

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES  
OFFICIAL PROCEEDINGS OF THE  
THREE HUNDRED AND FORTY-SECOND MEETING**

**February 15 and 16, 2018**

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THREE HUNDRED AND FORTY-SECOND MEETING**

**February 15 and 16, 2018**

**I. CALL TO ORDER**

The meeting of the Wright State University Board of Trustees was called to order by Mr. Douglas Fecher, chair, on Thursday, February 15, 2018, 6:35 p.m. in the Wright Brothers Room, Student Union. Mr. Larry Chan, secretary to the Board of Trustees, called the roll:

**Present**

Douglas Fecher  
Sean Fitzpatrick  
Stephanie Green  
Anuj Goyal  
Bruce Langos  
William Montgomery  
C.D. Moore  
Grace Ramos  
Jordan (Large) Kingsley  
Austin Rains

**Absent**

Michael Bridges

**II. CONFLICT OF INTEREST STATEMENT**

Mr. Fecher read the following conflict of interest statement and asked if there were any conflicts to be aware of. None were offered.

It is of utmost importance to ensure that all university decisions are free from any real or perceived conflicts of interest.

Therefore, please be mindful of all obligation with which you have been charged as a Trustee of Wright State University; and take the steps you deem appropriate to perform your duties fairly and impartially.

**III. PROOF OF NOTICE OF MEETING**

Mr. Fecher reported that this meeting was called by written notification and a quorum was present.

**IV. DISPOSITION OF PREVIOUS MINUTES**

Mr. Fecher moved to approve the minutes from December 9, 2017 and December 14 and 15, 2017 as submitted. Without objection, the minutes were approved.

**V. EXECUTIVE SESSION**

In accordance with the Ohio Open Meetings Law, the Board, after a majority of a quorum, determined to hold an Executive Session by offering the following resolution:

**RESOLUTION 18-30**

RESOLVED that the Wright State University Board of Trustees agreed to hold an Executive Session on Thursday, February 15, 2018; and be it further

RESOLVED that pursuant to the Ohio Revised Code 121.22 (G), the following issues may be discussed in Executive Session:

- Pending or imminent court action
- Personnel matters

Mr. Fecher moved for approval. Dr. Goyal seconded and the motion was unanimously approved by roll call vote.

**VI. RECESS**

The meeting recessed at 7:30 p.m.

**VII. RECONVENE - ROLL CALL**

The Wright State University Board of Trustees reconvened on Friday, February 16, 2018, 8:30 a.m., in the Berry Room of the Nutter Center. Mr. Chan called the roll:

**Present**

Douglas Fecher  
Sean Fitzpatrick  
Stephanie Green  
Anuj Goyal  
Bruce Langos  
William Montgomery  
C.D. Moore  
Grace Ramos  
Jordan (Large) Kingsley  
Austin Rains

**Absent**

Michael Bridges

Mr. Fecher stated that the Wright State University Board of Trustees is a public body subject to the Ohio Open Meetings Act. It operates on a fixed agenda available to those attending the meeting. Persons wishing to address the Board in its Public Session should submit a written request to the Board of Trustees" office 72 hours in advance of the meeting in order to be placed on the agenda. However, all persons address the Board at the invitation of the Board and are subject to time limitations and other guidelines established to maintain the good order of the meeting.

### **VIII. CONFLICT OF INTEREST STATEMENT**

Mr. Fecher read the conflict of interest statement and asked the Trustees if there were any conflicts the Board should be aware of. None were offered.

### **IX. REPORT OF THE CHAIR**

#### **A. Chair's Comments**

Mr. Fecher welcomed everyone and offered the following comments:

Wright State University is now just more than halfway through the 2017-2018 academic year – a year that has been challenging to say the least. Thanks to all of those who have worked so hard to remediate our university out of a difficult financial situation. While we have made progress in many areas, the reality is this progress is welcome but not yet enough to establish a path to sustainability.

The University continues to be in a tenuous financial situation. Overspending over the past several years, combined with declining revenues and enrollment has required hard decisions and millions in unpopular and painful expense reductions. And while we continue to hope for the best, we must recognize that we are still operating on an austerity budget – I call it an emergency budget- with no margin for error if we are to reach our goals for this year.

I want to make sure that we as Trustees, along with University leadership, remain vigilant and honest with ourselves regarding the financial status of the University if we are to re-establish long term financial sustainability. The truth is Wright State still faces uncertainties which could derail the hard-won progress made to date and we are in no position to let up on our management of the budget.

Our revenues for the year are now largely known – no significant new revenues will be received the rest of this year and we know that the total revenues for the year will be lower than originally budgeted. This is disappointing and mandates that we increase our vigilance on enrollment

and revenue programs starting now to give ourselves the best chance for revenue growth in the coming year.

On the expense side, we cannot be lax about the potential for unexpected costs cropping up during the last five months of the year. For example, we already know health care costs for the year will exceed budget by at least two million dollars, and could be six million, and indications for the remaining five months are these costs may end up substantially higher. I mention this not to be alarmist but to recognize the reality that we are not out of the woods by any stretch. We must continue with austerity measures put in place last year even as we focus on building revenues, and must take action to transition from an emergency budget to a sustainable budget that supports the lofty ideals of our mission.

Yet despite the economic realities I just described, we have much to be proud of at Wright State University. Students, alumni, faculty, and staff are working hard; under sometimes difficult conditions, and we should recognize their accomplishments. Here are just a few:

- Wright State student Stephanie Patino-Garfias is in the middle of a 2017 Newman Civic Fellowship, a prestigious national program that seeks to develop a new generation of leaders who can build relationships and bridge differences to address inequality and polarization in our nation's communities.

Patino-Garfias has met with immigrants from Guatemala, El Salvador, and the former Burma, now known as Myanmar. One of the projects that developed from her mentorship was an outreach effort for migrant farmworkers in Ohio. She accompanied an immigration attorney into the fields and spoke with the farmworkers about their legal rights. She also created her own outreach program and went into schools to talk about immigration rights.

- On January 27<sup>th</sup>, Men's Basketball players and coaching staff volunteered at the Life Enrichment Center in East Dayton to wash people's feet and pass out 200 pairs of new athletic sneakers to those in need. This effort was part of Samaritan's Feet, a global humanitarian organization, that provides shoes for children around the world.
- Both the Men's and Women's Basketball teams participated in community service during an earlier road trip in January. Between games, the Wright State women's team played basketball with children at the Boys and Girls Club, and on January 6<sup>th</sup> the men's team visited the Children's Hospital of Michigan and created activity packets for pediatric patients to use during their time in the hospital.

- Wright State University 2014 alumna Jacquelyn Weaver recently spend 17 months as a volunteer with the Peace Corps in the West African nation of Senegal. Weaver holds degrees in religion and political science.
- After years of practicing internal medicine at a Veterans Affairs medical center in Virginia, Dr. Kyle Horton (class of 2008), began to see how the health care system was failing veterans. Armed with a business degree earned through the Wright State University Boonshoft School of Medicine's Physician Leadership Development Program, she has decided to run for Congress to try and fix the system.

Our faculty and staff at Wright State also make our university proud.

- Travis Doom, professor and associate chair of Wright State's department of Computer Science and Engineering, was named recipient of the 2018 Computer Science and Engineering Undergraduate Teaching award by the IEEE Computer Society.
- Professor Amit Sheth was elected a Fellow of the Association for the Advancement of Artificial Intelligence (AAA). Sheth is the LexisNexis Ohio Eminent Scholar, professor of Computer Science and Engineering, and executive director of Kno.e.sis.
- Brian Rigling, chair of Electrical Engineering at Wright State and director of Sensor Systems Research at the Wright State Research Institute, was named an IEEE Fellow for his contributions to synthetic aperture radar imaging.
- Wright State Chief of Police David Finnie launched a new series of campus events intended to build a better connection between his department and students, faculty and staff called "Coffee and Donuts with the Chief". Finnie plans to continue quarterly meetings to encourage discussion between students and police officers.
- Staff from the Wright State Knitting and Crocheting Circle donated 378 free scarves, hats, and other winter gear to Wright State students at their third annual "Scarf Frenzy".
- U.S. News and World Report ranked Wright State's Raj Soin College of Business' online Master of Information Systems and Master of Science in Logistics and Supply Chain Management programs 19<sup>th</sup> among the 165 schools responding to the magazine's surveys. This marked the first time the program ranked among the Top 20. Wright State's online Master of Education program offered by the College of

Education and Human Services was ranked 46<sup>th</sup> among those of the 309 respondents.

Last, but certainly not least, a pilot project at Wright State University called Inclusive Courseware that promises to dramatically reduce the cost of textbooks and/or online access content for students, has saved students more than \$56,000, an average savings of 40% per student.

Clearly there is much to celebrate at Wright State University when you consider the many other examples I could have mentioned here. This is why it is critical for our university to pull together despite our differences and work towards our common goals and dedication to mission.

In other words, we must together be realists while maintaining our passion for this university. The economic reality we face has changed us, and in some ways these changes may be permanent. We simply do not have access to the same level of resources as in the past. But while we can no longer afford what we once could, we also cannot afford to go backwards. Our ability to deliver a world class educational experience while living within our means is eminently possible, and absolutely critical. But to do so requires all of us working together for the future of Wright State.

So, I say my next words with all sincerity and urgency. The fact is we, all of us together, face a choice at Wright State University. We can choose to continue debating the past, engaging on what divides us or what got us here, or we can choose to focus on the future and what it will take to reinvent the Wright State University of the future.

We can choose to continue with the kind of public rhetoric that highlights our differences, or we can make the courageous choice to come together despite our differences towards a path of growth and sustainability that will lift us all.

We can choose to play a zero-sum game where to have winners there must be losers, or we can acknowledge that, despite our differences, all of us, and especially our students, have more to gain by working with each other than we can ever hope to achieve working against each other.

The economic situation continues to demand hard choices and shared sacrifice. Terribly difficult decisions remain, must be made, and then must be put behind us because living in the past is not way to step smartly into the future. While our financial reality means we can no longer afford all we had in the past, we have no choice but to learn how to afford new ideas for the future.

Again, and with all sincerity and due respect to the many constituencies within the Wright State community, I believe we have it in us to rise above

our differences and lead this institution to a new era of prosperity. This is important. We need to set aside the past and come together, side-by-side, figure out our difference, and get this thing moving forward. This is the choice I hope we make starting today.

**B. Written Reports - Wright State University Board of Trustees  
January 19, 2018**

The Advancement, Communications, and Marketing Reports as presented to this meeting be, and the same, are hereby accepted. The reports are contained in the Appendix.

**C. Deferred Compensation Plan**

In fulfillment of President Schrader's contract calling for deferred compensation, the Board was asked to approve the deferral mechanism, an IRD approved Section 415(m) plan, to facilitate the deferral as specified in her contract.

The following resolution was presented to the Board for approval.

