussion of the audit and audit results. The results were a clean/unmodified audit with no material findings on both accounting processes as well as the Financial Aid audit.

An overview of the financial statements were discussed and questions by the Board members were answered. The auditors also presented benchmarking analysis with peer institutions. Information was presented regarding future pronouncements as well as challenges that higher education institutions are facing in regards to cybersecurity and privacy.

MINUTES, BOARD OF GOVERNORS
MISSOURI WESTERN STATE UNIVERSITY
December 5, 2019

The meeting was called to order at 1:35 p.m. by Chair Debbie Smith in Room 220 of the Blum Student Union Building.

UNIVERSITY REPRESENTATIVES

Board Members Present

Debbie Smith – Chair
Lee Tieman – Vice Chair
Rick Ebersold
Al Landes
Greg Mason
David Liechti
Kayla Schoonover
Paul Granberry – Student Governor

Faculty and Staff Members Present

Bryan Adkins, Director of Physical Plant
Marilyn Baker, Director of Financial Aid
Sarah Cravens, Vice President of Strategic Initiatives and Chief of Staff
Cori Criger, Instructional Technology Director
Doug Davenport, Provost and Vice President of Academic Affairs
Sara Freemyer, Director, Human Resources
Kathy Gammon, Accountant
Dana Gertner, Executive Administrative Assistant, Financial Planning & Administration
Sally Gibson, Director of Library
Crystal Harris, Associate Dean, School of Nursing & Health Professions
Kent Heier, Assistant Director, Public Relations and Marketing
Elise Hepworth, Professor, Department of Music/ Faculty Senate President
Steve Johnston, Director of External Relations
Logan Jones, Dean, Craig School of Business & Technology
Kathy Kelly, Administrative Coordinator, Craig School of Business & Technology; Staff Assoc. Pres.
Josh Looney, Vice President of Intercollegiate Athletics
Adam McGowan, Title IX Coordinator
Shana Meyer, Vice President of Student Affairs
Louise Mills, Athletics Accountant
Andrew Molloy, Associate Executive Director/Chief Financial Officer – Foundation
Darrell Morrison, Vice President for Financial Planning and Administration
Fred Nesslage, Interim Director, Information Technology Services
Jomel Nichols, Director of Public Relations and Marketing
Letha Nold, Chief Accountant/Director of Purchasing
Hannah Piechowski, Associate Vice President for Student Affairs & Dean of Students
Nicki Robertson, Assistant Director, Human Resources
Kim Sigrist, Executive Associate to the President and Secretary to the Board of Governors
Todd Simpson, Vice President of Univ. Advance. & Exec. Dir. of the Missouri Western Foundation
Kelly Sloan, Purchasing Manager

Melody Smith, Assistant Dean Western Institute
Jill Voltmer, Chief, University Police
Matthew Wilson, President
Betsy Wright, Executive Associate to the President

Others Present

Steve Briggs, University Attorney
Daniel Cobb, St. Joseph News-Press
Rachel Dwiggin, BKD
Bobby Kelly, BKD
Ali Tauchen, Student

APPROVAL OF MINUTES

Chair Smith asked for a motion to approve the minutes of the October 24, 2019 Finance and Board of Governors meetings. Governor Liechti made a motion to approve the minutes as presented; Governor Schoonover seconded the motion. By voice vote, motion passed 7-0.

DIVISION REPORTS

Doug Davenport, Provost and Vice President for Academic Affairs

- Dr. Jon Rhoad from the Department of Chemistry will be the Winter Commencement speaker
- The construction phase (Phase 2) of the Center for Excellence in Applied Health Care Learning (CEAHL) that was made possible by a MoExcels grant with additional funds provided by Mosaic Life Care, Mosaic Auxiliary, Heartland Foundation and the Missouri Western Foundation is wrapping up on time and on budget. CEAHL will be the first MoExcels grant to be completed. When fully operational, CEAHL will provide much-needed support for health care in our region. Most importantly, it will increase the number of BSN graduates by 15% on an annual basis and increase the number of nurse educators by 10%.

Josh Looney, Vice President of Intercollegiate Athletics

- Search for a women's lacrosse coach is underway. The first lacrosse athlete has already committed.
- The Department of Athletics continues to focus on the three "c's"; Classroom, Competition, Community.
 - Classroom – for the fall, 2019 semester, 30 student athletes have been named to the MIAA Academic Honor Roll. For the second consecutive year football player Shawn Rouse was named to the Google Cloud Academic All-District team.
 - Competition – Football will appear in the second consecutive Live United Bowl in Texarkana, AR. Thank you to Anderson Ford for providing transportation for cheer, dance and band to travel to support the team
- Community – The Hillyard Tip-Off Classic free your basketball clinic drew more than 160 area youth and set an attendance record. Griffon Athletics hosted its 11th Annual Pink Week presented by Family Center Farm & Home in October. Pink Week has raised over \$20,000 through the first ten years. Women's Basketball will host Peru State for a matinee game on December 16. 1600 4th and 5th graders from the St. Joseph School District will be in attendance with 200 lucky students taking part in STEAM activities led by Missouri Western faculty. Mike Bracciano will present a half-time weather show.

Jomel Nichols, Chief Communications Officer

- The recent restructuring of Marketing and Communications continues to focus on prioritizing marketing initiatives to support enrollment growth and brand awareness
- Continue to work with the ever-changing and growing website and are utilizing the skills of a team member to perform website data analytics
- Social media presence continues to be strong. Recent esports coverage produced 8500 impressions on Twitter

Shana Meyer, Vice President for Student Affairs

- Three names have been submitted to the Governor's office for consideration for the Student Governor position
- Eagleton Pool usage has soared to 98,250 persons from September 2018 to September 2019. Jende Smith, the City of St. Joseph Aquatics Director is assigned to Missouri Western half of her time. She has offered lifeguard certification.
- A career fair was held today for students and alumni. 60 employers attended and were pleased with a good student turnout
- The RFP for the new laundry service has been finalized and upgrades will be made over the winter break
- Griffs Give Back has helped to fill 200 Christmas Shoe Boxes

Todd Simpson, Vice Pres. for University Advancement and Executive Director of the Missouri Western Foundation

- Kim Weddle has been named the Executive Director of Alumni Relations and Annual Giving.
- Tyler Curtis from Emporia State has been on campus conducting an audit of our current alumni program
- Alumni will be hosting a watch party at Jake's for football's Live United Bowl

Darrell Morrison, Vice President for Financial Planning and Administration

- The FY2019 audit is complete and will be presented today
- Work on a revised budget has continued
- The search for a Chief Information Officer has been suspended
- Search is underway for a Controller and candidates are expected to be on campus in the next few weeks
- Physical Plant is prepping for winter weather

FINANCIAL REPORT

Rachel Dwiggins with the BKD gave a brief overview of the FY2019 University Audit. BKD issued a unmodified/clean opinion with no material weaknesses in accounting processes and no findings in financial aid. Governor Landes made a motion to approve the FY19 University Audit as presented. Governor Ebersold seconded. By voice vote, motion passed 7-0.

Darrell Morrison presented the unaudited financial report for the period ending November 15, 2019. Governor Mason made a motion to approve the financial report as submitted. Governor Tieman seconded the motion. By voice vote, motion passed 7-0.

STUDENT GOVERNOR'S REPORT

- Applicants for Student Governor have been interviewed and three names have been forwarded to the Governor's office for consideration
- Student Ali Tauchen, a junior Biology/Health & Exercise Sciences major and member of the Griffon Volleyball Team shared with the Board the opportunities she has been provided by her Missouri Western experience.
- Student Governor Granberry shared the highlights of his time on the Board: serving on the Presidential search committee, conducting a voter registration drive, working with residential life to secure new laundry equipment, partnering with Title 9 on the "It's On Us" campaign, partnering with athletics to raise money for breast cancer research during Pink Week
- Appreciation was extended to the Board and its members
- In thanks for his service, Chair Smith presented Student Governor Granberry with a diploma frame

PRESIDENT'S REPORT

- Programs and Partnerships
 - President Wilson has visited 20 high school so far and will be in St. Louis next week
 - Center for Service – Missouri Western has received a financial commitment from Buchanan County in support of the Center for Service in the amount of \$25,000 each year for two years
 - A+ Award for Service – will award A+ qualified students with one academic credit towards graduation at no cost for their high school service hours
 - Gold Fridays – Four-day class schedule with opportunities to use Fridays to engage in internships, externships, volunteerism, research
 - 120 people attended the esports press conference that was held yesterday to introduce Christian Konczal who will serve as the program's first Director/Head Coach
- Student Experience
 - Missouri Western has been designated as a Purple Heart University
 - Women's Lacrosse was introduced as 17th NCAA Division II varsity sport at a press conference on November 12
- Strength & Stewardship
 - Plans are underway for a presidential shooting extravaganza to take place at basketball games. This will be used as a way to raise scholarship dollars for students
 - Missouri Western is partially sponsoring Griffon Block Party on Saturday in downtown
- Winter Commencement Ceremony will be held on December 14, 2019 at 11:00 a.m. in the Looney Sports Complex

Other Business

Chair Smith asked for a motion to ratify the November 12 Board Poll (approval of Women's Lacrosse). Governor Liechti made the motion; Governor Schoonover seconded the motion. By voice vote, motion passed 7-0.

Chair Smith asked for a motion to approve the resolution adopting the memorandum of understanding between Missouri Western State University and the St. Joseph Police Department ("policies and protocols regarding sexual assault, domestic violence, dating violence, and stalking") in obligation of mo. rev. statute 173.2050. Governor Mason made a motion to approve the resolution as presented; Governor Landes seconded the motion. By voice vote, motion passed 7-0.

Chair Smith asked for a motion to approve the resolution authorizing President Matthew J. Wilson and Vice President of Finance & Administration Darrell R. Morrison to act as designated agents on behalf of the university in conducting banking transactions (as specified in the resolution). Governor Ebersold made a motion to approve the resolution as presented; Governor Liechti seconded the motion. By voice vote, motion passed 7-0.

Chair Smith asked for a motion to vote Betsy Wright at the Secretary to the Board of Governors. Governor Landes made the motion; Governor Tieman seconded the motion. By voice vote, the motion passed 7-0,

REPORT OF THE CHAIR

Chair Smith provided the date of the next scheduled Board meeting, which will be Thursday, February 27, 2020 at 1:30 p.m. in Blum 220.