**RESOLUTION 18-31**

**WHEREAS**, the Internal Revenue Code of 1986, as amended (the "Code"), imposes certain limits on contributions that may be made to various qualified retirement plans, including the State Teachers Retirement System ("STRS"), the Ohio Public Employees Retirement System ("OPERS"), the Alternative Retirement Plan, and 403(b) plans (collectively the "Retirement Plans"); and

**WHEREAS**, the Code also permits Wright State University (the "University"), as a governmental employer, to adopt a Supplemental Qualified Retirement Plan (the "SQRP") that will permit the University's Board of Trustees (the "Board") or any person delegated by the Board to make discretionary retirement contributions on behalf of designated University employees; and

**WHEREAS**, the Code also permits the University, as a governmental employer, to adopt a Supplemental 415(m) Retirement Plan (the "415(m) Plan") that will provide for contributions that otherwise would have been made to the ARP or SQRP had the applicable limits under the Code not been in effect; and

**WHEREAS**, the Board believes it is in the best interest of the University to adopt an SQRP and a 415(m) Plan.

**RESOLVED** that the Board hereby adopts the Wright State University Supplemental Qualified Retirement Plan in substantially the form attached hereto and as may be amended with the advice of counsel; and be it further

**RESOLVED** that the Board hereby adopts the Wright State University Supplemental 415(m) Retirement Plan in substantially the form attached hereto and as may be amended with the advice of counsel; and be it further

**RESOLVED** that the appropriate officers of the University, in carrying out this resolution, are hereby authorized and empowered to make any changes to the SQRP and 415(m) Plan as may be required to ensure compliance with the provisions of the Code, the Ohio Revised Code, and any related rules and regulations now in effect or as hereafter amended; and be it further

**RESOLVED** that the appropriate officers of the University are directed to take such action as may be necessary, appropriate, or advisable to implement this Resolution and administer the SQRP and 415(m) Plan without further ratification or action by this Board.

Mr. Fecher moved for approval. Dr. Goyal seconded and the motion was unanimously approved by roll call vote.

## **X. REPORT OF THE PRESIDENT**

### **A. University Update**

President Schrader greeted everyone and offered the following remarks:

The last time we all gathered together for a Public Session was in December at our Lake Campus. I recently had the pleasure of returning to the Lake Campus for a ribbon cutting ceremony for the new Agriculture and Water Quality Center. This state of the art facility will cement the Lake Campus' role as a leader in agriculture education and the study of water quality. I encourage everyone to stop by and visit the Center the next time you are at the Lake Campus. It is a remarkable facility and it is quite exciting to think the innovative research, the learning and the outreach that will be taking place there.

During my visit at the Lake Campus we also held the first of many community dialogues that will take place during the initial phase of our Strategic Planning process. These forums provide a wonderful opportunity for faculty, staff, students, alumni and community to reconnect with one another and to engage in dialogue with our partners. Now I ask that each of you try to participate in one of these forums as your schedule allows because your input as trustees is critically important.

Later this morning you will be updated on the strategic planning process by David Bright who is the chair of the department of Management and International Business and Michael Wiehe who is director of the Applied Policy Research Institute. These gentlemen have joined me as co-leads for the Strategic Planning Steering Committee. The committee is made up of thirty-three members who were nominated by their peers and selected from over two-hundred nominations. We are especially pleased that Trustee Michael Bridges is serving on the Strategic Planning Steering Committee on behalf of the Wright State Board of Trustees.

Now I must say that this is the first time in my history of working with groups that everyone who received an invitation to join has agreed to participate. That really says something about the connection that Wright State develops with people.

Our strategic planning process will guide Wright State University into the future by creating a vision and focus that directly aligns resources with our community's values, strengths and the strategy that we build around them. The planning process will be continuous and will put Wright State in a position to thrive in higher education's changing environment. It will help the University achieve financial sustainability and foster a campus atmosphere that provides our graduates with opportunities to excel in fields that define the future. I look forward to working with each of you throughout our strategic planning process.

I'd like to conclude my remarks today with a few words about some upcoming searches for key members of the University's leadership team. Greenwood Asher and Associates, Inc. will be helping lead the search for our next provost and I appointed our search committee this week. I do want to thank Faculty Senate president Travis Doom and Trustee Stephanie Green who have agreed to co-chair this search. Our timeline is aggressive as we plan to conduct on campus interviews with candidates in April. I must emphasize that this process is completely confidential until our finalists are announced and ideally, we would like to welcome our new provost to the Wright State family in July. Our nationwide searches for the next Vice President for Research and the Dean of the Raj Sooin College of Business will also get underway in the months ahead. We are looking at a Fall 2018 timeline for filling these positions so that our new provost will have the ability to provide input on these important hires and so that the candidates will be able to interface with the person with whom they will be reporting.

Finally, I would like to encourage everyone to attend ArtsGala on Saturday, March 24<sup>th</sup>. I have heard nothing but rave reviews for this premier event and my family and I are looking forward to experiencing it for the very first time. Over the last 18 years, ArtsGala has raised more than \$2.5 million dollars for scholarships for our incredibly talented students in the fine and performing arts and I hope to see all of you there.

**B. Confirmation of Academic and Administrative Appointments and Changes**

***Faculty New Hires***

Mark A. Ernst, M.S., has been appointed Instructor, Lake Campus, effective January 1, 2018.

Andrea Jordan, M.A., M.S.W., L.S.W., has been appointed Instructor, Social Work, College of Liberal Arts, effective January 1, 2018.

Nasim Nosoudi, Ph.D., has been appointed Instructor, Biomedical, Industrial, and Human Factors Engineering, College of Engineering and Computer Science, effective January 1, 2018.

Kelly Ann Rabah, MSW CPHQ CPHRM SSGB, has been appointed Director of Patient Safety and Quality Improvement, Assistant Professor, OB/GYN and Geriatrics, Faculty Affairs, Boonshoft School of Medicine, effective January 1, 2018.

Weisong Wang, Ph.D., has been appointed Assistant Professor, Lake Campus, effective January 1, 2018.

***Faculty Promotions***

Jo Ann Ford, M.A., has been appointed Instructor and Director, Substance Abuse Resources and Disabilities Issues Program (SARDI), Boonshoft School of Medicine, effective January 1, 2018.

***Faculty Separations***

Mamle Anim, M.D., Associate Professor, Internal Medicine, Boonshoft School of Medicine, effective January 26, 2018.

Christopher D. Beck, Ph.D., Instructor, History, College of Liberal Arts, effective January 10, 2018.

Jeanine M. Bochenek, DNP, RN, NCSN, Clinical Assistant Professor and Director School Nursing Concentration, College of Nursing and Health, effective December 31, 2017.

Yongjun Choi, Ph.D., Assistant Professor, Management, Raj Soin College of Business, effective December 31, 2017.

Chinonye O. Chukwu, M.F.A., Assistant Professor, Theatre Arts, College of Liberal Arts, effective December 31, 2017.

David R. Hopkins, Ph.D., Professor, Kinesiology and Health, College of Science and Mathematics, effective January 31, 2018.

Luping Huang, M.D., Ph.D., Research Assistant Professor, Neuroscience, Cell Biology, and Physiology, College of Science and Mathematics, effective January 7, 2018.

Sally A. Lamping, Ph.D., Professor, English Language and Literatures, College of Liberal Arts, effective November 30, 2017.

Richard T. Laughlin, M.D., Professor, Orthopedic Surgery, Boonshoft School of Medicine, effective January 3, 2018.

Teri Lynn Piatt, Ph.D., Lecturer, Electrical Engineering, College of Engineering and Computer Science, effective January 8, 2018.

***Unclassified New Hires***

Ryan M. Centini, D.V.M., has been appointed Clinical Veterinarian, Research Affairs, Boonshoft School of Medicine, effective January 8, 2018.

Amanda M. Coffman, B.T.A.S., has been appointed Enrollment Services/Admissions Advisor, Lake Campus, effective January 1, 2018.

Kimberly E'Vette Demmings, B.S., has been appointed Administrative Assistant, Women's Basketball, Intercollegiate Athletics, Intercollegiate Athletics, effective November 21, 2017.

Christopher Dupont, B.A., has been appointed Research Technician, Neuroscience, Cell Biology, and Physiology, Boonshoft School of Medicine, effective January 10, 2018.

Kimberly M. Ferguson-Scott, Ph.D., has been appointed Interim Associate Vice President, Student Affairs, effective January 8, 2018.

Jessica Lynn Gorman, M.A., has been appointed Assistant Softball Coach, Intercollegiate Athletics, effective December 22, 2017.

Jason S. Greanya, M.S., has been appointed Software Engineer III, Wright State Research Institute, Engineering and Computer Science, effective January 15, 2018.

Amelie Pauline Marie Gyrard, Ph.D., has been appointed Postdoctoral Researcher, Kno.e.sis Center, College of Engineering and Computer Science, effective January 8, 2018.

Michelle L. Kinney, BSN, has been appointed Research Coordinator, Dayton Clinical Oncology Program, Boonshoft School of Medicine, effective February 5, 2018.

William Dwight Long has been appointed Research Program Assistant 1, Population and Public Health Sciences, Boonshoft School of Medicine, effective December 4, 2017.

Seyed Abolfazl Maki, M.B.A., has been appointed WSARC Chief Financial Officer, Wright State Research Institute, College of Engineering and Computer Science, effective December 29, 2017.

Jeanette Kay Manger, Ph.D., has been appointed Research Manager, Medical Education, Boonshoft School of Medicine, effective January 2, 2018.

Alexandra C. Matters, M.S., has been appointed Head Volleyball Coach, Intercollegiate Athletics, effective February 5, 2018.

Henry Van Dkye Parunak, Ph.D., has been appointed Senior Research Scientist, Wright State Research Institute, Engineering and Computer Science, effective December 27, 2017.

Shaelyn Renee Taylor, M.I.S., has been appointed Student Data Analyst I, Office of the Registrar, effective January 22, 2018.

***Unclassified Promotions***

Julia E. Acosta, M.Ed., has been appointed Director, Latino, Asian, and Native American Center, VP for Student Affairs, effective January 1, 2018.

Lindsey R. Allison, B.S., has been appointed Manager of Curriculum, Medical Education, Boonshoft School of Medicine, effective December 1, 2017.

Eric S. Corbitt, M.Ed., has been appointed Director, Student Union and Campus Recreation, Student Union, effective December 1, 2017.

Colleen M. Hayden, M.S., has been appointed Director, Medical Education and Accreditation, Medical Education, Boonshoft School of Medicine, effective December 1, 2017.

Scott A. Kremer has been appointed Manager, Computer Operations, Computing and Telecommunications Services, effective January 1, 2018.

Amanda E. Marker, B.A., M.S., has been appointed Financial Support Analyst, Clinical Trials Research Alliance-SOM, Boonshoft School of Medicine, effective December 1, 2017.

Rose-Ann Prince, B.A., has been appointed IRB Compliance Coordinator, Faculty Affairs, Boonshoft School of Medicine, effective November 4, 2017.

Elizabeth Styers has been appointed CEHS Resource Center Librarian, Educational Resource Center, College of Education and Human Services, effective January 1, 2018.

Dedra J. Vencill, R.N., has been appointed Director, Research Quality, Dayton Clinical Oncology Program, Boonshoft School of Medicine, effective November 1, 2017.

Lindsay Campbell Wight, J.D., has been appointed Director, Office of Equity and Inclusion, effective February 1, 2018.

Amanda L. Windle, B.S., has been appointed Regulatory Affairs Manager, Clinical Trials Research Alliance-SOM, Boonshoft School of Medicine, effective December 1, 2017.

***Unclassified Separations***

Renee F. Aitken, Ph.D., Assistant Vice President, Education Effectiveness and Institutional Accreditation, Office of the Provost, effective January 16, 2018.

Hugh K. Bolton, M.S., Senior Cyber and Intelligence Fellow, Wright State Research Institute, College of Engineering and Computer Science, effective February 5, 2018.

Susan E Clements, M.A., Head Women's Volleyball Coach, Intercollegiate Athletics, effective December 1, 2017.

Ryan William Cupp, B.A., Administrator, Career Tech Credit Transfer Initiatives, Office of the Associate Provost, effective December 31, 2017.

Pamela Kay Dellinger, MSN, Registered Nurse, CONH Student Health, College of Nursing and Health, effective January 3, 2018.

Caye D Elmore, Director of Budget Planning and Resource Analysis, Budget Planning and Resource Analysis effective January 31, 2018.

Naum Gershenson, Ph.D., Research Associate 2, Earth and Environmental Sciences, College of Science and Mathematics, effective November 30, 2017.

Lee Gene Guild, Berry Room and Special Events Coordinator, Nutter Center, effective December 29, 2017.

Jacquelynn Karen Heath, B.F.A., Assistant to the Executive Director, Nutter Center, effective January 15, 2018.

Kara J Helmann, M.S., Associate Head Volleyball Coach, Intercollegiate Athletics, effective December 15, 2017.

Brenda S. Howard, Regulatory Coordinator, Faculty Affairs, Boonshoft School of Medicine, effective December 15, 2017.

Holly A. Jackson, M.A., M.L.I.S., Humanities Librarian, P.L. Dunbar Library, effective January 3, 2018.

Timothy C. Judge, M.F.A., Technical Director, Theatre Arts, College of Liberal Arts, effective December 31, 2017.

Lurie Kathleen S, Assistant Director of Resource Analysis, Budget Planning and Resource Analysis, effective December 1, 2017.

Matthew Kauffman, Senior Service Desk Analyst, Computing and Telecommunications Services, effective January 26, 2018.

Sarah Jane Mault, B.S., Disability Resources Specialist, Office of Disability Services, effective December 8, 2017.

Lucas A. Miller, B.S., Community Director, Lake Campus, effective December 1, 2017.

Nan-c Moss, M.P.A., Director of Scholarship Initiatives, University Development, effective December 15, 2017.

John Charles Mossing, Ph.D., Senior Research Engineer, Electrical Engineering, College of Engineering and Computer Science, effective December 14, 2017.

Bradley Scott Muse, M.A., A.T., A.T.C., Coordinator of Athletic Training, Intercollegiate Athletics, effective December 29, 2017.

Swapna Radakrishna Nair, M.S., M.B.A., Director of International College and Graduate Programs, College of Engineering and Computer Science, effective December 31, 2017.

Mai T. Nguyen, M.S., Director, Asian, Hispanic, and Native American Center, effective November 24, 2017.

Erin R. O'Brien, M.S., Director of Training, ATIC/APDC, Wright State Research Institute, College of Engineering and Computer Science, effective January 10, 2018.

Megan Ann O'Toole, M.Ed., Undergraduate Admissions Representative, Undergraduate Admissions, Enrollment Management Division, effective December 13, 2017.

Martin Paczynski, Ph.D., Cognitive Neuroscientist, Wright State Research Institute, College of Engineering and Computer Science, effective January 17, 2018.

William Dow Palmer, MS, CSP, CHMM, Radiation Safety and Environmental Compliance Officer, Environmental Health and Safety, Facilities Management and Services, effective November 30, 2017.

Laura Pleasance Rapoch, M.B.A., Director Strategic Initiative and Special Projects, Dean's Office, College of Engineering and Computer Science, effective January 5, 2018.

Shannon H. Romer, Ph.D., Postdoctoral Researcher, Biological Sciences, College of Science and Mathematics, effective December 1, 2017.

Saeedeh Shekarpour, Ph.D., Postdoctoral Fellow, Kno.e.sis Center, College of Engineering and Computer Science, effective December 31, 2017.

Sheila Shellabarger, M.L.S., University Librarian, University Libraries, effective December 31, 2017.

Eemone'y K. Stewart, Prevention Educator, Population and Public Health Sciences, Boonshoft School of Medicine, effective November 24, 2017.

David J Wynkoop, B.A., Athletics Marketing Program Director, Intercollegiate Athletics, effective December 30, 2017.

***Classified New Hires***

Kevin Obie Belcher has been appointed Custodial Floor Care Technician, Custodial Services, Physical Plant, effective January 8, 2018.

Kathy S. Brake has been appointed Office Assistant II, Lake Campus, effective January 2, 2018.

Tierre Tashawn Carter, B.S., has been appointed Assistant Laboratory Animal Technician, Research Affairs, Boonshoft School of Medicine, effective December 4, 2017.

Michael L. Coyle, B.S., has been appointed Parking Attendant, Parking and Transportation, effective January 8, 2018.

Douglas Patrick Harlow, B.A., has been appointed HVAC Boiler Operator Technician, Facilities Operations, Physical Plant, effective January 8, 2018.

Stephen E. Layton has been appointed HVAC Boiler Operator Tech, Facilities Management and Services, effective December 4, 2017.

***Classified Promotions***

Ileene Archer has been appointed Customer Care Center Supervisor, Facilities Management and Services, effective December 8, 2017.

Thomas C. Bellew has been appointed Stationary Engineer, Plant Operations and Maintenance, Facilities Management and Services, effective December 16, 2017.

***Classified Separations***

James E. Calloway, Custodial Floor Care Technician, Environmental Services, Physical Plant, effective January 4, 2018.

Martha H. Cool, B.S., Assistant Lab Animal Technician, Lab Animal Research, Boonshoft School of Medicine, effective December 29, 2017.

Crystal L. de Souza, Custodial Services Worker, Physical Plant, effective January 23, 2018.

Barbara J. Gullett, Human Resources Operations Analyst, Human Resources, effective January 19, 2018.

Hatta Hazel Hall, M.S.A., Administrative Specialist, Human Services, College of Education and Human Services, effective January 30, 2018.

Nicole L. Manns, A.A.S., Administrative Support Coordinator, School of Professional Psychology, effective January 3, 2018.

Gregory J. Phillipp, Maintenance Supervisor, Physical Plant, effective January 31, 2018.  
Joshua J. Rogers, A.A.S., Police Officer, University Police Department, effective December 7, 2017.

Laurie Schoettinger, Administrative Specialist, Pharmacology and Toxicology, Boonshoft School of Medicine, effective December 29, 2017.

Frances M. Spence, A.A., Administrative Support Coordinator, University Advancement, effective December 31, 2017.

Catalleya K Storm, B.A., Custodial Services Worker, Environmental Services, Physical Plant, effective January 4, 2018.

## **RESOLUTION 18-32**

RESOLVED that the academic and administrative appointments, changes, retirements, departmental reporting, resignations and terminations submitted to this meeting be, and the same hereby are approved.

Mr. Fecher moved for approval. General Moore seconded and the motion was unanimously approved by roll call vote.

### **C. Report of Investments**

Since the last Board meeting, investment reports for December 2017 and the Quarterly Investment Review for the Fourth Quarter 2017 have been received. These reports have been distributed to the Trustees and will be filed with the official Board of Trustees' records.

### **D. Ratification of Contracts and Grants**

Wright State University has recorded \$54,996,444 in external funding for 268 awards for the time period of July 1, 2017 through December 31, 2017.

Recent funding received by the University includes \$139,619 from the University of Missouri/National Endowment for the Humanities to Dr. Crystal Lake (English Language and Literatures, COLA) to digitize and create an innovative scholarly archive housing a series of large, highly

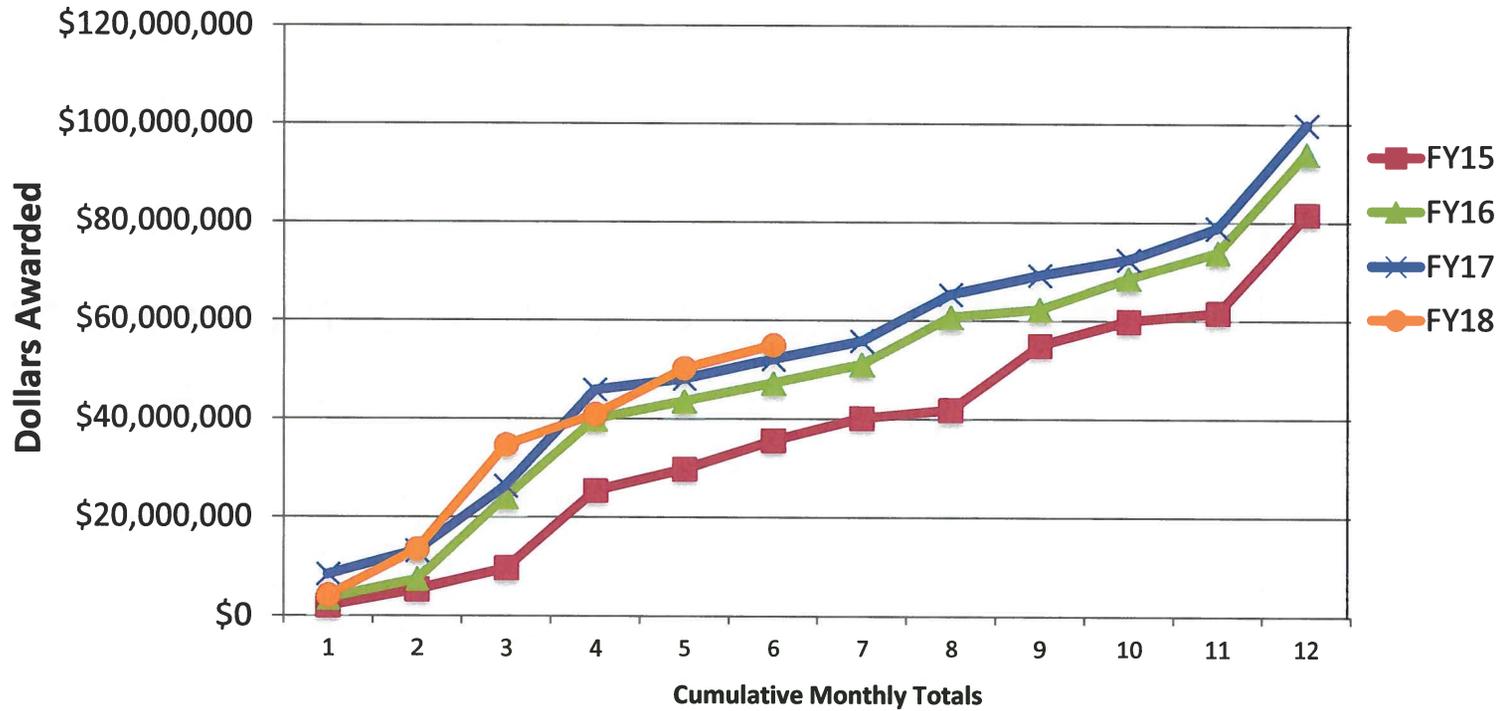
detailed images depicting at-risk antiquities. Ms. Destinee Biesemeyer (Counseling and Wellness Services, Student Affairs) received \$297,071 from the US Department of Justice to continuously revise and improve access to resources for survivors of sexual assault, domestic violence, dating violence, and stalking among college students.

### **RESOLUTION 18-33**

RESOLVED that the contracts and grants submitted to this meeting be, and the same hereby are ratified.

Mr. Fecher moved for approval. Dr. Goyal seconded, and the motion was unanimously approved by roll call vote.

**WRIGHT STATE UNIVERSITY**  
**Cumulative Grant and Contract Awards**  
**Comparison with Previous Three Fiscal Years through December**



**FY18 through 12/31/17: \$54,996,444**  
**FY17 through 12/31/16: \$52,172,953**  
**FY16 through 12/31/15: \$47,330,300**  
**FY15 through 12/31/14: \$35,691,005**

**WRIGHT STATE UNIVERSITY  
GRANT AND CONTRACT AWARDS**

**PREPARED FOR  
BOARD OF TRUSTEES MEETING  
February 16, 2018\***

TYPE	NEW AWARDS		ONGOING AWARDS**		TOTAL AWARDS	
	Number	Dollars	Number	Dollars	Number	Dollars
Research	9	\$926,877	28	\$3,552,260	37	\$4,479,137
Instruction	2	\$482,529	0	\$0	2	\$482,529
Institutional Support	0		2	\$502,585	2	\$502,585
Public Service	5	\$306,342	3	\$75,000	8	\$381,342
Student Aid	2	\$1,090,000	4	\$618,460	6	\$1,708,460
<b>TOTAL</b>	<b>18</b>	<b>\$2,805,748</b>	<b>37</b>	<b>\$4,748,305</b>	<b>55</b>	<b>\$7,554,053</b>

\* Figures include total support for awards made since the December 2017 Board of Trustees Meeting.