There being no additional Board comments or questions, Chair Smith asked for a motion to meet in executive session, pursuant to Missouri Statutes 610.021 (1), (2) (3), and (14) to consider legal, personnel and real estate matters. Governor Tieman moved to meet in executive session; Governor Schoonover seconded the motion. By voice vote, motion passed 7-0.

EXECUTIVE SESSION – CLOSED

Governor Landes left the meeting at 4:00 p.m.
Student Governor Granberry left the meeting at 4:02 p.m.
Governor Mason left the meeting at 4:21 p.m

REGULAR SESSION RE-CONVENED

President Wilson presented personnel items and Governor Tieman made a motion to approve the personnel items as submitted. Governor Liechti seconded the motion. By voice vote, motion passed 5-0.

Faculty Retirement:

Dr. Jennifer Hegeman	Computer Science, Math and Physics
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Faculty Resignation:

Dana McDaniel	School of Nursing & Health Professions
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Faculty New Hires:

Allison Anderson	School of Nursing & Health Professions
Dr. Kendum Choden	Craig School of Business
Mary R. (Becky) Gregory	School of Nursing & Health Professions
Dr. Sathivanee Veeramoothoo	Economics, Political Science and Sociology

There being no further business, Governor Ebersold made a motion to adjourn the meeting; Governor Liechti seconded. By voice vote, motion passed 5-0.

Respectfully submitted,

Kim Sigrist, Secretary

APPROVED:

Debbie Smith, Chair
Board of Governors

MINUTES, BOARD OF GOVERNORS
MISSOURI WESTERN STATE UNIVERSITY
Special Meeting – January 21, 2020

The meeting was called to order at 3:35 p.m. by Chair Debbie Smith in Room 220 of the Blum Student Union Building.

Board Members Present

Debbie Smith – Chair
Lee Tieman – Vice Chair
Al Landes
Rick Ebersold
Kayla Schoonover (joined after meeting was underway)

Faculty and Staff Members Present

Sarah Cravens, Vice President of Strategic Initiatives and Chief of Staff
Doug Davenport, Provost and Vice President of Academic Affairs
Tom Flaska, Event Technology Coordinator
Kent Heier, Assistant Director, Public Relations and Marketing
Steve Johnston, Director of External Relations
Tim Kissock, Director of Purchasing
Josh Looney, Vice President of Intercollegiate Athletics
Shana Meyer, Vice President of Student Affairs
Darrell Morrison, Vice President for Financial Planning and Administration
Fred Nesslage, Interim Director, Information Technology Services
Jomel Nichols, Director of Public Relations and Marketing
Todd Simpson, Vice President of Univ. Advance. and Exec. Dir. of Missouri Western Foundation
Kelly Sloan, Purchasing Manager
Matthew Wilson, President
Betsy Wright, Executive Assistant to the President and Secretary to the Board of Governors

Others Present

Steve Briggs, University Attorney

Other Business

Chair Smith opened the meeting with two RFPs the board is asked to vote on. Tim Kissock, Director of Purchasing, addressed the board in regards to the Nursing Manikin Simulator Equipment purchase. The purchase of the manikins are through the MO EXCEL grant. The purchase would be made through a co-op and this would prevent a bid process. The purchase would allow them to add to the new lab. Small discussion followed.

A motion was made by Governor Landes to approve the purchase of nursing manikin simulator equipment. Governor Ebersold seconded the motion. Motion passed 4-0.

Fred Nesslage, Interim Director, Information Technology Services addressed the board in regards to the RFP20-051 Web Based Reporting Solution. Some things discussed were Evisions, Inc. is a current partner with MWSU, Evisions customer base is 4-year higher ed, with this product we can eliminate some software products MWSU have, the question was raised as to why spend \$90,000 more than the lowest bid, Fred explained it would take a number of staff that we don't have, this

product is banner-friendly, committee thought overall the personal savings were enough. Discussion followed that lowest price isn't always the best value.

A motion was made by Governor Tieman to approve the purchase RFP20-051 web based reporting solution. Governor Landes seconded the motion. Motion passed 4-0.

REPORT OF THE CHAIR

Chair Smith provided the date of the next scheduled Board meeting, which will be Thursday, February 27, 2020 at 1:30 p.m. in Blum 220.

There being no additional Board comments or questions, Chair Smith asked for a motion to meet in closed session, pursuant to Missouri Statutes 610.021 (2) to consider real estate matters. Governor Ebersold moved to meet in closed session; Governor Tieman seconded the motion. By voice vote, motion passed 4-0.

CLOSED SESSION – CLOSED

REGULAR SESSION RE-CONVENED

There being no further business, Governor Landes made a motion to adjourn the meeting; Governor Tieman seconded. By voice vote, motion passed 5-0.

Respectfully submitted,

Betsy Wright, Secretary

APPROVED:

Debbie Smith, Chair
Board of Governors

MEMORANDUM

TO: MWSU Board of Governors

FROM: Dr. Douglas Davenport, Provost and Vice President for Academic Affairs

DATE: February 17, 2020

SUBJECT: Provost's Report to the Board of Governors for February

Student Experience

As the designated applied learning institution in the State of Missouri, Missouri Western students engage in a broad range of experiences that demonstrate how we live out our mission. The following examples showcase the broad range of applied learning activities occurring over the past two months.

- Students in Dr. Phillip Frank's MKT 401 Marketing Research class have been working with clients in a semester-long applied learning project. Student groups were each assigned a real business client whom they will work with to develop a research agenda, and execute and report marketing research findings.
- Two students from the Craig School of Business's honor society, Beta Gamma Sigma recently won First Place in a Case Competition at the 2019 Global Leadership Summit held in Chicago. Candi Vance, and Mikelyn Sylvara represented the CSB at the Leadership Summit where both students participated in the Case Competition. Candi Vance's team took first place in their marketing plan presentation.
- Undergraduate Zachary Schank and Carissa Ganong of the Biology Department presented posters at the Great Plains Limnology Conference in Ames, IA on results from summer PORTAL research projects. Zachary presented data from his summer 2019 PORTAL project, a physicochemical and biotic survey of campus ponds, and Carissa presented data from a stream ecotoxicology project conducted over the summer with another MWSU student, Caleb Klingseis, at La Selva Biological Station in Costa Rica.
- Eleven undergraduate students, along with The Wildlife Society advisor Cary Chevalier, attended the MO State TWS Student Chapter Workshop at Pine Ridge Campgrounds. Students learned and practiced sonar location, learned how to weigh and measure various fish species, and a host of other activities.
- Twenty-four students from the Student Chapter of The Wildlife Society attended the Missouri Natural Resource Conference in the Lake of the Ozarks. Faculty members Cary Chevalier, Mark Mills, and six students presented.
- Ben Bashaw, undergraduate Biochemistry and Molecular Biology major, won a second place award in the undergraduate poster competition at the Heartland Undergraduate Biochemistry forum at the University of Kansas Medical Center.
- Music faculty member Aaron Grant organized a "Music Theory Extravaganza" during which Missouri Western students presented a public recital of their music theory work for an audience.

- The article *Robust Optimization of Unconstrained Binary Quadratic Problems* was published in the International Journal of Operational Research (Vol 36, No 4). The article pertains to robust decision making when input data is probabilistic, i.e. is represented by bounds rather than point estimates such as average and provides several new applications for managing uncertainty. The article was authored by Professor Mark Lewis and undergraduate co-author John Metcalfe.
- Pujan Tripathi, graduate student, together with George Yang, Engineering Technology, published a paper, "A Study on Sinter Brazing Joint of Powder Metal Components" on the International Journal of Advanced Network, Monitoring and Controls, vol 4, no 4, 2019, pp.64-69, ISSN 2470-8038.
- Biology faculty member Mark Mills presented a paper summarizing 11 years of research on MWSU campus turtle populations conducted with 28 undergraduate students at the 9th World Congress of Herpetology held at the University of Otago, Dunedin, New Zealand. This paper was part of a symposium on Urban Herpetology. The World Congress of Herpetology is held every 3-5 years and the 9th Congress was attended by over 870 delegates representing 57 countries.
- Psychology faculty member Jon Mandracchia and students Taylor Chance, Alexis Guyton, Jordan Jennings and Sydnie Whitaker presented a poster entitled "Understanding Suicidality Among College Student Athletes" during Fall 2019 Multidisciplinary Research Day.
- Psychology faculty member and Honors director Teddi Deka and students Emily Bowman, Alissa Bright, Kaitlynn Rhinehart, Sherry Rickel, Sydney Shavnore and Sara Wyss presented a poster entitled "The Effects of Priming for Social Class on Ethical Decision Making" during Fall 2019 Multidisciplinary Research Day.
- Psychology faculty member Kelly Henry and students Ciarra Gilmore and Reggie Turner presented a poster entitled "Training Conscious Discipline: Rethinking Common Sense" during the Fall 2019 Multidisciplinary Research Day.
- Stacey Rieck, Regina Young, Jon Mandracchia and Rhimmon Simchy-Gross (from the Psychology faculty) facilitated sensory perception experiments during Super Science Saturday co-sponsored by MWSU and The St. Joseph Museums, Inc.
- Grey Endres' SWK 330 Human Behavior in the Social Environment class hosted and participated in the Human Rights Fair at Blum Union. Student presentations addressed controversial topics and human rights issues both within the United States and around the world.
- Grey Endres's SWK 415 Practice III class presented their community group projects at emPowerU in St. Joseph, MO.
- The MWSU Organization of Student Social Workers (OSSW) hosted a tour for students to the Family Guidance Center in St. Joseph, MO.
- The Honors Program hosted the Honors Award Ceremony on December 10, 2019. The ceremony awarded General Studies Honors medals to graduating seniors Lauren Coon (Nursing), Tori Cordero (Early Childhood Education), Shae Delancy (Elementary Education), Chase Ford (History Education), Breanna Hancock (Nursing), Sabastian Harmon (Nursing), Tyra Penton (Nursing), Rachael Prawitz (Biology), Perla Sanchez (Chemistry), Bree Schreck (Nursing), Megan Schreiner (Criminal Justice), and Ann Violet (Nursing). Shae Delancy was awarded a medal for Major Honors in Elementary

Education, the first awardee for the Education department. Rachel Prawitz (Biology) was awarded Honors Student of the Year. Faculty receiving awards for Most Influential Professor (nominated by graduating seniors) were Csengele Barta, Ronda Chesney, Dominic Debrincat, Teddi Deka, Heather Kendall, Natalie Mikita, David Tushaus, and Latha Varghese. The Student Honors Organization honored Pam Clary as professor of the year. The following freshmen received Golden Griffon Scholarship pins: Kiyah Blake, Titus Brumit, Bailey Daniels, Jennifer Dorris, Zoe Dunn, Erin Ellington, Zachry Hanlan, Abigail Jacyna, Jacob Lewis, McKenna Mavel, Jordan Miller, Shannon Purtle, Mona Tajchman, and Bowyn Ziebarth.