\*\* Ongoing awards include renewals, continuations, supplements and amendments.

This report was prepared by the Office of Research and Sponsored Programs.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
<b>Boonshoft School of Medicine</b>						
<b>Basic Research</b>						
Continuation Federal Grant	K-Ras Plasma Membrane Interactions: A Tractable Therapeutic Target	12/01/2017 11/30/2018	DHHS, National Cancer Institute	Cho, Kwang-jin	\$249,000	The researcher will develop a new approach to block oncogenic K-Ras signaling, which could be a starting point to develop novel anti-cancer therapies that specifically target K-Ras driven cancers.
Continuation Non-Profit Grant	Chloride-Regulated Insulin Secretion	01/01/2018 12/31/2018	American Diabetes Association - National	Di Fulvio, Mauricio	\$115,000	The researcher will address molecular, cellular and functional mechanisms that will further understanding of the insulin secretory response to nutrients that may provide the basis for the design of new drugs that effectively stimulate insulin secretion from beta-cells.
Continuation Non-Profit Grant	Therapeutic Role of miR-126 Over- Expressing EPC-MVs for Ischemic Stroke in Diabetes	01/01/2018 12/31/2018	American Diabetes Association - National	Bihl, Ji Chen Chen, Yanfang Jacobs, Bradley S.	\$115,000	The researchers hypothesize that miR-126-EPC-MVs will have therapeutic effects on ischemic stroke in diabetes by protecting ECs/EPCS/neurons/ astrocytes against ischemic and inflammatory injury and promoting angiogenic/neurogenic repair via miR-126 downstream pathways.
Continuation Other Gov't. Subagreement	East Dayton AWARE Project	09/30/2017 09/29/2018	Montgomery County ADAMH Services Board	Wilson, Josephine F.	\$12,500	Eastway and ADAMHS of Montgomery County will partner to provide Mental Health First Aid training in east Dayton. The SARDI program in the Department of Community Health in the Boonshoft School of Medicine at Wright State University will serve as evaluator for the project.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
New Educ. Inst. Subagreement	Telomere Length Dynamics in Relation to Changes in Adiposity and Metabolic Risk	01/01/2017 08/31/2017	University of Texas Health Science Center at San Antonio	Towne, Bradford Kadokia, Madhavi P.	\$398,013	This project will investigate the use of chromosomal telomere length and telomerase activity as biomarkers of human body composition, adiposity, and as overall metabolic risk factors.
<b>Applied Research</b>						
Continuation Non-Profit Agreement	Miscellaneous Awards Under DCOP Fiscal Agency Agreement	08/01/2014 07/31/2018	Dayton Clinical Oncology Program	Nevels, Dieter	\$5,225	This amendment will allow supplemental funding for WSU to act as the fiscal agent for the Dayton Clinical Oncology Program (DCOP) for managing Non-NIH NCI funds per master agreement Addendum #1 having an effective date of May 12, 2005.
<b>Public Service</b>						
Continuation Non-Profit Subagreement	45417 MHFA Project	10/01/2017 09/30/2018	Mt. Olive Baptist Church	Wilson, Josephine F.	\$12,500	Evaluation services will be provided to Mt. Olive Baptist Church for their SAMHSA-funded Mental Health First Aid project.
Continuation Non-Profit Subagreement	Mental Health First Aid Training in Hamilton County	10/01/2017 09/30/2018	Mental Health America	Wilson, Josephine F.	\$12,500	Evaluation services will be provided for a SAMHSA-funded project that will present Mental Health First Aid training to parties who work with youth in Hamilton County.
New Other Gov't. Contract	Kinship Navigator Consortium FY 2018	10/01/2017 12/31/2018	Montgomery County Department of Job and Family Services	Duby, John C.	\$111,392	Continued funding of the Kinship Navigator Program in Montgomery County.
New Non-Profit Subagreement	Refugee Centered Medical Home - PCMH - Working Better for Our Newest Neighbors (Tier II)	08/01/2017 07/31/2018	Trailhead Institute	Conway, Katharine M.	\$25,000	The PI will host mixed focus groups to bring together refugees with health care providers, hospital administration, state Medicaid insurance representatives, public health professionals, students and faculty of health professional schools.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
New Other Gov't. Subagreement	Justice and Mental Health Collaboration Project	10/01/2017 09/30/2018	City of Sharonville, Ohio	Kinzeler, Nicole	\$19,950	Wright State University has been subcontracted for facilitation of the planning process and evaluation. WSU will be responsible for collecting data, evaluating current Crisis Intervention Team (CIT) efforts within the Sharonville Police Department, and creating a strong evaluation plan for the Sharonville Police Department that can be utilized by other departments in the future.
<b>Academic Support</b>						
Amendment Federal Grant	Aerospace Medicine Training for the Era of Pioneering a Journey to Expanding Human Space Flights Beyond ISS and LEO	10/01/2016 09/30/2021	National Aeronautics and Space Administration	Jarnot, Thomas F.	\$205,514	The purpose of the project is to provide and maintain a residency training program in the field of Aerospace Medicine with the intent of graduating physicians becoming Board certified, therefore qualifying to be employed by NASA as flight surgeons to care for the astronaut population. The Division maintains a residency in Aerospace Medicine as well as a Master Degree program that are needed in order to achieve the desired outcome and that are to be partially funded by the desired educational grant.
<b>Student Aid</b>						
New State Agreement	Ohio Innovation Partnership Choose Ohio First Scholarship Program	07/01/2017 06/30/2021	Ohio Department of Higher Education	Dunn, Margaret M.	\$1,080,000	This multi-site project seeks to increase the number of primary care physicians in the State of Ohio. The sites will work with the Chancellor of Higher Education to develop a detailed plan for spending curriculum enrichment grant funds.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
<b>College of Engineering and Computer Science</b>						
<b>Basic Research</b>						
Amendment Federal Contract	Sensor and Information Research Center for Understanding Systems (SIRCUS)	02/27/2015 03/30/2021	DoD, Air Force, Air Force Research Laboratory	Rigling, Brian D. Garber, Fred D. Saville, Michael Ash, Joshua Noel Wischgoll, Thomas Rizki, Mateen M.	\$680,000	The WSU team will undertake a multi-year effort to explore the development of methods to advance the state of the art in a variety of sensor exploitation research areas.
Amendment Federal Contract	SIRCUS TO2: Comprehensive Learning Objectives for Warfighter Needs (CLOWN)	03/31/2016 07/01/2019	DoD, Air Force, Air Force Research Laboratory	Rigling, Brian D. Garber, Fred D. Saville, Michael Shaw, Arnab K. Wischgoll, Thomas Rizki, Mateen M.	\$273,000	The WSU team will undertake a multi-year effort to explore the development of methods to advance the state of the art in a variety of sensor exploitation research areas.
Amendment Multiple Source Contract	Collaborative Center for Surveillance Research, Phase II	08/01/2017 07/31/2018	More Than One Source of Support	Rigling, Brian D.	\$175,000	These funds represent annual CSR membership fees from Boeing, Brilligent, Leidos, and SRC.
Amendment Non-Profit Subagreement	High-Fidelity Multi- Physics for Aerospace Vehicle Design Optimization	10/01/2017 09/30/2018	Dayton Area Graduate Studies Institute	Grandhi, Ramana V.	\$60,185	The researcher will be developing methods for realizing innovative aerospace vehicle configurations using multi-fidelity complex physics.
Amendment Industrial Subagreement	Growth and Characterization of Multiferroic Materials	01/01/2016 10/31/2019	Azimuth Corporation	Zhuang, Yan	\$34,595	This project will explore the use of ferroelectric (FE), ferromagnetic (FM), and multiferroic ceramic materials for potential use in the development of tunable components for the production of next generation mobile communication systems to simultaneously support multiple frequency bands or communication standards.

**February 16, 2018**  
**Wright State University**  
**Grants and Contracts Awarded**  
**Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
Amendment Industrial Subagreement	Electron Optics Analyses towards Fundamental Understanding of Functional Thin Film Materials and Devices	01/01/2018 12/31/2018	Universal Energy Systems, Inc.	Huang, Hong	\$34,000	The purpose of this project is to develop fundamental understanding of thickness, defects, interface of functional thin film structures, and their relationships with the behaviors of devices.
Amendment Educ. Inst. Subagreement	Updating Skeletal Maturity Methods for U.S. Children	08/01/2017 07/31/2018	University of Missouri	Doom, Travis E.	\$24,938	The primary goal of this study is to provide up-to-date race-specific models to the FELS method for skeletal maturity assessment.
Amendment Industrial Subagreement	Aeromechanical Investigation of Turbine Engine High Speed Compressors- Phase I/Phase II	06/01/2016 04/30/2018	Universal Technology Corporation	Wolff, J. Mitch	\$13,230	The focus of this project is research into the aeromechanics of high speed compressors to enable better compressor design that will be less likely to have blade break.
Amendment Industrial Subagreement	Design and Fabrication of an External Combustor for a JetCat Turbojet Engine	08/01/2017 06/30/2018	Universal Technology Corporation	Roberts, Rory A.	\$6,815	Wright State University (WSU) will be creating a team of undergraduate mechanical and materials engineering students to participate in an Aerospace Propulsion Outreach Program (APOP). The program will consist of designing and fabricating an external combustor for a JetCat P80SE gas turbine engine.
Continuation Federal Grant	SCH: INT: kHealth: A Semantic Approach to Proactive, Personalized Asthma Management Using Multimodal Sensing	07/01/2017 06/30/2018	DHHS, National Institute of Child Health and Human Development	Sheth, Amit Thirunarayan, Krishnaprasad	\$338,661	The primary hypothesis of this project is that an evidence-based approach to asthma can help doctors determine more precisely the cause, severity, and control of asthma, and can help patients take preventive measures to manage asthma.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
Continuation Federal Grant	Managing Dementia through a Multisensory Smart Phone Application to Support Aging in Place	09/01/2017 08/31/2018	DHHS, National Library of Medicine	Banerjee, Tanvi	\$170,236	The researchers will be addressing the central problem of deriving actionable information from health sensor data by adapting a system comprising a smart mobile application with sensors.
New Industrial Subagreement	Radio Frequency/Microwave Graphene-based Chemical/Biological Sensor	10/02/2017 08/31/2019	Universal Technology Corporation	Huang, Hong	\$205,547	The WSU researchers, in collaboration with UTC, will fabricate small, highly sensitive, electrically efficient sensors for DoD applications.
New Industrial Subagreement	Secure Engineering of Trusted Systems: Medical Android Tactical Assault Kit Sensor Integration (TO3)	12/05/2017 06/20/2019	EDaptive Computing, Inc.	Emmert, John M.	\$120,350	Wright State researchers will develop and refine technologies that help the Air Force address the needs of vulnerability assessment and the vulnerability mitigation for sensor and situational awareness analytics medical devices on board an aircraft.
New Industrial Subagreement	Design Framework and CAD Tools for Hardware Security and Trust	06/07/2017 11/01/2020	EDaptive Computing, Inc.	Emmert, John M.	\$45,000	With Global Foundries taking over IBM's Trusted Foundry, hardware security is becoming a serious issue. An integrated circuit can be designed to specification, but untrusted agents have the opportunity to add modifications with little chance of detection. This effort mitigates some of the risks and enables more trusted integrated circuits.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
New Industrial Subagreement	Microstructure Development During Rapid Solidification: A Materials Genome Project	09/01/2017 11/30/2017	Applied Optimization, Inc.	Srinivasan, Raghavan	\$9,999	The researchers will identify thermodynamic properties that will be of relevance for modeling microstructural development during additive manufacturing, and correlate modeling results proved by sponsor to microstructural observations.
New State Subagreement	2018 SAE Mini Baja - Raider Racing	09/01/2017 06/11/2018	Ohio Space Grant Consortium	Baudendistel, Craig M. Montavon, Jason	\$5,000	These funds will support the research, design, and competition of an off-road vehicle for the SAE Baja Competition.
<b>Applied Research</b>						
Amendment Industrial Subagreement	Reactionary Assistance Support for Container Technology	09/01/2017 08/31/2018	Engility Corporation	Wischgoll, Thomas	\$7,500	The researchers will investigate different container technologies and their suitability for data analytics and other tasks.
Amendment Industrial Grant	Background Color II	09/01/2017 05/31/2018	Center for Operator Performance	Gallimore, Jennie J.	\$4,800	The overall objective of this project is to improve the understanding of principles involved in selecting display color palettes to increase operator effectiveness.
<b>Instruction</b>						
New State Grant	Center for Continuous Cybersecurity Education & Training (C3ET)	11/05/2017 11/05/2019	Ohio Department of Higher Education	Zhang, Junjie Saunders, Vance M. Xie, Jiafeng	\$278,306	The RAPIDS II project continues to focus on developing and expanding our C3ET vision, which now features cyber security curricula and infrastructure.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
<b>College of Liberal Arts</b>						
<b>Basic Research</b>						
New Educ. Inst. Subagreement	Vetusta Monumenta: A Digital, Scholarly Edition	10/01/2017 09/30/2020	University of Missouri	Lake, Crystal B.	\$139,619	A digital humanities project to digitize and create an innovative, interactive scholarly edition of Vetusta Monumenta: a series of 337 large, highly-detailed images depicting at-risk antiquities, created by the Society of Antiquaries, London between 1718 and 1906.
<b>Public Service</b>						
New State Coop. Agrmt.	Support for the Center for Liberal Arts Student Success at Wright State University	11/02/2017 06/30/2019	Ohio Department of Higher Education	Shannon, Vaughn	\$100,000	The funds will support the operations of the Center for Liberal Arts Student Success.
<b>Student Aid</b>						
New Other Gov't. Contract	Greene County Records Center and Archives Student Internship	01/02/2018 12/21/2018	Greene County Records Center and Archives	Swanson, Drew A.	\$10,000	A Public History Graduate Student, Erix Infante, will serve a paid internship at the Greene County Records Center and Archives. His work will benefit the Center and its patrons, while providing him valuable archival experience and instruction.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**College of Nursing and Health**