Partnerships

A key prong of our Strategic Plan involves partnerships in the community. Here are a few examples of faculty and student engagement:

- Super Science Saturday with the St. Joseph Museum drew nearly 1400 visitors of all ages to Remington/Agenstein Halls. Presenters from MWSU's Biology, Chemistry, Computer Science, Mathematics, Physics, Psychology, Engineering Technology, and Nursing faculty and students provided science and technology demonstrations, shows, and hands-on activities. Presenters from the community included teams from KQ2 Weather broadcasters, KNPN weather broadcasters, the Remington Nature Center, Hy-Vee, the St. Joseph Sustainable Environmental Activity Committee, and faculty & students from Benton, Central, and South Holt high schools.
- Missouri Western placed four outstanding students in the 2020 Missouri Music Educators Association's All-Collegiate Band: Kyla Bateman, Allegra Wolff, Wes Sisk, and Andrew Day. This band is only formed once every four years and is made up of outstanding band members from Missouri universities and colleges. These members travelled to Osage Beach, MO for three days of rehearsal and a performance led by Allan McMurray, Director of Bands Emeritus, University of Colorado, Boulder.
- The MWSU Organization of Student Social Workers volunteered at the 139th Air Guard Children's Workshop in St. Joseph, MO.

To: MWSU Board of Governors
From: Josh Looney, Vice President for Intercollegiate Athletics
Date: February 17, 2020

In conjunction with the NCAA's institutional self-study process, Griffon Athletics recently launched a strategic planning process built around targeted goals and measurable success in the classroom, in competition and in the community ("the three C's"). Our strategic plan aligns with the University's plan and formally paves a path to becoming the standard for not only the Mid-America Intercollegiate Athletics Association but for all of NCAA Division II. We know our values and adhere to them. We set goals, take actions to achieve them, and hold ourselves accountable in each of the three C's.

Griffon Athletics is committed to being innovative and ambitious while attacking the status quo. The mid-point of 2019-20 has seen the athletic department celebrate several impressive outcomes in each of our measurable areas, but we have only begun to tap into our department's potential. We will continue to invest in relationships, certainly within our own department and campus, but also extending into our community. Collaboration in St. Joseph will carry us forward. We are very appreciative of the Board's continued commitment to Griffon student-athletes.

Programs & Partnerships

- **Chiefs Training Camp.** Griffon Athletics worked jointly with the President and other community leaders to secure a multi-year agreement with the Kansas City Chiefs to make MWSU the home of Chiefs Training Camp through the 2022 season. The agreement includes an option to extend the partnership an additional two years after 2022. Athletics is currently working collaboratively with internal and external partners to prepare for what is anticipated to generate record-setting Training Camp attendance this summer.
- **United Way's 2019 Outstanding Partner.** On February 6th, Griffon Athletics was recognized by the United Way of St. Joseph as its most outstanding partner of 2019. MWSU coaches, student-athletes and administrators logged more the 4,400 hours of community engagement in 2018-19 with the United Way being one of the department's primary partners in its community service initiatives. Griffon Athletics partners year-round with the United Way to assist in fulfilling community needs.
- **Winter Sports Report.** The Missouri Western men's and women's basketball programs are entering the stretch run of the season owning the best combined basketball records of any tandem in the MIAA. **Women's basketball** owns an 18-6 overall record (10-5 MIAA), and is in contention to reach its first NCAA tournament since the 2015-16 season. First-year head coach Candi Whitaker has orchestrated an impressive turnaround for the program. **Men's basketball** enters the stretch run with a 14-12 record (10-5 MIAA) recently coming off a seven-game MIAA win streak for the program's longest conference win streak since 2001-02. Their 10 MIAA wins are the most since 2010-11. Both teams have already qualified for the MIAA Basketball Tournament in Kansas City,

March 4th – 8th. **Indoor Track and Field** continues to break numerous school records in its third season as it prepares for the MIAA Championships at the end of the month.

- **Spring Sports Report.** Griffon **Baseball, Softball** and **Tennis** opened their competitive seasons in February with **Outdoor Track and Field** set to start in March. Softball was picked to finish second in the MIAA preseason poll. Baseball was predicted seventh, while tennis was selected eighth in the preseason poll. Griffon track and field women were picked to finish ninth while the men were selected to finish 10th.

Student Experience

- **Fall 2019: Another Record-Setting Academic Semester.** Griffon student-athletes broke the department's cumulative GPA record for the fourth consecutive semester with a 3.15 Athletic Department GPA in Fall 2019. The record semester included:
 - 13 of 14 NCAA teams with 3.0+ GPA
 - Two lowest team GPAs were 3.02 and 2.88, respectively
 - 216 student-athletes achieved MWSU Academic Honors
 - Highest Men's Team GPA: 3.26 (Basketball)
 - Highest Women's Team GPA: 3.73 (Tennis)
 - Top Five Team GPAs:
 - Tennis (3.73)
 - Women's Soccer (3.55)
 - Softball (3.48)
 - Volleyball (3.39)
 - Women's Cross Country/Track and Field (3.33)
- **Women's Soccer Student-Athlete Elected to NCAA Leadership Position.** The NCAA Division II Student-Athlete Advisory Committee (SAAC) announced that Griffon Soccer student-athlete and the MIAA's representative, **Mackenzie O'Neill**, has been elected as the committee's Vice Chair. The Missouri Western women's soccer student-athlete is starting her second year of a three-year term on the NCAA SAAC and will begin her first year as Vice Chair. O'Neill helped MWSU's SAAC program be a finalist for the Division II Award of Excellence the past two years. On the field, she was named All-MIAA honorable mention this past season. O'Neill was named to the 2019 Google Cloud Academic All-District team along with being an MIAA Scholar-Athlete and MIAA Academic Excellence Award winner. She is a junior nursing major from St. Louis, Missouri.

People and Campus

- **New hires.** On January 6th, **Rachel Benzing** was named as the first-ever head women's lacrosse coach in MWSU history. Benzing brings experience in the region as a student-athlete and coach in addition to experience starting Division II women's lacrosse programs in the Midwest region. Benzing comes to MWSU after helping usher in women's lacrosse programs at Lynn University and Maryville University. She spent two

years at Maryville before moving on to help build the program at Lynn. After two seasons as a lacrosse student-athlete at University of Maryland Baltimore County, Benzing finished her playing career at Lindenwood University where she was a two-time All-American. Benzing committed seven lacrosse student-athletes to MWSU's upstart program during her first three weeks on campus.

Telling our story

- **Griffon Athletics Named Finalist for NCAA Award of Excellence.** The NCAA Division II Award of Excellence recognizes initiatives that exemplify the Division II philosophy, community engagement and student-athlete leadership. Division II honors its members each year for conducting events that promote student-athletes giving back and serving as leaders within their communities or on their campus. A Missouri Western Student-Athlete Advisory Committee (SAAC) initiative has again drawn praise from NCAA Division II. "Carson's Wish," was named a finalist for the 2020 NCAA Division II Award of Excellence. Through donations collected by SAAC and generous contributions from other MWSU campus organizations and private donors, MWSU SAAC was able to grant a wish to a local child through the Make-A-Wish foundation. Student-athletes and staff members granted Carson Powell's wish of a room makeover to accommodate his needs. In addition to the room makeover, SAAC also hosted "Colors 4 Carson" during Griffon Basketball games last year. Carson and his family were invited to the games with Carson receiving special recognition with all MWSU student-athletes on the floor with Carson and his family.
- **Griffon Football Inks 57 on National Signing Day.** Third-year head football coach Matt Williamson signed the largest recruiting class in recent history when 57 student-athletes committed to MWSU Football on February 5th. Williamson and his staff inked a recruiting class that features a great deal of size and regional influence. Coming off a 9-3 season and back-to-back Agent Barry Live United Bowl Championships, the coaches went well beyond the borders of the Show-Me state to bolster the 2020 roster. The 2020 signing class includes 53 high school athletes and four transfers from 14 different states.

Strength & Stewardship

- Head women's tennis coach **Olaya Garrido-Rivas** recorded the first win of her head coaching career with a victory over Newman University on February 1st.
- **Roy Robles** earned MIAA Pitcher of the Week honors after striking out 17 batters in his 2020 season debut for Griffon Baseball.
- The **Mystics Dance Team** will move from Fine Arts to Athletics in 2020-21.
- After an outstanding performance in Griffon Women's Basketball's rout at Northwest Missouri State on Jan. 18, **Corbyn Cunningham** was named the MIAA Women's Basketball Athlete of the Week. Corbyn, a junior forward from Albuquerque, New Mexico, scored 21 points with 10 rebounds and six assists in 26 minutes at Northwest.

- Athletics has partnered with the President's Office and MWSU Foundation to organize the "Shoot Against The Prez" scholarship challenge, which has raised more than \$13,000 for scholarships since January 4th.
- Athletics recently published its five-year strategic plan in conjunction with the NCAA institutional self-study process.

Upcoming Events

- The MIAA Men's and Women's Basketball Championship takes place March 4th – 8th at Municipal Auditorium in Kansas City. Griffon game dates/times TBA.
- The 2020 News-Press Now Golden Griffon Awards will be held Monday, April 27th at 6:30 pm at the historic Missouri Theatre in downtown St. Joseph. The Golden Griffons celebrate the top athletes from each team vying for the honor of Male and Female Student-Athlete of the Year.

Memorandum

To: Missouri Western State University Board of Governors

From: Jomel Nichols, Chief Communications Officer, Marketing and Communications

Date: February 14, 2020

Re: Board of Governors Report

As the entire University pulls together to focus on our shared financial challenges, it is more important than ever that we remain laser focused on Missouri Western's strategic priorities and our Strategic Plan's overarching goal of student success. To this end, we have launched several new programs within Marketing and Communications that impact the Strategic Plan initiatives in the areas of student experience, partnerships, programs and strengths/stewardship.

Student Experience

Effectively telling our story is key to engaging with current students and attracting prospective students. We have initiated expanded social media storytelling and strategic digital content on a variety of channels. The numbers bear out the increased impact, as detailed below. Some of our latest efforts include:

- Student stories featuring firsthand testimonials of why students love Missouri Western across all channels -- website, social media, radio, digital billboards.
- New format and themed stories on Instagram, Facebook and Snapchat that feature campus activities in the form of Motivation Monday, Tuesday Newsday and What's Up Wednesday.
- Here are metrics from December-January:
 - Facebook: Total Followers 13k (1.6%↑), Total Reach 276k (10.5%↑), Total Engaged Users 27k (65%↑), Total Engagement 21k (14%↑).
 - Instagram: Total Followers 4k (2.2%↑), Reach 63k (3.8%↓), Total Engagement 4.9k (3%↑). Instagram Stories: Reach 93k (7%↑), Impressions 107k (7%↑).
 - Twitter: Total Followers 8.4k (2.5%↑), Likes 1.3K (34%↑), Retweets 173 (7.5%↑). Best performing hashtags were all esports related.
 - LinkedIn: Total Followers 19K (0%↑), Engagement 713 (26.4%↓), Impressions 23k (24.6%↓).
 - Tiktok (only January): Video Views 3k, New Followers 87 (39%↑).
 - Snapchat Filters: Views 3.2k (75%↓), Filter Usage 90% (160%↑).

We have also gotten good publicity locally and regionally for the **Shoot Against the Prez** and **Presidential Limo** stories. These all serve to help students and prospects connect with the University. Our broadcast media mentions in December and January (318) are **up 17 percent** over the same time period last year (272).

Building Partnerships

We recognized a need to build better communication channels between the academic areas and across campus, so team member Aubry Carpenter has taken on the additional role of **academic liaison**. She has started attending academic department meetings, brainstorming with faculty and serving as a conduit to connect the academic areas with other units on campus in terms of marketing, communication and recruiting. She has been able to provide faculty, who are often immersed in their projects, a way to share their achievements and experiences with the community. Some of these projects include retention events, student and faculty conference attendance, and hands-on research with students.

Ongoing efforts to reduce printing costs campuswide have led to forging a new partnership with Mosaic Lifecare. Campus printing needs formerly handled in house are now being served through Mosaic's printing operation, which provides a **low-cost solution for our campus community** while building a **new partnership with Mosaic**.

Programs

The Marketing and Communications team members helped create the digital presence and subsequent public announcement of the **Global Center** and the **Center for Service**, two initiatives designed to better serve our students and community. We continue to integrate messages about the other new programs across channels -- **Griffon Guarantee Scholarship, esports** and **Gold Fridays** -- in order to raise Missouri Western's brand awareness to attract new students. We are coordinating these brand messages with the targeted recruiting efforts of the Admissions team.

Strengths and Stewardship

Our efforts to share the good news and innovative programs at Missouri Western are key to increasing enrollments and building on the efforts of the Admissions team to not only attract students for next year, but build an interested prospect pipeline for years to come. Stable enrollment is critical to the long-term success of the University. While we face some challenges, we hear every day from students who want to tell us their stories about how Missouri Western changed their lives. We will continue to share that good news far and wide!

MEMORANDUM

TO: Board of Governors

FROM: Shana L. Meyer, Vice President for Student Affairs

DATE: February 17, 2020

SUBJECT: Report to the Board of Governors

Vice President's Office

12/6/19-2/27/20

Programs and Partnerships

- **Career Development Center:**
 - Partnerships being developed with the Saint Joseph Chamber of Commerce and Kansas City Northland Chamber of Commerce.
 - Director Megan Raney has presented to the Communication department, Psychology Senior Seminar, the Executive Advisory Council, and Communication Senior Seminar.
- **Residential Life:** 50 programs offered to students in the Residence Halls with topics ranging from wellness to community building. 590 students participated.
- **Student Life and Leadership Partnerships:**
 - Latoya Muhammad will deliver a diversity presentation to a group of students who are touring Missouri Western on February 27. This group is eager to learn about the resources available to students of color at Missouri Western.
 - Steve Potter from the Counseling Center was a special guest at the Global Center Tea & Talk program to discuss the topic, "Healthy Mind & Mental Illness." Approximately 30 students participated in this Tea & Talk. It led to active and meaningful discussion.
- **Student Life and Leadership Programs:**
 - ***Barbara Sprong Leadership Challenge*** - Vice President Shana Meyer and Associate Vice President / Dean of Students Dr. Hannah Piechowski are teaching the Barbara Sprong Leadership Challenge, a free 1-credit hour course for potential, current, and future student leaders. The class focuses on servant leadership and features community leaders such as President Wilson, Mosaic CEO Mark Laney, Managing Partner of KPMG, Inc., Brad Sprong, and more.

- **2020 MLK Week and MLK Drum Major for Justice Awards** - January 21-24. Events included an information table, photo booth, the MLK Reception, a movie night and community service. The MLK Drum Major for Justice Awards winners were Missouri Western student Leo Grantham, Missouri Western faculty member Dr. Jennifer Jackson from the Department of Communication & Journalism and St. Joseph Community Member Richard Nolf.
 - ***Singers and Poets***. Western Activities Council (WAC) programs for the Spring 2020 semester thus far have featured singers and poets. Poets included Patrick Roche on January 23 and FreeQuency on February 13. Patrick's poetry focused on mental health and religion while FreeQuency's poetry discusses many topics including immigration, LGBTQIA+, etc. Featured singers included Javier Colon and Shanice Green. Javier performed on January 26. Javier plays acoustic guitar and was the winner of the inaugural 2011 show "The Voice." Shanice performed on January 29.
 - ***Safe Zone Training*** - February 3. Latoya Muhammad, Dr. Linda Oakleaf, and Dr. Paul Hindemith hosted the training which included a discussion on inclusive language and information on campus and community resources. Most of the faculty attended to obtain their three year advisor certification.
 - ***Black Student Union (BSU) Week*** - February 10-14. Variety of programs including "Black Love."
 - ***ZUZU African Acrobats*** - February 11. The Center for Multicultural Education held an event featuring the ZUZU African Acrobats, live dancing and acrobatics.
- **International Student Services Partnerships:** Partnered with Brookdale Church Members to provide the New International Student Orientation Homemade Breakfast on January 10. Christian Challenge opened their home to invite international students to watch the Super Bowl together on February 2.
- **Student Affairs / Civic Engagement:**
 - Vice President Shana Meyer serves on the Census Complete Count committee for the city of Saint Joseph and is sharing information with students about the importance of being counted.
 - Associate Vice President / Dean of Students Dr. Hannah Piechowski has created a civic engagement team to promote engagement in the 2020 elections.
 - Civic Engagement: Alumna Sharon Kosek of the Buchanan County Clerk's office provided voter registration opportunities in the Student Union, registering 10 students in one hour's time!
- **International Student Services Programs:**

- ***Meet the World*** -January 21, 2020. Speed mentoring and introduction of new international students.
- ***International Cooking Class*** - January 28 featured Chinese Dumplings prepared at the Commons building. 40 people attended.
- ***Optional Practical Training (OPT) session*** - February 6 for Spring 2020 graduates. 10 international students participated.
- ***Kansas City Cultural Excursion*** - February 1. 20 international students attended.
- ***The Blackness Worldwide: One Color Many Cultures*** - February 20 consisting of African and African American students, who will address differences, similarities and shared experiences of black people all around the world.

Student Experience

- **Recreation Services Equipment:** The new cardio equipment approved by the Board back in October was delivered to campus on December 20. The new pieces of equipment have been incredibly well received. They are more user friendly and ergonomically efficient to provide the user with a more natural workout experience.
- **IMLeagues:** IM Leagues (found at this [website](#)) is being used as a free service for intramural management for the first time this semester. The two intramural programs that have already kicked off this year have seen a boost in attendance due to the easier process of forming a team and enhanced communication. Participation should continue to rise as more students become aware of the platform.
 - Spring intramurals being offered are 3 point shootout; basketball (5v5 coed, men's, and women's leagues); dodgeball; ping pong; sand volleyball; tennis; and ultimate frisbee.
- **International Student Services:** For Spring 2020, Missouri Western welcomed 10 new international students including two exchange students from Malmö, Sweden. The new students are from Saudi Arabia, Guinea, Malaysia, Australia, Italy, Panama, and Sweden. We have a total of 61 international students, exchange students, and exchange scholars on campus. The official grand opening for “The Global Center” is on February 18 at 4p.m.
- **Residential Life:**
 - New laundry machines in each building and renovated laundry rooms in Juda & Beshears were installed during Winter Break. Now, students are able to use a mobile app to pay for laundry, get notifications when their laundry is done, and submit laundry service requests. The option to pay with quarters is still available and a change machine remains in the Commons building.

- The Residence Halls closed for Winter Break on December 15 at noon. In total, 170 students stayed on campus from December 16 – January 11. Additionally, 57 new students moved into the halls for the Spring 2020 semester.
- The Contract Renewal period for students wanting to return to campus housing for next academic year will be from February 17 – March 31. Students renewing their contract in February and will select a room in March.
- **Student Government:**
 - Advocacy: In coordination with the MWSU Administration, the SGA Senate approved SR FY20-03, which resolves “to express great support for the universal use, continued support and further adoption of digital education resources including but not limited to Canvas and Panopto.”
 - Advocacy: Continued discussions are being held to advocate for the reduction of costs for textbooks and other required materials.
 - Enhancement of Campus Life: The SGA has continued its support of the new eSports program in an effort to establish more social & recreational space in the Nelly Blum Student Union and to create a vibrant gaming community.
- **Student Affairs:**
 - All units within the Division of Student Affairs have created learning outcomes based on NACE (National Association of Colleges and Employers) and CAS Council for the Advancement of Standards) in Higher Education outcomes. These outcomes are centered around intrapersonal development, critical thinking/problem solving, oral/written communications, teamwork/collaboration, digital technology, leadership, professionalism/work ethic, career management, and global/intercultural fluency. These measures will be assessed as part of our overall University assessment plan.
 - Vice President for Student Affairs **Shana Meyer** met with students attending class in Potter Hall on Wednesday, February 19, 2019 as part of the ongoing Vice Presidential Pulse Group series. These meetings are to meet with students in their spaces and to learn about their campus experience; areas of improvement; and what they like about MWSU.