**Instruction**

New State Grant	West Ohio (Dayton Region) Medical Technology Consortium	11/05/2017 11/05/2019	Ohio Department of Higher Education	Ulrich, Deborah Lee Mellon, Molly Beth Franck, Lynn Farra, Sharon L.	\$204,223	Through this consortium effort with other regional institutions, medical equipment will be purchased and used to train current students and the active workforce in the medical field.
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**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
<b>College of Science and Mathematics</b>						
<b>Basic Research</b>						
Amendment Educ. Inst. Subagreement	Facilitating Transfer of Mathematical Knowledge from Classroom to Real Life	09/01/2014 08/31/2018	Ohio State University	Kaminski, Jennifer A.	\$192,586	This project will examine students' acquisition of basic fraction arithmetic and basic probability knowledge.
Amendment Industrial Subagreement	Electrical and Optical Characterization	09/01/2016 05/19/2021	Wyle Laboratories	Look, David C.	\$100,000	The purpose of this project is to provide electrical and optical characterization of materials and devices of interest to the Sensors Directorate of the AFRL.
Amendment Non-Profit Subagreement	Integrated Sense, Assess and Augment (ISAA)	04/01/2017 04/30/2018	Wright State Applied Research Corporation	Elbasiouny, Sherif M.	\$51,550	The objective of the Integrated Sense, Assess and Augment (ISAA) program is to identify, integrate, and test specific sense, assess and augment tools and methodologies and to identify those most likely to achieve significant human performance gains in demanding Air Force mission environments.
Amendment Educ. Inst. Subagreement	Sediment Nitrogen Dynamics in the Western Basin of Lake Erie Relative to Cyanobacteria Blooms	02/01/2016 01/31/2019	Ohio State University	McCarthy, Mark J.	\$33,174	This study will provide essential information regarding the fate and transport of nitrogen within the Maumee River discharge area of Lake Erie and is a critical step in the future management of this vital water resource.
Amendment Industrial Subagreement	Terahertz Spectroscopic Chemical Sensor for Analysis of Fatigued Human Breath	02/29/2016 08/28/2018	Universal Technology Corporation	Medvedev, Ivan	\$18,605	The researcher will develop and deliver a fully integrated table top THz chemical sensor to monitor breath chemicals tentatively linked to sleep deprivation-induced fatigue from the first phase of this study.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
Continuation Federal Grant	TRPM7 and Cellular pH	12/01/2017 11/30/2018	DHHS, National Institute of Allergy and Infectious Diseases	Kozak, Juliusz Ashot	\$370,000	The main goal of this study is to investigate the function of TRPM7 kinase in leukocytes using a novel transgenic mouse model where TRPM7 has been replaced with its kinase-dead mutant form.
Continuation Non-Profit Contract	Establishing a Scientific Basis for Garlic Mustard Control and Eradication on Private Lands	07/01/2017 06/30/2018	Dairymen's Foundation, Wisconsin	Rooney, Thomas	\$8,000	The WSU researchers are developing a protocol for eradicating the invasive plant garlic mustard.
<b>Applied Research</b>						
Amendment Educ. Inst. Subagreement	Characterizing Ammonium Dynamics Affecting Harmful Cyanobacterial Blooms in Lake Erie	02/01/2016 01/31/2019	Ohio State University	Newell, Silvia Elena	\$33,174	The researcher will characterize ammonium dynamics affecting harmful cyanobacterial blooms in Lake Erie.
Amendment Educ. Inst. Subagreement	From the Headwaters to the Littoral Zone: Using Attached Algae as Indicators of Ecosystem Impairment in the Great Lakes	02/01/2016 01/31/2019	Ohio State University	Vadeboncoeur, Yvonne	\$32,994	The researcher, using emerging biomarker techniques and enzyme activity on conjunction with stable isotopes, will develop new metrics of aquatic ecosystem impairment that rely on early responses of attached algae to nutrient pollution.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**Raj Soin College of Business**

**Applied Research**

New Educ. Inst. Subagreement	“Ask A Librarian” Live Chat Service: A Mixed Methods Research on the Service Styles of Professional Librarians and Student Workers	11/01/2017 10/31/2018	Ohio State University	Schiller, Shu	\$3,000	The grant will enable Wright State University Libraries to develop a training plan to develop student workers and optimize resource allocations for virtual reference services.
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**Public Service**

New Industrial Grant	The Ascend Program	11/01/2017 10/31/2018	Fifth Third Bank	Black, Donerik G.	\$50,000	The purpose of this project is to provide additional one-on-one support to small businesses in low to moderate income areas who need business counseling.
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**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**School of Professional Psychology**

**Public Service**

Continuation State Contract	Research Evaluation Enhancement Projects (REEP) - IM HUB 18 -11	12/01/2017 11/30/2018	Ohio Commission on Minority Health	Meyer, Cheryl	\$50,000	The purpose of this project is to provide overview and evaluation recommendations of Commission-funded Infant Mortality HUB grants and evaluation plans.
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**Student Aid**

Continuation Industrial Contract	SOPP Practicum Training: Brief Therapy FY2018	07/01/2017 06/30/2018	Brief Therapy Center	Schultz, Michelle S.	\$42,000	The sponsor will provide direct and indirect client services training for seven SOPP doctoral students.
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**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**Student Affairs**

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**Student Services**

New Federal Grant	Building a Coordinated Community Response to Address Sexual Assault, Domestic Violence, Dating Violence, and Stalking Among College Students	10/01/2017 09/30/2020	U.S. Department of Justice	Biesemeyer, Destinee N.	\$297,071	In an effort to continuously revise and improve access to resources for survivors of sexual assault, domestic violence, dating violence, and stalking among college students, measures to bridge services between campus and community partnerships are becoming essential to the process.
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**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
<b>Universitywide</b>						
<b>Student Aid</b>						
Amendment Federal Grant	College Work Study Program	07/01/2017 06/30/2018	U.S. Department of Education	Barnhart, Amy	\$14,379	These funds help support the college work-study program at WSU.
Continuation State Grant	Choose Ohio First Continuing Scholar Program FY2018	07/01/2017 06/30/2021	Ohio Department of Higher Education	Sudkamp, Thomas A.	\$380,000	Wright State University will continue to provide Choose Ohio First Scholarships to current scholarship recipients in order for them to finish their degrees within the STEMM disciplines.
Continuation Federal Contract	ACHIEVE: A Chance to Have and Improve the Experience and Value of Education	10/01/2017 09/30/2018	U.S. Department of Education	Martin, Bryan M.	\$182,081	The renewal project will continue to increase access to postsecondary education for low-income student parents through the provision of child care services at Mini University.

**February 16, 2018  
Wright State University  
Grants and Contracts Awarded  
Since the December 15, 2017 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**VP for Research and Dean of the Graduate School**

**Basic Research**

Continuation Educ. Inst. Subagreement	Test and Evaluation of Autonomous Systems (TEAS)	09/19/2017 09/18/2018	Ohio University	Gross, David C.	\$392,492	Test & Evaluation of Autonomous Systems (TEAS) is an Ohio Federal Research Network project to create capability to test and evaluate autonomous system for trustworthiness with a focus on safety and security.
New Educ. Inst. Subagreement	Travel Reimbursement for Test and Evaluation of Autonomous Systems	09/16/2016 09/18/2018	Ohio University	Gross, David C.	\$349	Funds provided for travel to meetings.

**Total Funded      \$7,554,053**

## XI. REPORTS OF THE COMMITTEES OF THE BOARD

### A. Academic Affairs Committee

Ms. Green reported on the January 19, 2018 committee meeting in the absence of Mr. Bridges, chair.

Ms. Stephanie Green, in the absence of committee chair Michael Bridges, called the January 19, 2018 committee meeting to order at 2:01 p.m. and read the conflict of interest statement.

- **Provost Report**

Provost Sudkamp briefed the Board on the following updates:

- **Assurance Agreement, March 2020:**

Wright State has been informed by the Higher Learning Commission that their four-year review under the Open Pathways Accreditation Process will be take place in March 2020. In the fall, a committee will be formed to begin work on the development of the university's Assurance Argument, which provides the information needed for the review. The review will be performed by a peer review panel assessing the information provided in the assurance argument.

- **Accreditation Visits**

Social Work and Music will both receive accreditation visits this fall for their disciplinary programs.

- **2017 Remediation Report:**

Provost Sudkamp presented Wright State's 2017 Remediation Report to the committee. The report was filed in December with the state of Ohio and will be repeated on an annual basis. Information tracked in the report includes the number of entering students requiring remedial education, the cost of remedial coursework provided, the specific areas of remediation, and causes for remediation. The report showed that 53% of Wright State's direct from high school incoming students did not meet the state's remediation free standards, 50% did not meet the math remediation free standards, and 32% failed to meet the English standards.

Wright State has a number of programs are in place to help students gain academic proficiency. These include the Summer Bridge Program, the Academic Advantage program sponsored by

the College of Engineering, and a writing program offered by the department of English.