People and Campus

- Career Services Director **Megan Raney** began at Missouri Western on January 6.
- Resident Assistant **Gabriel Relaford** was a finalist for the MWSU Together We Soar scholarship.
- Desk Assistant **Erykah White** won the first Shoot Against the Prez scholarship.

- Associate Vice President for Student Affairs and Dean of Students, ***Dr. Hannah Piechowski***, received the 2019 Outstanding Service Award from the College Personnel Association of Kentucky.
- Vice President for Student Affairs, ***Shana Meyer***, received the 2019 Frank Harris Outstanding Student Government Advisor Award from the National Association of Campus Activities.

Telling Our Story

- **Student Affairs Social Media:** To reduce paper, promote more widely, and develop a positive digital relationship with students, the Division of Student Affairs has launched three social media accounts:
 - Facebook Page: <https://www.facebook.com/MWSUStudentAffairs/>
 - Instagram Account: https://www.instagram.com/mwsu_student_affairs/
 - Twitter: <https://twitter.com/MWSUStudentAff>
- **Residential Life Podcast:** Director Nathan Roberts and Assistant Director Josh Maples are producing a weekly podcast in which they interview university administrators, highlight events on campus, and provide housing updates. The podcast can be heard on [our website](#), Spotify, Google Podcasts, or Apple Podcasts.
- **Great Northwest Days:** Student Government Association sent five student ambassadors and a legislative intern to the Great Northwest Days (GNWD) in Jefferson City on February 4 and 5. These students volunteered at several GNWD events and advocated on behalf of MWSU with scheduled meetings with ten state legislators.

Strength and Stewardship

- **Donation:** Vice President for Student Affairs Shana Meyer is negotiating a donation of a scoreboard valued at over \$8,000 for the Eagleton Pool. This donation is a partnership between Saint Joseph School District, LeBlond, and Savannah swim teams.

Memorandum

To: MWSU Board of Governors

From: R. Todd Simpson, Vice President for University Advancement and
Executive Director, MWSU Foundation

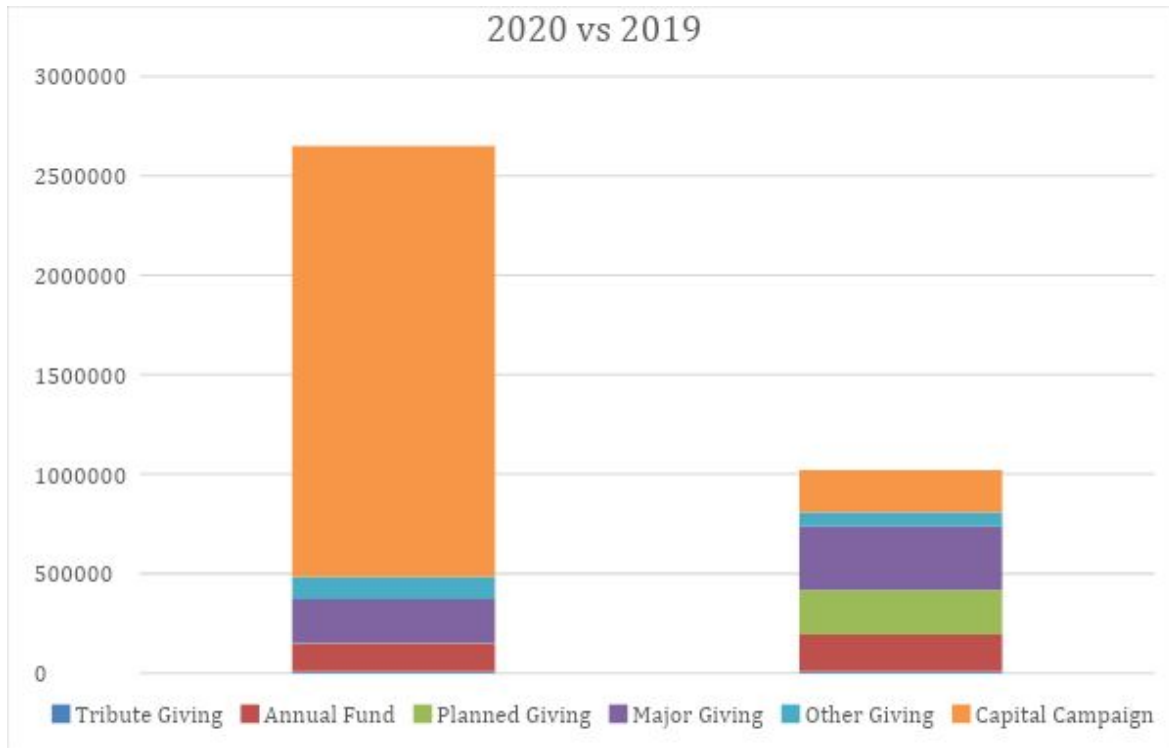
Date: February 19, 2020

Re: UNIVERSITY ADVANCEMENT BOARD OF GOVERNORS REPORT

Activities (arranged by Strategic Plan area) since the last meeting of the Board of Governors includes the following:

Programs and Partnerships:

- The end-of-year direct mail piece secured 125 donations for a total of nearly \$14,000.
- Two direct mail pieces will be sent this spring. The mail campaigns will be augmented by IP Targeting ads as well.
- Students are currently being interviewed to be student callers for our spring phonathon which kicks off after spring break.
- The President and Advancement staff raised more than \$15,000 in cash and pledges for the Shoot Against the Prez scholarship drive in January and February. Many Board of Governors and Foundation Board members participated.
- Advancement staff have conducted 46 personal donor visits covering a range of initiative fundraising since January 1, 2020.
- A targeted gift planning email was distributed in February to 1,739 alumni covering estate planning and ways to leave a legacy to Missouri Western.
- As of the beginning of February, more than \$2.6 million had been donated to Missouri Western since the beginning of the fiscal year (July 1 through June 30). The total raised does not reflect Athletics fundraising. The total is significantly higher than the \$800,000 raised during the same time period last year.



Student Experience:

- Foundation scholarships are in the process of being awarded to students for fiscal/academic year 2020/2021.
- The Blake K. Scanlon Applied Learning Presentation Grant was awarded to students to help offset expenses to present at national and international conferences. This grant was established by former MWSU President James J. Scanlon.

People and Campus:

- Alumni Relations and Development is excited to be moving to the space vacated by the Western Institute. Thank you to the MWSU Foundation for funding the improvements to the space. We will create a welcoming reception area with soft seating, coffee and yearbooks for reminiscing.

Telling our story:

- The Alumni Consultant provided much appreciated feedback and suggestions for the Alumni program.
- Changes on the horizon for our Alumni program. Some of those changes include:
 - Revamping our mission statement to tie to University strategic plan
 - Moving from formal by-laws to guidelines to allow for flexibility
 - Pursuing change from Alumni Board of Directors to Alumni Advisory Council to better reflect their role
 - Developing scorecard for Directors to set expectations

- Party with a Purpose - every event planned will be tied to and evaluated on impact to recruitment, retention, hiring, advocating, or giving.
 - Inform, Involve, Invest is our mantra!
- The Future Griffs Committee hosted an event on February 17 inviting children to take a photo with Max, dip strawberries or make fudge, and listen to stories read by student athletes.
- Alumni Board members will be partnering with Admissions the evening of April 1 to network with newly trained student ambassadors.

Strength and Stewardship:

- The MWSU Foundation Board of Directors met for their February meeting to review the second quarter financials of fiscal year 2020. Total assets at December 31, 2019 totaled \$57.5 million.

Upcoming Events:

- The Alumni office will host a reception in Kansas City during the MIAA Basketball Tournament that will be held March 5-8th. Exact details will be announced once the brackets are set.
- Jimmy Albright will be the featured speaker for a Lunch 'n Learn on April 1. His topic will be "Crisis in the Middle East."

To: MWSU Board of Governors
From: Darrell Morrison, VP for Finance & Administration
Date: February 14, 2020

Financials

- Work continues on FY20 Budget and Financial Information. Two open forums to discuss new budget procedures and guidelines were held.

Partnerships~Around Campus

- Efforts continue as we pursue energy saving opportunities and methods to reduce utility costs campus wide. Installation of LED retrofit lighting recently took place in Blum Union as well as portions of Spratt Hall.
- Bid specifications have been advertised for roof repair on Wilson Hall.
- Murphy Hall renovation is nearing completion with a few minor punch list items to be addressed. This has been a collaborative process as the result of a MoExcels Grant awarded to the Nursing Program. The end result being a more user friendly, state of the art department with the addition of updated equipment for students and faculty alike.
- Work continues on the relocation of the Barnes/Noble bookstore. The new location in the lower level of Hearn Library will better serve the campus community, especially our students and families.
- A member of the University Police attended ALERRT (Advanced Law Enforcement Rapid Response Training) class in St. Joseph along with several officers from the St. Joseph Police Department, St. Joseph Fire Department, Buchanan County Ambulance and other outside agencies on how all will work together to neutralize an active shooter situation, treat, and safely evacuate the casualties. These agencies will begin working together with a two day training session beginning in early spring.

People and Campus

- 4 new non-exempt employees were hired for UPD, Custodial & Accounting (December-January)

- 6 new exempt employees were hired for Academic Affairs, esports, Global Center, Admissions, Student Affairs, Athletics (January)
- 3 faculty were hired for Business, Economics, Nursing (January)
- 6 staff transferred due to university reorganization (December-January)
- In order to reduce costs and paperwork the following are uploaded and available electronically for viewing/printing:
 - W-2 Forms
 - Student 1098T Forms
 - Student Account Billing

Tech Support

- Banner Self-Service 9 is ready for testing. This product will modernize student and financial records access for employees and student constituents.
- Open access guest WiFi is now available.
- Camera servers, settings and capacity have been significantly revamped to provide better viewing and increase security.
- Argos – web-based reporting solution will soon be implemented, followed by instructor led training sessions. This new system will help users design, modify and run reports more efficiently by arranging and filtering data as desired.
- The Mobile Griffon Lab/Missouri Job Center for the Chemistry Department has recently received laptops, printing and mobile WiFi. This mobile lab was made possible through a USDA Grant.
- January saw full implementation of online applicant tracking software (PeopleAdmin).
- Equipment upgrade to assist with the network bridge between main campus and west campus.

Student Success

- Continue to support and train students on the use of Canvas, Panopto and Zoom in an effort to help them succeed in and out of the classroom.



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Vice President for Financial Planning & Administration
Popplewell Hall 217
(816) 271-4226
Fax (816) 271-5615

February 17, 2020

To: Missouri Western State University Board of Governors

From: Darrell R. Morrison, Vice President

Subject: Financial Information – Board Meeting, February 27, 2020

Please find the following financial documents for the period ending January 31, 2020 for your review:

- Attachment #1 – “Budget Changes”
 - This document reflects the current reconciliation of changes made to the total University budget for fiscal year 2020.
- Attachment #2 – “Combined Budget (Revised)”
 - Summary by fund type of the total revised University budget for fiscal year 2020.
- Attachment #3 – “Comparison of Budget to Actual”
 - A comparison of the University’s revised budget to actual revenues and expenditures as of January 31, 2020 for fiscal year 2020.
- Attachment # 4 – “Schedule of Funds Invested”
- Attachment #5 – “Statement of Cash Position”

We will be reviewing this information and discussing in more detail during the Finance committee prior to the Board meeting.

Missouri Western State University
Budget Changes
For the Year Ending June 30, 2020
(As of January 31, 2020)

	Total			
	Original	Revision #1	Current Revised	Updated Change [Inc/(Dec)]
OPERATING REVENUE				
Student Tuition and Fees	\$ 36,224,756	\$ 35,439,772	\$ 35,487,751	\$ 47,979
Federal grants and contracts	-	529,867	529,867	-
State grants and contracts	-	1,032,449	1,032,449	-
Non-governmental grants and contracts	-	273,015	273,856	841
Sales and service of educational departments	-	265,750	268,318	2,568
Auxiliary enterprises:				
Athletics	65,000	-	-	-
Housing	6,500,000	430,900	520,400	89,500
Food service	3,850,000	7,069,159	6,823,673	(245,486)
Bookstore	225,000	4,757,351	4,454,209	(303,142)
Other auxiliary enterprises	-	220,000	194,135	(25,865)
Other operating revenues	-	139,000	742,186	603,186
TOTAL OPERATING REVENUES	47,344,756	50,923,108	50,501,585	(421,523)
OPERATING EXPENSES				
Salaries and compensation	31,622,172	33,176,722	32,076,774	(1,099,948)
Fringe benefits	11,588,149	11,888,105	11,412,612	(475,493)
Supplies and services	13,616,617	12,951,174	12,960,743	9,569
Travel	738,741	1,567,626	1,206,776	(360,850)
Utilities	760	2,538,909	2,512,590	(26,319)
Scholarships	17,827,662	20,528,214	20,203,353	(324,861)
TOTAL OPERATING EXPENSES	75,394,101	82,650,750	80,372,848	(2,277,902)
OPERATING GAIN / (LOSS)	(28,049,345)	(31,727,642)	(29,871,263)	1,856,379

Missouri Western State University
 Budget Changes
 For the Year Ending June 30, 2020
 (As of January 31, 2020)

	Total		
	Original	Revision #1	Updated Change
NON-OPERATING REVENUES (EXPENSES)			
State appropriations	21,609,352	21,609,352	-
Grants	8,741,276	8,741,276	-
Gifts	-	1,674,900	221,396
Investment income	330,000	201,276	(700)
Interest on capital related debt	(1,884,238)	(1,884,238)	-
Capital	(1,292,071)	(1,053,656)	(197,628)
Other	(950,000)	(740,000)	(1,159,824)
NET NON-OPERATING REVENUES	27,504,319	28,548,910	(1,136,756)
INCOME (LOSS) BEFORE TRANSFERS	(545,026)	(3,178,732)	719,623
TRANSFERS IN (OUT)			
Debt service	(256,074)	(10,191)	10,191
Other	600,000	-	-
TOTAL TRANSFERS IN (OUT)	343,926	(10,191)	10,191
INCREASE (DECREASE) IN NET POSITION	\$ (201,100) \$	(3,188,923) \$	729,814

Combined Budget (Revised)

For the Year Ending June 30, 2020

(As of January 31, 2020)

OPERATING REVENUE	Educational &				Plant	TOTAL - ALL FUNDS
	General	Auxiliary	Restricted			
Student Tuition and Fees	\$ 34,929,318	\$ 558,433				\$ 35,487,751
Less: Institutional scholarships	-	-				-
Less: Other scholarship allowances	-	-				-
Federal grants and contracts	-	-	\$ 529,867			529,867
State grants and contracts	-	-	1,032,449			1,032,449
Non-governmental grants and contracts	841	-	273,015			273,856
Sales and service of educational departments	268,318	-				268,318
Auxiliary enterprises:						
Athletics	-	-				-
Less: Scholarship allowances	-	520,400				520,400
Housing	-	-				-
Less: Scholarship allowances	-	6,823,673				6,823,673
Food service	-	-				-
Less: Scholarship allowances	-	4,454,209				4,454,209
Bookstore	-	-				-
Less: Scholarship allowances	-	194,135				194,135
Other auxiliary enterprises	-	-				-
Less: Scholarship allowances	-	742,186				742,186
Other operating revenues	-	-				-
TOTAL OPERATING REVENUES	174,741	-	-	-	-	174,741
	35,373,218	13,293,036	1,835,331	-	-	50,501,585
OPERATING EXPENSES						
Salaries and compensation	27,843,339	3,346,389	887,046			32,076,774
Fringe benefits	9,858,407	1,354,734	199,471			11,412,612
Supplies and services	7,611,942	5,313,749	35,052			12,960,743
Travel	746,800	433,360	26,616			1,206,776

Missouri Western State University
Combined Budget (Revised)
For the Year Ending June 30, 2020
(As of January 31, 2020)

Attachment #2

	Educational &				
	General	Auxiliary	Restricted	Plant	TOTAL - ALL FUNDS
Utilities	1,405,787	1,106,043	760		2,512,590
Scholarships	8,549,727	2,825,964	8,827,662		20,203,353
Depreciation	-	-	-		-
TOTAL OPERATING EXPENSES	56,016,002	14,380,239	9,976,607	-	80,372,848
OPERATING GAIN / (LOSS)	(20,642,784)	(1,087,203)	(8,141,276)	-	(29,871,263)
NON-OPERATING REVENUES (EXPENSES)					
State appropriations	21,609,352	-	-		21,609,352
Grants	-	-	8,741,276		8,741,276
Gifts	1,896,296	-	-		1,896,296
Investment income	154,076	46,500	-		200,576
Interest on capital related debt	-	-	-	\$ (1,884,238)	(1,884,238)
Capital	(281,684)	(369,600)	-		(651,284)
Other	-	222,000	(600,000)	(2,121,824)	(2,499,824)
NET NON-OPERATING REVENUES	23,378,040	(101,100)	8,141,276	(4,006,062)	27,412,154
INCOME (LOSS) BEFORE TRANSFERS	2,735,256	(1,188,303)	-	(4,006,062)	(2,459,109)
TRANSFERS IN (OUT)					
Debt service	(481,340)	(3,523,173)	-		-
Other	76,187	(200,000)	(76,187)	4,004,513	-
Transfer to Aux from E&G	(2,000,000)	2,000,000	-	200,000	-
TOTAL TRANSFERS IN (OUT)	(2,405,153)	(1,723,173)	(76,187)	4,204,513	-
INCREASE (DECREASE) IN NET POSITION	\$ 330,103	\$ (2,911,476)	\$ (76,187)	\$ 198,451	\$ (2,459,109)

Missouri Western State University
Comparison of Budget to Actual
For the Year Ending June 30, 2020
(As of January 31, 2020)

Attachment #3

	Total			
	Revised Budget	Actual	Difference	%
OPERATING REVENUE				
Student Tuition and Fees	\$ 35,487,751	\$ 35,432,222	\$ (55,529)	100%
Federal grants and contracts	529,867	506,819	(23,048)	96%
State grants and contracts	1,032,449	452,220	(580,229)	44%
Non-governmental grants and contracts	273,856	209,874	(63,982)	77%
Sales and service of educational departments	268,318	208,460	(59,858)	78%
Auxiliary enterprises:				
Athletics	520,400	598,676	78,276	115%
Housing	6,823,673	6,724,302	(99,371)	99%
Food service	4,454,209	4,392,660	(61,549)	99%
Bookstore	194,135	96,533	(97,602)	50%
Other auxiliary enterprises	742,186	276,331	(465,855)	37%
Other operating revenues	174,741	140,345	(34,396)	80%
TOTAL OPERATING REVENUES	50,501,585	49,038,442	(1,463,143)	97%
OPERATING EXPENSES				
Salaries and compensation	32,076,774	17,563,600	(14,513,174)	55%
Fringe benefits	11,412,612	6,005,132	(5,407,480)	53%
Supplies and services	12,960,743	8,016,148	(4,944,595)	62%
Travel	1,206,776	673,022	(533,754)	56%
Utilities	2,512,590	1,284,651	(1,227,939)	51%
Scholarships	20,203,353	19,105,075	(1,098,278)	95%
TOTAL OPERATING EXPENSES	80,372,848	52,647,628	(27,725,220)	66%
OPERATING GAIN / (LOSS)	(29,871,263)	(3,609,186)	26,262,077	12%
NON-OPERATING REVENUES (EXPENSES)				
State appropriations	21,609,352	12,587,953	(9,021,399)	58%
Grants	8,741,276	4,563,353	(4,177,923)	52%
Gifts	1,896,296	1,217,968	(678,328)	64%
Investment income	200,576	117,556	(83,020)	59%
Interest on capital related debt	(1,884,238)	(530,530)	1,353,708	28%
Capital	(1,251,284)	(1,213,626)	37,658	97%
Other	(1,899,824)	(1,982,510)	(82,686)	104%
NET NON-OPERATING REVENUES	27,412,154	14,760,164	(12,651,990)	54%
INCOME (LOSS) BEFORE TRANSFERS	(2,459,109)	11,150,978	13,610,087	-453%
TRANSFERS IN (OUT)				
Debt service	-	-	-	0%
Other	-	-	-	0%
TOTAL TRANSFERS IN (OUT)	-	-	-	0%
INCREASE (DECREASE) IN NET POSITION	\$ (2,459,109)	\$ 11,150,978	\$ 13,610,087	