**The 2017 Remediation Report can be accessed here:**

<http://www.wright.edu/sites/www.wright.edu/files/uploads/2018/Jan/meeting/Wright%20State%20University%202017%20Remediation%20Report.pdf>

- **Regional Compact Agreement:**

A provision within the state budget requires the creation of regional compacts and the development of a Regional Compact Agreement. Wright State and Central State, along with community colleges: Sinclair, Edison and Clark State, make up the Western Region. Academic related tasks under review in the agreement include duplication of programs, sharing of courses, and development of pathways for student transfer. Further details will be forthcoming concerning this agreement due in December.

1. **Textbook Sales Tax Exemption**

Mr. Daniel Palmer, Student Government Association chief justice, briefed the committee on House Bill 337 that proposes to exempt students from paying Ohio sales on the sale of college textbooks. Since 1978, the cost of textbooks has increased 812% whereas the Consumer Price Index (a key indicator for inflation) has gone up 250%. Textbook costs have risen more than 3 times the CPI over this period. Based on Ohio's annual textbook spend of \$382 million, which averages \$1,200 per student, this bill would save students \$22 million per year if enacted.

The Academic Affairs and Enrollment Committee recommended that the full Board approve the following resolution.

**RESOLUTION 18-34**

**Wright State University Board of Trustees to Support  
Legislative passage of HB 337 to Exempt  
Post-secondary textbooks from State Sales and Use Tax**

WHEREAS, the Office of the Governor and the members of the Ohio General Assembly repeatedly requested that all possible steps be taken to lower the costs of obtaining an education at the state's universities and institutions of higher education;

WHEREAS, HB 337, introduced by Representative Michael Duffey on September 11, 2017 and which, if enacted, would exempt from Ohio sales and use tax on the sale of college textbooks to students

enrolled at a post-secondary institution is currently being considered in the Ohio House of Representatives;

WHEREAS, college and university students in Ohio paid between \$25 and \$30 million dollars in sales tax on textbook purchases during the 2015-2016 academic year;

WHEREAS, the U.S. Public Interest Research Group has found that nationwide textbook costs are approximately 26% of the cost of tuition at state universities and 72% of the cost of tuition at community colleges;

WHEREAS, many states already specifically exempt textbook purchases for secondary education from sales tax;

WHEREAS, the Wright State University Faculty Senate has passed a resolution supporting the passage of HB 337; and

WHEREAS, members of the Board of Trustees of Wright State University believe that passage of HB337 would benefit the students of the university by lowering the cost of obtaining an education;

NOW THEREFORE,

BE IT RESOLVED, the Wright State University Board of Trustees supports the passage of HB 337 by the members of the 132<sup>nd</sup> General Assembly of Ohio.

Ms. Green moved for approval. Mr. Montgomery seconded, and the motion was unanimously approved by roll call vote.

**2. B.S. Degree in Information Technology and Cybersecurity**

In 2012, Wright State adopted a Master of Science program in Cyber Security and implemented undergraduate feeder courses. Creating pathways for Sinclair's Network Security students, the Community College of the Air Force students, and students looking for an applied focus degree led to a strong interest in the creation of a B.S. in Information Technology and Cybersecurity. Dr. Matt Rizki, chair of computer science, presented a proposal for this new program.

A discussion ensued around the program's potential and how it could impact enrollment growth. With a limited timeframe to advertise for enrollment based on securing state approval in June, estimates predicted 10-15 incoming students for Fall. Several trustees recognized great upside potential for this program and wondered if the estimates were too conservative. They also asked if additional

resources were allocated now, would the program have more impactful growth.

This triggered a conversation about developing “reach” programs that recognize economic potential and strong likelihood for demand provided the resources are immediately enhanced versus a “safe approach” utilizing only existing resources and growing into potential. While there is no correct answer in every case, the Board indicated that they would like to have these “fun conversations” of what it takes to be great and then decide the level of support based on review of a sound business plan and projections.

Trustee Fecher remarked that the Board approves all new program requests but does not see programs leaving the university and was concerned about program bloat. Dr. Doom, faculty president, indicated that Board approval is not necessary to discontinue a program. However, the Faculty Senate does receive requests to discontinue programs and can include this information in their report to the Board.

Provost Sudkamp outlined several ways programs are evaluated which include the University’s schedule for program reviews every 5 years, yearly or as necessary department reviews, accreditations, and the upcoming Program Efficiency Review. In addition, the state now requires enrollment reviews through the Low Enrollment Program Report. Dr. Schrader indicated her support of “fun conversations” coupled with the Program Efficiency Review and the Strategic Planning Process to chart Wright State’s future with the best use of resources and talents.

The Committee presented the following resolution to the full Board for approval.

### **RESOLUTION 18-35**

#### **Bachelor of Science in Information Technology and Cybersecurity**

WHEREAS, Wright State University is proposing a new Bachelor of Science in Information Technology and Cybersecurity major within the Department of Computer Science and Computer Engineering in the College of Engineering and Computer Science; and

WHEREAS, the Bachelor of Science in Information Technology and Cybersecurity will complement Wright State University’s undergraduate programs in computer science, computer engineering, and the Master’s degree in Cybersecurity; and

WHEREAS, the program was developed to be consistent with the accreditation requirements of Information Technology Accreditation by ABET; and

WHEREAS, the program prepares students for real-world problem solving and meeting the increasing demand for college graduates with skills in computer and information security; and

WHEREAS, Information Security is one of the in-demand professions in the State of Ohio as designated by the Ohio Department of Jobs and Family Services; and

WHEREAS, the program is aligned to articulate with associate degree programs at partner community colleges; and

WHEREAS, the program has been approved by the Faculty Senate and the Provost; therefore, be it

RESOLVED that the Bachelor of Science in Information Technology and Cybersecurity major as submitted to the meeting be, and the same hereby is endorsed.

Ms. Green moved for approval. Mr. Fitzpatrick seconded, and the motion was unanimously approved by roll call vote.

- **Enrollment and Recruiting Report**

Ms. Mary Ellen Ashley, vice president for enrollment management, reviewed the 7<sup>th</sup> Day enrollment report for Spring 2018. This was a preliminary report with final numbers to be released when the 14<sup>th</sup> Day report was issued. Spring enrollment was down a little over 1,000 students or 7%. Most of this decrease was returning students with international down about 400 students and domestic down about 600 students. Spring is not typically strong for new student starts, however, new students showed a decline of 117 students over expectations.

A full analysis of non-returning students will be done and compared to tracking data spanning the last three years to see if interventions are needed to enhance retention.

Trustee Langos asked why Wright State's enrollment appears down when Sinclair, Miami and University of Dayton are up and what is being done operationally to improve enrollment. This led to a discussion of what is preventing growth. Trustee Fecher shared matriculation ratios that showed the percentage of students who apply compared to those that enroll at Wright State. Questions were

raised about why students do or don't choose Wright State and what marketing efforts could be implemented to address reservations.

Dr. Schrader indicated that marketing dollars have been shifted to enhance recruitment efforts and Ms. Ashley said that applications are up for Fall and early indications are good. Across campus, six committees are working on enrollment and retention efforts.

The Board indicated they would like to better understand the answers to the questions posed and to hear about efforts and challenges from the committees and others. Dr. Schrader suggested a collaboration with Provost Sudkamp, Mr. Branson, Mr. Littell, and Ms. Ashley to develop a workshop for the Board on enrollment.

- **Research and Sponsored Programs Report**

Ms. Ellen Reinsch Friese, interim vice president for research, updated the committee on grant and contract proposal submissions, funding, and expenditure data covering year-end 2017.

Wright State faculty are conducting interesting research that is not often heard about. Dr. Tim Broderick, associate dean for research affairs and chief scientist, spoke about his team's research into precision high intensity training through the use of epigenetics. The research has potential for muscle rejuvenation or for enhanced combat training for elite fighting teams.

Dr. Nicole Kinzeler, assistant professor in the field of Population and Public Health, highlighted her work with the Substance Abuse Resources and Disability Issues (SARDI) program that uses collaborative and participatory research to develop intervention programs for women battling substance abuse. This grant funded program is showing promise for reducing HIV and substance abuse among low income African American women living in Montgomery County.

Dr. Schrader thanked Dr. Broderick and Dr. Kinzeler for their presentations and commended their research for the impact it has on people. Research like this happens all across campus and is indicative of the difference Wright State makes in the community.

- **Academic Realignment Committee (ARC)**

Wright State University last undertook an academic reorganization in 1986. Recognizing the need for a Health Sciences College, the Provost appointed Dr. Steven Berberich, associate provost, and Dr. Travis Doom, faculty president, to co-chair the Academic Review

Committee (ARC). This 22-member committee was formed in October 2017 and charged with focusing on if/how academic reorganization might:

- Enhance student retention and degree attainment
- Create programs and synergies to increase enrollment
- Facilitate multidisciplinary programs and research
- Enhance student’s career preparation for critical jobs in the region

Dr. Berberich reviewed the work done by the committee to identify the various health and human services programs and degrees scattered across multiple colleges and the 3,448 students enrolled in them. The initial “best fit” model shows the School of Professional Psychology, the College of Nursing and Health, and the Human Services areas from the College of Education merging into a newly formed Health Sciences College. Also joining them would be Social Work from the College of Liberal Arts.

This new concentration creates an integrated care model and improves student retention and alignment with careers. It also would allow resources to be channeled into meeting the needs of the community for healthcare and human services workforce development as well as targeting new program development to address demand.

In reviewing the committee’s timeline for delivering their final report, Dr. Goyal commented that the community has a severe shortage of health care workers and is presently using agency or out-of-state personnel to staff their facilities. He would like to see the time to implementation shortened to position Wright State to meet this need. Trustee Langos challenged the ARC committee to “be bold” with their timeline and “be disruptive” with their thinking to bring back a proposal that has the potential to succeed on a large scale.

## **B. Finance, Audit and Infrastructure Committee**

Mr. Fitzpatrick, chair, reported on the January 19, 2018 committee meeting.

- **Chair’s Comments**

Mr. Fitzpatrick, committee chair, called the meeting to order at 8:09 a.m., read the conflict of interest statement, and reviewed the agenda for the meeting.

- **Vice President's Comments**

Mr. Walt Branson, vice president for Finance and Operations and chief business officer, shared data on the marginal contribution per credit hour for various undergraduate and graduate course levels. One of the challenges with this finance model happens when there is erosion of support generated by lower level courses needed to offset the expenses of higher level courses. Wright State students utilizing community colleges or the College Credit Plus program to complete their first two years of coursework are contributing to a decline in lower level base support. This decrease in base support provided by lower level courses will be a factor in planning the FY 2019 budget.

Trustee Langos started a discussion on enrollment and its importance to revenue and sustainability. According to published reports, Miami, the University of Dayton and Sinclair Community College showed enrollment growth whereas Wright State's enrollment was down. Questions were raised about factors influencing enrollment decline, "what is the scope of the problem?" and "how quickly can it be addressed:" A request was made to move the Academic Affairs and Enrollment committee meeting to directly after the Finance, Audit and Infrastructure meeting to allow carryover questions between committees. The committee also plans to include marketing at the next Academic Affairs and Enrollment meeting to understand their perspective on these issues.

- **Calendar Year 2017 Annual Investment Performance**

Mr. J.P. Cavaliere, SEI investment advisor, presented Wright State's 2017 Annual Investment Performance report. Last year's objective was to maintain liquidity and shift the portfolio to more risk adverse investments. The market value at the end of the year was \$44.5 million. The combined total assets fiscal year to date return was 2.0% net of fees and the one-year return was 4.4% net of fees as of the end of the calendar year.

The committee discussed the private equity funds and fee structures and indicated that future contributions would go into cash or liquid maturities of less than a year to build up a "rainy day fund" before other investments were considered.

- **Investment Policy Statement**

Mr. Branson presented a draft Investment Policy Statement for the Finance, Audit and Infrastructure Committee's consideration. The draft policy was created 8 months ago based on best practice

research performed by graduate students in Dr. Fall Ainina's Finance course.

Mr. Steve Sherbet, university bursar and director of Treasury Services, outlined the proposed changes to the policy which include updates to reflect a name change for the Finance, Audit and Infrastructure Committee and additional definition/assignment of fiduciary responsibilities and roles for the committee, trustees and others. Three "categories" of investment funds were defined; namely cash, reserve pool and a strategic investment pool. Language written into the policy directs funding of the cash and reserve pools first, and to a level significant enough to provide a University reserve of 3-6 months prior to allowing any strategic investment activity.

A discussion ensued around defining "maximizing long term investment objective" and how this equates to risk. The committee made safety their first priority followed by liquidity and decided to use a factor of 25% of the annualized restricted and unrestricted operating budget to define the contribution to cash and the same percentage for the reserve pool. This strategy would produce about \$100 million in each pool for a combined 6-month University "rainy day" fund. Future strategic investments should be bonds, treasuries or AAA corporate bonds to preserve and maintain capital. Current private equity funds would be grandfathered in due to their illiquid status but policy would not permit this type of future investment.

Mr. Sherbet indicated that the suggested changes would be made and a second draft brought to the committee in the spring for review.

When asked, Dr. Travis Doom, faculty president, indicated that there is no concern on the part of faculty for implementing a conservative investment policy.

- **Monthly Financial Performance Reporting**

Mr. Branson, gave a high-level briefing on enrollment compared to expenses. Spring enrollment, projected to be down 5%, is down 8.3% compared to this time last year. This amounts to a \$2 million impact which was offset somewhat by an additional allocation of \$400 thousand in State Share of Instruction. The total impact then becomes a \$1.6 million loss in revenue.

Expenditures for compensation, while expected to be down, are tracking close to actual budget due to higher than anticipated medical claims with a projected budget impact of \$2 to \$3 million. There was a discussion about performing risk assessments and holding reserves on the balance sheet to offset unexpected circumstances.

The committee expressed frustration with continual budget “surprises” and the ongoing need to reforecast and asked for risk assessments and the creation of monthly accruals to cover deficiencies before they become a year-end problem. To address the shortfall in enrollment and the additional expenditures in medical claims, a projection of \$800 thousand a month would be needed to mitigate the deficit.

Trustee Langos asked for P/L information for each college and unit. Wright State utilizes a central approach to revenue collection and allocates defined expense budgets to the colleges/units they must adhere to. A question was raised about how colleges/units know if their revenues are sufficient to carry their operations. Dr. Sudkamp indicated that there is data by program and college comparing revenue to expenses and this data also offers cost per student and cost per FTE.

Higher education accounting and budget tracking is different than a typical business model. This makes it challenging to track effectiveness, “profitability” of programs/colleges, and where efforts should be concentrated to attract students and where programs should be discontinued. Carried further, it makes it difficult for the Trustees to have information to help guide decisions on priorities as to what programs should be supported despite loss, what should be augmented for growth, and what should be modified or discontinued to allow for future expansion, and where opportunities present to be innovative.

Trustee Fecher suggested holding a Financial Workshop as an opportunity to show the Trustees what reporting mechanisms and data are available.

Dr. Schrader highlighted several projects being done over the next year that will help Wright State make better decisions about revenues, enrollments, expenses and opportunities. The first is the Strategic Planning Process which will help define University priorities and develop a path to long term financial stability. The second is a Program Efficiency Review that will be done concurrently with the strategic plan. This review encompasses academic and non-academic programs and provides data for program comparison to national and peer benchmarks. It will help identify how programs rely on each other, where efficiencies are being met, where revenues should be redirected to better align with priorities, and where programs should be developed or enhanced.

Trustee Fitzpatrick offered a summary of the progress Wright State has made over the last year to instill accountability and transparency.

Revenue understanding and revenue attainment still remain challenging. Trustee Langos reiterated that the Trustees, colleges, and the leadership team must have accountability around their budgets and that “surprises” and reforecasting have to stop. Employees of the university can no longer bear the brunt of budget reductions.

Last year, the University had a \$25 million deficit and this year is on track to produce a \$6 million surplus. While it has been a challenging time, Mr. Fecher acknowledged the efforts of everyone and congratulated the university on the progress made. However, with six months to the end of the budget year it remains important to adhere to the savings plan while continuing to identify additional savings to realize this surplus. Mr. Fitzpatrick indicated that revenue collection is over for FY18 so expense control and getting a strong Summer enrollment challenges remain.

Dr. Doom cautioned the committee and the Board to encourage the colleges to make their decisions under a spirit of cooperation and support, not under competition. Students may be harmed when decisions result from competition and not from an overall University effort for what is best for everyone.

The Responsibility Centered Management model of budgeting assigns revenues generated by each area and are retained by those areas to cover expenses. The drawback with this model is it promotes competition for resources and discourages sharing and cooperation. This “us against them” mentality is why Dr. Schrader does not favor its implementation.

The meeting was running significantly behind schedule so the Committee decided to review contracts and distribute the Board’s Financial Governance Policy report to the members for personal review.

**1. Approval of Expenditures over \$500,000**

Mr. Jeff Ulliman, vice president for finance and CFO, indicated that a settlement had been reached with the U.S. Department of Education over their Program Review for FY 14 and FY15. The settlement of \$1,982,562 was sent to the Department of Education in December per the terms of the agreement.

The following expenditure was presented to the Board for approval.

<b>Vendor</b>	<b>Description of Services</b>	<b>Current Contract Amount</b>	<b>Previous Contract Amount</b>	<b>Term of Contract</b>
U.S. Dept. of Education	Settlement	\$1,982,562	N/A	

**RESOLUTION 18-36**

WHEREAS, in order for the University to conduct business on an on-going basis, and provide products and services in a timely manner, purchases must be made; and

WHEREAS, these expenditures may exceed \$500,000; therefore, be it

RESOLVED that authorization is granted for the Accompanying contracts now before the Board of Trustees be, and hereby are approved.

Mr. Fitzpatrick moved for approval. Ms. Green seconded, and the motion was unanimously approved by roll call vote.

- **Contracts between \$150,000 and \$250,000**

Mr. Ulliman presented the following expenditure to the Finance, Audit and Infrastructure Committee for review. No further action was required.

<b>Vendor</b>	<b>Description of Services</b>	<b>Current Contract Amount</b>	<b>Previous Contract Amount</b>	<b>Term of Contract</b>
IEEE Spectrum	Library Subscription	\$153,845	\$147,000	1/1/18 – 12/31/18

- **Executive Session**

Mr. Fitzpatrick moved that the Finance, Audit, and Infrastructure committee enter into Executive Session to consider compensation matters and to discuss the purchase or sale of real estate. Mr. Fecher seconded the motion.

In accordance with amendments to the Ohio Open Meetings Law, the committee, after a majority of a quorum and by roll call vote, determined to hold an Executive Session by offering the following resolution:

### **RESOLUTION 18-28**

RESOLVED, that the Finance, Audit and Infrastructure Committee of the Wright State University Board of Trustees agreed to hold a Special Executive Session on Friday, January 19, 2018; and be it further

RESOLVED, that pursuant to the Ohio Revised Code 121.22 (G), the following issues may be discussed in Executive Session:

- To consider compensation: ORC 121.22 (G)(1)
- Purchase or sale of real estate

Mr. Fitzpatrick moved for approval. Ms. Ramos seconded, and the motion was unanimously approved by the committee.

The Committee moved to the Double Bowler Conference room for Executive Session at 10:16 a.m.

The Committee returned to their meeting at 11:15 a.m. and presented the following resolution.

## **2. Furlough Leave Policy**

Mr. Fitzpatrick read the following resolution and Mr. Fitzpatrick and Mr. Fecher recommended bringing it to the Full Board for approval.

### **Furlough Leave Policy Adoption**

### **RESOLUTION 18-37**

WHEREAS, section 371.70.20 of Amended Substitute House Bill No. 1, effective July 17, 2009 revises Ohio's civil service laws;

WHEREAS, Substitute H.B. No. 1 authorizes the board of trustees of any state institution of higher education, to adopt a policy providing for mandatory furloughs of employees, including faculty;

WHEREAS, Wright State University, through its Board of Trustees, granted the President or his/her designee(s) the authority to adopt and implement new and revised policies and procedures in

accordance with Ohio Revised Code 111.15 and H.B. 187 on February 1, 2008; and

WHEREAS, Wright State University's administration, aspires to implement policies and procedures which provide a greater degree of flexibility when responding to significant fluctuations in the University's operating budget.

THEREFORE, BE IT RESOLVED THAT:

Notwithstanding any rule of the institution to the contrary, the Board of Trustees may adopt a policy providing for mandatory furloughs of employees, consistent with existing collective bargaining agreements, and, including non-bargaining unit faculty and non-bargaining unit staff, to achieve spending reductions necessitated by financial exigency, natural disasters, catastrophes and/or civil disturbance.

Mr. Fitzpatrick moved for approval. General Moore seconded, and the motion was passed 7-1.

The meeting adjourned at 11:25 a.m.

**C. Governance and Compliance Committee**

General Moore, chair, reported on the January 19, 2018 committee meeting.

- **Chair's Comments**

General Moore read the conflict of interest statement and highlighted the responsibilities of the Governance and Compliance Committee, reviewed the committee's agenda, and outlined the objectives for the meeting.

- **Affiliated Entity Review Update**

The affiliated entity compliance review process has three steps. Step 1 included a review of all 24 entities to determine if they were, indeed, an affiliated entity of Wright State University. This step has been completed. Step 2 determines whether an affiliate is in compliance with the University Policy on Affiliated Entities. If the entity is in compliance with the policy, the administration can move forward with signing a Memorandum of Agreement (MOA). If the entity is not in compliance, an exception, if warranted, is requested from the Board. Step 3 determines whether the entity should be an affiliate of the

University. The administration would make this determination based upon the University's strategic plan and goals.

Ms. Kelli Tittle, director of compliance, updated the committee on the status of the five entities currently under review. For the WSU Foundation and the Wright State Alumni Association, their document reviews have been completed and negotiation is underway with each for their memorandum of agreement. Wright State Physicians is currently undergoing their document review. The Dayton Regional STEM School has provided their documentation however, the document review is not expected to begin until late January. The fifth entity under review is Double Bowler Properties. The document review was completed and the MOA is ready to be signed pending Board approval for a requested exception to the Affiliated Entity Policy.

1. **Request for Exception to the Affiliated Entity Policy: Double Bowler Properties' Corp.**

With the creation of the Affiliated Entity Policy and the Affiliated Entity Review Process, affiliated entities are to be run financially independent of the University. However, in those rare cases where complete separation is not possible, an exception to the MOA must be requested and approved by the Board where appropriate. The Board has asked that all requests for exceptions be presented to the Governance and Compliance committee in writing and include the provisions within the affiliation agreement that mitigate the risks associated with the exception.

***The Affiliated Entity Policy-adopted October 7, 2016***

<http://www.wright.edu/sites/www.wright.edu/files/uploads/2016/Oct/meeting/WSU%20Policy%20on%20Affiliated%20Entities-Full.pdf>

The exception requested for Double Bowler pertains to their interdependence through lease agreements with the University. Mr. Greg Sample, president of Double Bowler Properties, explained that Double Bowler Properties Corp. is a 501(c)(3) that was formed to assist the University in expanding Wright State's campus footprint. Double Bowler owns and maintains the buildings and Wright State leases some locations for university use.