Missouri Western State University
Schedule of Funds Invested
January 31, 2020

OPERATING FUND	YIELD	AMOUNT	BANK
Checking Account	1.55%	16,881,938	Citizens Bank
Miscellaneous Petty Cash/Change Funds	0.00%	4,900	Campus Locations
TOTAL OPERATING, AUXILIARY & AGENCY FUNDS		<u>16,886,838</u>	
AUXILIARY SYSTEM REVENUE BONDS			
Escrow Bond Refunding Account	0.00%	5,582	Commerce Bank
Repair & Replacement Reserve	1.55%	300,000	Citizens Bank
TOTAL AUXILIARY SYSTEM REVENUE BOND FUNDS		<u>305,582</u>	
INSTITUTIONAL LOAN FUND			
Checking Account	1.55%	82,483	Citizens Bank
TOTAL LOAN FUNDS		<u>82,483</u>	
TOTAL FUNDS INVESTED		<u>\$ 17,274,903</u>	

Average Interest Rate

January 2020 - 1.55%

January 2019 - 2.39%

Missouri Western State University
Statement of Cash Position
January 31, 2020

Fund	01/31/2020 Available Balance	01/31/2019 Available Balance	01/31/2018 Available Balance
Operating, Auxiliary, Agency & Payroll	\$ 16,886,838	\$ 19,678,533	\$ 14,475,047
Auxiliary System Revenue Bond Funds	305,582	300,000	760,000
Loan Funds	82,483	82,483	80,000
TOTAL FUNDS INVESTED	\$ 17,274,903	\$ 20,061,016	\$ 15,315,047

Statement of Cash Position

REPORT OF THE PRESIDENT

February 27, 2020 (Thursday)

Over the past eight months, we have been tirelessly working to continue the great work of the University while commencing initiatives that will facilitate student success, enhance the student experience, and help prepare students for future careers. We are working to implement these distinctive initiatives and others as quickly as possible, and many have joined in supporting these efforts. The efforts of our faculty, staff, and administrators combined with our ongoing initiatives will position the University for much success going forward. We appreciate the support and efforts of the Board of Governors. Here are a few highlights of recent events and accomplishments that exemplify the excellence here at Missouri Western.

PROGRAMS & PARTNERSHIPS

- **Kansas City Chiefs.** Congratulations to the Kansas City Chiefs for winning the Super Bowl and bringing the Lombardi trophy back to Missouri. We are honored that the Chiefs' journey began in St. Joseph on our campus. For the past decade, Missouri Western has hosted training camp for the Chiefs. With our agreement having expired last year, we were excited to engage with the Chiefs in conversations about future training camps. On February 14th, the Chiefs announced their intent to enter into a three-year deal that would make Missouri Western the home of Chiefs training camp through the 2022 season. The agreement includes an option to extend the partnership an additional two years after 2022. As part of the new agreement, Missouri Western is making a number of updates to better serve fans, the club, the community and Missouri Western students. Most notably, this includes the development of a new seating area on the north end of the existing practice fields to better accommodate Chiefs fans who are viewing practices. These improvements are already underway and are being completed through a collaboration with the city of St. Joseph and Buchanan County. In addition, the University is taking steps and working with others to renovate Scanlon Hall in preparation for housing Chiefs players, coaches and staff. These updates will benefit both the club and university students.
- **Global Center.** On February 18th, we officially announced the creation of a new Global Center. This is important to our institution and community. In fact, over the last decade, St. Joseph has had a large impact on global markets, exporting \$1 billion in goods each year. In fact, it is the third largest exporter in Missouri behind St. Louis and Kansas City.

Although it has not been widely known, Missouri Western has attracted faculty and staff with rich international backgrounds and experience who have helped develop and foster academic programs and experiential offerings focused on global learning. We have also welcomed talented students with international interests or global experience. These students hail from Missouri, various parts of the United States, and even from around the world, bringing with them their cultures, unique experiences, social understandings, and generational wisdom. Not only can we do a better job promoting our international talent and offerings, but we can also do much more on a global scale.

Through our new Global Center, we can further distinguish Western and attract more students by increasing academic programs and hands-on-learning opportunities involving international education, global experiences, and cross-border interactions. Students desiring an international experience have often sought opportunities at other universities. Through the Global Center, we plan on increasing international engagement by attracting globally-minded students from around Missouri, the region, and the United States to St. Joseph as well as adequately preparing students to compete on a global scale and enhancing our ability to attract international students.

- **Super Science Saturday.** On January 26, 2020, Missouri Western joined with St. Joseph Museums to feature all areas of STEM. Over 1,400 people flocked to our campus to experience many different aspects of STEM. Attendees got the chance to learn everything from architecture to animals through hands-on, engaging, and fun experiences for people of all ages. This event has become a valued tradition in our community over the past 20 years. It was exciting to see so many of our faculty engaged in this community event. From all accounts, the hands-on presentations that our students facilitated were amazing and impactful. The feedback from the community was overwhelmingly positive too.
- **Great Northwest Days.** Leaders from Missouri Western's senior administration and student government attended the 18th annual Great Northwest Day at the capitol in Jefferson City from February 4-5. Missouri Governor Mike Parson kicked off the Great Northwest Days as the keynote speaker during a luncheon. This event gathered more than 300 people from the 19-county region to raise awareness about Northwest Missouri to state legislators and departments. The event focused on the importance of higher education as well as other issues facing the region. The idea underlying this event is that collaboration and speaking with a unified voice can be powerful.

STUDENT EXPERIENCE

- **Esports.** With the official January start of Christian Konczal, the director of our new esports program, Missouri Western has picked up steam as we look to focus on the competitive, club, recreational, and academic sides of esports. To date, we have had approximately 250 students indicate an official interest in our new programs. High school students, teachers, and administrators have also reached out indicating an interest in becoming involved in the program. Furthermore, we have secured a pledge of \$200,000 from an anonymous donor to assist with the development of the program.
- **Shoot Against the Prez Initiative.** This initiative has resulted in over \$15,000 in donations towards students scholarships and the Center for Service as well as positive press in St. Joseph, Kansas City, and online. In fact, in its weekly spot on positive things happening in our society, KCMO radio featured this initiative as an example. By way of background, Missouri Western students sign up to compete for a \$500 scholarship in a shooting competition against me during halftime of 10 Griffon Basketball games. Students are randomly selected for each contest date. Selected students have 60 seconds to make as many free throws as possible. I then have 60 seconds to make as many 3-point shots as possible. If the student makes more shots than I do, they will receive a \$500 scholarship for the Fall 2020 semester. If I prevail, then the \$500 goes to the Center for

Service. Students who defeat me will also become eligible for a Grand Finale contest on February 29, 2020, to compete for a semester of tuition. Griffon Basketball alum Wayne Chatham '90 contributed a \$1,000 kickoff donation. Others have generously followed.

PEOPLE AND CAMPUS

- **Applied learning - undergraduate research.** One of the many wonderful opportunities available for undergraduates at Missouri Western is conducting research while working closely with professors. By way of example, Dr. Cary Chevalier and Dr. Mark Mills recently attended a Natural Resources Conference in the Lake of the Ozarks from February 4-6, 2020. Six Missouri Western students gave presentations at the conference based on their research experiences as student collaborators with their professors or based on the results of their professional internship experiences. Additionally, 18 other student members of the MWSU Student Chapter of The Wildlife Society participated in the conference by engaging in the student job expo, networking with professionals, and attending plenary sessions. We appreciate the positive representation of our University, biology department and The Wildlife Society on campus.
- **Cultural celebration:** Building on our exchange relationship with Xidian University, Visiting Instructor Feiyan Zhao hosted a Chinese New Year Celebration attended by students, faculty, and community members. This successful event included cultural activities, educational videos, traditional music, food, and other events.

TELLING OUR STORY

- **Kansas City Counselors Luncheon and spreading the black and gold.** Since our last meeting, we have received favorable press coverage about our new initiatives and successes both inside and outside of the classroom. Also, Missouri Western held a successful counselors appreciation event in Kansas City designed to introduce our new initiatives. Attendees came from Barstow High, Blue Springs South High, Center High, Fort Osage High, Frontier School of Excellence, Grandview High School, Lansing High, Lee's Summit Senior High, Lutheran High, Maranatha Christian Academy, Mill Valley High, Northeast High, Notre Dame De Sion, Orrick High, Platte County High, Rockhurst High, Ruskin High, Saint Pius X High School, Saint Teresa High, Shawnee Mission East High, Shawnee Mission North High, Smithville High, William Chrisman High School.

STRENGTH & STEWARDSHIP

- We continue working to overcome our budget deficit and strengthen the University for the future. Several of our recent actions and accomplishments include: (1) an even greater focus on student retention and enrollment which resulted in an enrollment drop in spring semester of 3.9% instead of the projected 5.0% decrease, which would have been consistent with the decrease in fall semester; (2) delayed hires and position eliminations which will result in a savings of approximately \$1 million this year; (3) MWSU Foundation assuming the funding for our advancement and alumni operations; and (4) strategic reductions to our operating budgets including a shift in locations for our Northland campus, decreased printing, strategic events, and the like.

To: MWSU Board of Governors

From: JP Yates, Assoc VP, Enrollment Management & Global Center

Date: February 11, 2020

Re: RHB Contract for Slate Implementation

In October 2019, the Board approved the adoption of Slate as Missouri Western State University's Customer Relationship Management (CRM) platform. This action was taken at a cost of \$75,000 per year, combined with ending our contract with concierge marketing firm EAB at several hundred thousand dollars per year.

As part of that adoption, Enrollment Management posted a new position titled Data & Analytics Manager. This new hire was to be responsible for both the initial implementation and design of our Slate presence and marketing deployment as well as maintenance and improvements once it was deployed. In December we were forced to fail the search for the position due to a lack of qualified candidates. After reposting the position with minor adjustments and an enhanced salary range, we were able to attract one high quality applicant and made her an offer in early January, which was accepted. Unfortunately, her current employer counter-offered and we were unable to convince her to join MWSU, so she withdrew her acceptance of the position.

Our current CRM (Hobson's) will end their services with Missouri Western on June 30. Due to the short remaining time window to launch Slate (which includes the undergraduate application, digital marketing campaigns, and travel), and the difficulty we have had in attracting a pool of qualified candidates for the position within our salary range, it is necessary to look at alternatives to ensure a timely and successful transition to Slate.

After researching various options, my recommendation is to hire the firm RHB to design and implement our Slate instance as an outside contractor. RHB is a marketing firm that has a specialized division for implementing and launching Slate. This division is led by the former head of Launchpad at Technolutions, who was responsible for training all Slate managers as their universities signed on to the product and is backed up by two enrollment management specialists. The proposed contract is attached and is summarized below:

- RHB will send representatives to MWSU to evaluate the implementation and train current staff on Slate.
- Over the course of 12 weeks, RHB will remotely design and launch our applications, reading procedures, student portal (a new addition to MWSU), digital marketing tools, and event planning tools; import our legacy data from Hobson's into Slate; and provide other services.

- Each week there will be a progress report between RHB and Enrollment Management to ensure that the design is following MWSU's vision.
- As seen in the attached proposal, the total cost to MWSU should not exceed \$34,000 including travel expenses for RHB staff to be on campus at the beginning of the process.
- At the end of 12 weeks, RHB will hand over the completed design and instance to MWSU.

While the implementation is ongoing, we will re-post the search for a Data & Analytics Manager. Without the implementation piece as part of the job description we anticipate greater interest from additional candidates.

If Enrollment Management had been successful in hiring the Data & Analytics Manager as originally posted to do the work of implementing Slate, salary and benefits from January 2020 through June 2020 would have been roughly \$28,000. The cost of \$34,000 for RHB's implementation services is thus less significant than it might otherwise appear.

On a related note, confirming our decision to move to Slate as a critical strategic choice, we have learned that several of our peer institutions in the state that have adopted Slate have seen an increase in applications and admissions (e.g. UCM), while those that have not and are still working with EAB are seeing current declines similar to our own (e.g. Northwest). Being able to properly move forward with the implementation of Slate is an essential step in taking full advantage of this tool for a successful admissions cycle.



WE HELP GREAT CAUSES SUCCEED.

PROPOSAL FOR:

Undergraduate and Graduate Slate
Implementation for
Missouri Western State University

SUBMITTED TO

JP Yates

Associate Vice President of Enrollment Management & Global Center

February 17, 2020

COMPANY BACKGROUND

COMPANY PROFILE AND EXPERIENCE

Founded in 1991, RHB is a privately-owned, fiscally healthy marketing and design consultancy serving higher education. Our ability to solve the marketing challenges of more than 175 colleges and universities stems from expertise, experience and a distinctive approach we refer to as *Coherence*. We offer multiple services and informed expertise for clients in higher education, including:

- **RESEARCH AND DISCOVERY:** Expert implementation in gathering qualitative and quantitative data from internal and external audiences; specialized services such as *Circles of InfluenceSM*, our proprietary research method that engages students and their influencers in conveying an institutional story; and the Coherence Inventory, RHB's exclusive marketing and communications assessment that includes careful review of existing assets and practices.
- **STRATEGY AND PLANNING:** Marketing plans and communication reviews; strategic communication planning and consulting; positioning statements and branding; Audience Mapping; Journey Mapping; Experience Mapping; fundraising, recruitment and promotional communications; and team training.
- **SYNTHESIZING AND CREATING:** Advanced writing and design; video and audio design; website development and design; social media campaign design; curriculum branding; and automated customer journey design.
- **SLATE INTEGRATION:** Expedited and advanced implementation; on-site training; maximization analysis; audit services; and integrative marketing consulting.

Here is how we differ from our competitors:

- *We are the only higher ed marketing firm with an emphasis on Coherence.*
- *We are the only higher ed marketing consultancy that engages a **three satellite** model for research and discovery.*
- *We are the only higher ed marketing firm that offers enrollment marketing counsel paired with tailored Slate implementation and consultation services.*
- *We are the only firm that delivers a Coherence Manifest, a brand style guide based on our principle of Coherence.*
- *We are exclusively focused on higher education.*

RHB works with a wide array of institutions to identify and articulate their compelling stories in order to create meaningful connections and exchanges with their audiences. We collaborate with clients on establishing a thoughtful market position and lead them to *Coherence*, which can only be found at RHB, through innovative and original research and planning, strategic campaigns, compelling storytelling, design work and experience-based higher ed marketing intelligence. Our team is committed to our mission: We help great causes succeed.

PROPOSAL FOR PROFESSIONAL SERVICES

We are delighted to present this proposal in response to your interest in Slate-related counsel from RHB. Founded in 1991, RHB is a marketing and design consultancy serving higher education. We have helped more than 125 colleges and universities succeed through market research, strategic marketing and communications planning and creative implementation. Our counsel and process is founded on the principle of Coherence: discovering and telling the truth about the one place you occupy in the higher education universe. We look forward to working with you on coherently integrating technology and marketing strategy.

Thanks for your consideration of this proposal.

EXPEDITED IMPLEMENTATION

\$ 25,500.00

The expedited implementation begins with a strategic consultation about existing processes and recommendations for modification. Modules are implemented on a weekly basis and a project plan will be provided after the initial consultation. The implementation covers the foundational elements of Slate necessary to be up-and-running with the system within an expedited timeframe.

Modules included:

- Creation or import of fields/prompts
- Creation or import of user accounts
- One semester of events and associated transactional communications
- Set up of Slate Reader bins, tabs and materials, and dashboard for one Read process (e.g., Undergraduate, Graduate, Program, etc.)
- Configuration of automation features such as staff assignment rules and manipulation of standard rules (person/application bins, checklists, and field-type rules)
- Configuration of email deliver tools and templates and creation of message groups. For information regarding campaigns, drip marketing, or content creation or HTML templates, please contact Alex Williams (awilliams@rhb.com)

- Configuration of one application to include custom pages, application logic, and hard/soft fails
- Configuration of student portal utilizing self-service tools
- Configuration of custom materials and associated checklist groups
- Basic reports for one funnel and one event
- Creation of user accounts for initial implementation, assignment of rules and creation of custom permissions, if necessary
- Build out of example queries
- Configuration of decision codes, reasons, and letter templates. Content to be provided by institution.
- Assistance with the import of legacy data with files provided by the institution, data export (in Slate), and source format creation, as necessary
- Creation of custom tabs, tags and interactions

GRADUATE IMPLEMENTATION

\$ 6,000.00

Missouri Western State has a unique instance because undergraduate and graduate programs are combined. Many of the processes designed within the undergraduate expedited implementation are transferrable between undergraduate and graduate programs and will be easily replicated with slight modifications. We have halved our typical fee here as MWSU does not intend to create an application, read process, or decision for graduate processes within Slate. Our build will still consider the possibility of this integration in the future and therefore be designed in a way that allows the instance to be flexible down the road.

SIGNATURE

Accepted and agreed as of the date of the agreement.

RHB

Richard H. Bailey

Principal

Print Name

Title



1.27.2020

Signature

Date

MISSOURI WESTERN STATE UNIVERSITY

Print Name

Title

Signature

Date

RHB

ONE INDIANA SQUARE

SUITE 2650

INDIANAPOLIS, IN 46204

317.634.2120

ALEX WILLIAMS

AWILLIAMS@RHB.COM

TERMS AND CONDITIONS

INVOICING

Client shall pay RHB for all costs incurred and expenditures made on behalf of the client for approved services. We invoice our clients on an assigned billing date of either the 15th or 30th of the month. Each invoice you receive will outline the services covered and are payable within 30 days.

PROJECT SCOPE; CHANGES

Any additional services or functionality requested by MWSU but not included in this proposal would need to be negotiated in a separate agreement.

PROJECT DELAYS

Project fees and schedules will be renegotiated if Client delays unreasonably in the progress of the project or campaign.

OWNERSHIP OF DELIVERABLES

For the purpose of this Agreement, the term "Deliverables" shall include, without limitation, software, content, creative, and other digital design products, including any underlying source code, and/or supplemental documentation created specifically for the Client pursuant to this Proposal. Client shall own all right, title, and interest in and to the Deliverables and RHB makes no claim on the data leveraged in production. Subject to obligations with respect to Confidential information as stated herein, nothing in this Agreement shall limit or prevent RHB from (i) performing the same of similar services to other Clients; and/or (ii) creating work product that is the same as or similar to the Deliverables for its other clients, which clients could be in competition with the Client.

EXPENSES

Client shall reimburse RHB for pre-approved, reasonable out-of-pocket travel expenses including transportation (rental cars and/or taxis), lodging, parking, mileage, and meals (collectively, the "Expenses") incurred in the delivery of the Services.

USE AND RESTRICTIONS

The parties agree to hold each other's Confidential Information in strict confidence. The parties agree not to make each other's Confidential Information available in any form to any third party or to use each other's Confidential Information for any purpose other than as specified in this Agreement. Each party's Confidential Information shall remain the sole and exclusive property of that party. The parties agree that in the event of use or disclosure by the other party other than as specifically provided for in this Agreement, the non-disclosing party may be entitled to equitable relief and/or other relief as specified in this agreement.

DATA AND ACCESS

RHB will not download or disseminate any proprietary data from the Client. The data and any associated materials will remain, at all times, the property of the Client and RHB will make no action to assume ownership of any data. RHB will not download or disseminate personally-identifiable information related to users or records. Access to the system will be provided via an external account, to be created by the Client, and will be inactivated by the Client upon completion of the project by RHB. For on-going strategic support, RHB will make no attempt to access the system outside of the predetermined number of hours per month.

NON-SOLICITATION

During the term of this agreement and for a period of one (1) year thereafter, neither party shall directly solicit or retain the services of the personnel of the other party.

REPRESENTATION INDEMNITY

RHB represents that it did not and will not knowingly violate any third-party intellectual property rights in providing the services and deliverables under this Agreement. RHB will indemnify, defend and hold harmless our client from and against any and all liability, claims, demands, suits, judgments, damages and expenses (including reasonable attorneys' fees and litigation expenses) incurred by client, its officers, directors, owners, managers, employees and affiliates.

TERMINATION OF PROJECTS OR CAMPAIGN

Client may terminate this agreement or proposal by providing 30 days prior written notice. Cancellation of assignments already begun will be invoiced according to the time and costs incurred. RHB reserves the right to charge a reasonable fee if projects are cancelled before completion.

BINDING EFFECT

The Agreement is binding and inures to the benefit of the parties and their successors and assigns.

CHOICE OF LAW

This Agreement shall be governed and construed in accordance with the laws of the United States and the State of Indiana.

ENTIRE AGREEMENT

This agreement and all exhibits, schedules and proposals constitute the entire agreement between the parties with regard to the subject matter hereof. No other agreements, representations, or warranties have been made by either party to the other with respect to the subject matter of this agreement, except as referenced in this agreement. In the event of an inconsistency between the terms of this agreement and those in a proposal, the terms of the proposal shall supersede and control. This agreement may be amended only by a written agreement signed by both parties.