The committee discussed what the formal process should be for reviewing and approving exceptions to the Affiliated Entity Policy. One suggestion covered minor modifications to the policy. Under this circumstance, the Chair of the Governance and Compliance Committee could recommend approval and the committee could

adopt the recommendation provided there was no material or financial impact to their decision. The other viewpoint was that all exception requests be reviewed by the committee and then forwarded to the full Board for approval.

After careful review, the committee recommended presenting a resolution outlining the Double Bowler Properties' Corp. exception request to the full Board for approval in February.

The following resolution was presented to the full Board for approval.

**Resolution of the Board of Trustees to Grant  
An Exception to Double Bowler on Compliance with the  
Affiliated Entities Policy**

**RESOLUTION 18-38**

WHEREAS, the Wright State University Board of Trustees is authorized to govern the University pursuant to Ohio Revised Code §3352.03;

WHEREAS, the Board of Trustees has adopted an Affiliated Entity Policy that governs all organizations that wish to be affiliated with Wright State University;

WHEREAS, Double Bowler Properties Corp., an independently established 501(c)(3) organization which was formed to support and assist Wright State University with the acquisition and maintenance of real estate, is seeking to enter into a Memorandum of Agreement with the University to be recognized as an official University affiliated entity in conformance with the University Affiliated Entities Policy;

WHEREAS, Double Bowler, due to the nature of its operations in acquiring and maintaining property on behalf of the University, cannot meet the requirement of the Affiliated Entity Policy for becoming an entity financially independent of the University, and seeks to obtain an exemption from the Board of Trustees from complying with the Policy requirement that an affiliated entity be financially independent of the University and have a plan for achieving financial independence;

WHEREAS, the Board recognizes the unique relationship between the University and Double Bowler wherein Double Bowler supports the mission of the University in acquiring and maintaining real estate on behalf of the University which makes it impossible for Double Bowler to function without the financial support of the University; and

WHEREAS, in light of the special relationship between the University and Double Bowler, the Board desires to grant an exemption to Double Bowler from the Policy requirement of financial independence and the need for a plan to establish financial independence from the University;

NOW THEREFORE,

BE IT RESOLVED, the Wright State University Board of Trustees hereby approves and grants Double Bowler Properties Corp. an exemption from the University's Affiliated Entities Policy requirement of being financially independent from the University and of establishing a plan to become financially independent from the University so that Double Bowler may become an officially recognized affiliated entity with the University in conformance with the University's Affiliated Entities Policy.

General Moore moved for approval. Mr. Fitzpatrick seconded, and the motion was unanimously approved by roll call vote.

- Mr. Peter Cheng, assistant vice president for University Audit and Consulting Services, and Mr. Dennis Andersch, chief executive officer of WSARC, answered questions about the historic relationship that the University has had with affiliated entities such as the Wright State Applied Research Corporation (WSARC).

- **Board of Trustee's Bylaws Update**

A Bylaw Review subcommittee of the Governance and Compliance Committee made up of General Moore, Mr. Chan, Ms. Tittle, Mr. Rains and Ms. Kimpton has been working on updating the Board's Bylaws that were last revised in 2003. General Moore reviewed the progress to date and held an interactive dialogue with the committee around sections of the current Bylaws that need enhanced or substantially altered.

Proposed modifications to the current Bylaws include the elimination of the treasurer's position, enhanced descriptions of the roles and responsibilities of the standing committees, a process for standing up special committees, and the assignment of high visibility or purview employee changes/additions/deletions to the Executive Committee.

Under the University President and Board Relations section, the committee recommended conducting the President's review at the close of the University's fiscal year. Enhancements were made to outline the responsibilities of the Board Chair and better define how

the Board members communicate and engage with the University. A new section pertaining to “conflict of interest” issues was added. The committee discussed the benefits of appointing National Trustees. Miami University uses this model whereby the board can appoint an alumnus for a two-year term to enhance subject matter expertise within their governor appointed membership. National Trustees are non-voting members and can supplement knowledge in areas where board’s need an additional perspective. Mr. Chan, vice president for legal affairs, will look into state statues regarding this practice and report back.

Appearing within the current Bylaws are sections that deal with the student body and one on University-related organizations. The subcommittee reviewed these sections for their relevance to the Board’s role in university governance and compared their scope to existing University governance policies. Both sections were recommended for removal as they were found to be outside of the Board’s purview and redundant when compared to relevant university policies.

**2. Adoption of Trustee Onboarding Process Policy**

The committee received the final reiteration of the Wright State University Board of Trustees Onboarding Process policy. Without objection, the Committee recommended bringing the policy to the full Board for approval and adoption.

The following policy was presented to the Board for approval and adoption.

**Policy for Trustee Onboarding:**

[http://www.wright.edu/sites/www.wright.edu/files/uploads/2018/Jan/meeting/WSU%20Board%20onboarding%20process\\_Proposed%20Policy\\_Final\\_Dec17.pdf](http://www.wright.edu/sites/www.wright.edu/files/uploads/2018/Jan/meeting/WSU%20Board%20onboarding%20process_Proposed%20Policy_Final_Dec17.pdf)

**Wright State Board of Trustees to  
Adopt a Trustee Onboarding Process Policy**

**RESOLUTION 18-39**

**WHEREAS**, the Wright State University Board of Trustees is authorized to govern the University pursuant to Ohio Revised Code §3352.03;

**WHEREAS**, the Board of Trustees have By-Laws that set forth the procedures by which the Board carries out its statutory duties as specified in the Ohio Revised Code;

**WHEREAS**, the Board of Trustees desires to adopt a Board Onboarding policy and process by which newly appointed Trustees can be oriented to the duties, policies and procedures that each Trustee must be acquainted with in order to fulfill their duties as Trustees for Wright State University; and

**WHEREAS**, such a policy is appended to this Resolution for consideration and approval by the Board of Trustees;

**NOW THEREFORE;**

**BE IT RESOLVED**, that the Wright State University Board of Trustees hereby adopts and approves the appended Trustee Onboarding Policy and Process to be used in the orientation of newly appointed Trustees to the University Board of Trustees as they may, from time to time, be appointed by the Governor of the State of Ohio.

General Moore moved for approval. Ms. Ramos seconded, and the motion was unanimously approved by roll call vote.

**D. Student Affairs and Athletics Committee**

Ms. Ramos, chair, reported on the January 19, 2018 committee.

- **Student Government Report**

Student Government Association (SGA) president David Baugham and vice president Holley Mapel provided updates on SGA's upcoming campus initiatives. The college representative recruitment challenge is a student led initiative to develop new enrollment management strategies. For example, the College of Education Dean's Student Advisory Board is offering a "Meet Your Major" program for their college.

SGA is also partnering with the Division of Student Affairs to offer the Wright Impact project pitch competition on March 20. This event challenges the Wright State community to deepen its commitment to equity and inclusion. The winner of the competition will receive \$1,000 in seed money to support their initiative.

SGA invited trustees to participate in the Trustee Shadow Program. This program pairs Board of Trustees members with student leaders and includes a specialized tour designed to give trustees greater insight into life as a student.

- **Athletics Report**

Mr. Bob Grant, Director of Intercollegiate Athletics, provided an update on the department's budget and the academic performance of student athletes. The Athletics department is tracking their budget weekly. In terms of revenue, Athletics is experiencing a 27% increase in corporate sponsorship, which is \$1,000 over the target. Foundation contributions were expected to be flat, but are up 4% as of January 15. Basketball season ticket sales are down 10%, but the team's excellent performance is expected to bring the total sales close to flat. Expenses are tracking as expected; however, Mr. Grant noted that weather impacts the budget for outdoor sports.

Wright State's student athletes are continuing to perform well academically. Student athletes overall have earned a cumulative GPA of 3.0 or higher for 47 straight terms. Notably, the Women's Cross-Country team earned a GPA of 3.86 for Fall 2017. Student Athlete graduation success rates have been at 87 and 88% recently.

Mr. Grant invited three student athlete leaders—Ms. Chelsea Welch from women's basketball, Mr. Chris Rodriguez from baseball, and Ms. Megan Hopkins from volleyball—to share their distinctive journeys to Wright State and their experiences since enrolling.

- **Vice President's Report**

Dr. Gary Dickstein, Interim Vice President for Student Affairs, presented an update on Student Affairs. The Bolinga Black Cultural Resource Center celebrated Martin Luther King Jr. day by holding the Social Justice Awards recognition event. Wright State was represented at the "I Am My Brother's Keeper" event the City of Dayton held in honor of MLK.

The Wright State Police Department is engaging in outreach to the campus community through the "Donuts with the Chief" event to enhance communication and foster positive relationships. The Women's Center celebrates its 25th anniversary on January 25<sup>th</sup>; and the Latino, Asian, and Native American Center celebrates its grand opening on January 23. Also, the Adventure Summit will be held on February 9<sup>th</sup> and 10<sup>th</sup> and will welcome close to 6,000 visitors to campus.

Dr. Dickstein shared information about current initiatives taking place in Student Affairs. A comprehensive package of online educational programs is being finalized for all incoming students. The program will consist of four content areas: gender based violence and harassment, academic integrity, suicide prevention, and drugs and

alcohol. Also, the Social and Racial Justice Task Force is currently meeting and will work to recommend cultural competency training for students and staff in the Division of Student Affairs, identify macro and micro level diversity activities to create tradition in that area, and help meet the needs that exist in our community to facilitate positive change on our campus.

Dr. Dickstein provided data from Residence Life and Housing and the Student Union regarding student retention rates. For the 2014 cohort of students, 63% of residential students returned from first to second year as compared to 57% of students who lived off-campus and not with their parents. For the 2015 cohort, 64% of residential students returned as compared to 56% of non-residential students who did not live with their parents. Figures for the 2016 cohort are not yet available. Nationally, students who work on campus have a higher first to second year retention rate. The Student Union and Campus Recreation department is the largest employer of student employees, employing 119 students. Of those students, 100% completed fall semester, 95.6% returned for spring semester, and 93.8% also returned to their jobs.

Dr. Dickstein also shared a proactive student life initiative regarding Greek Life. Wright State has not been plagued by the tragic events associated with Greek life activities that numerous other universities across the country have faced. Wright State will continue to support our fraternities and sororities in creating a positive environment on campus.

Dr. Dickstein announced that Interim Associate VP for Student Affairs, Dr. Kimberly Scott, will lead a group of students and staff through a process of reengineering the goals of the cultural and identity centers. The group will identify models of a centralized destination for an inclusive environment of excellence, while maintaining the unique identities of each center. The goal will be to increase student engagement within those centers, not only for those who use the centers for support, but to also to increase the cultural competency of majority students as well. The centers will promote dialogue and interaction and will continue to create a welcoming environment that celebrates all students and reaffirms our commitment to diversity.

#### **E. Student Trustee's Report**

Mr. Austin Rains, student trustee, highlighted the Men's Basketball team's current second place standing in the Horizon League and mentioned upcoming campus events which included ArtsGala, the Amigos Latinos Gala and the spring celebration; April Craze.

Each year one student trustee rotates off the Board leaving a vacancy to be filled by the Governor of Ohio. This year, Ms. Jordan Large Kingsley will be completing her term and the search for her replacement has begun. Student Government coordinates the process by advertising and recruiting interested parties in February and holding candidate interviews in March. Finalists names will be forwarded to Columbus for a second round of interviews over the summer.

Austin and Jordan have completed the review of the Student Trustees' roles and responsibilities for the Board's update of their bylaws and shared their insight with General Moore who is heading up the project.

The Student Trustees are working with Student Government to create individualized "Shadowing Days" for the voting member Trustees to accompany students around campus to get a flavor of student's academic and extracurricular activities.

Trustee Rains highlighted the work of the Student Government Association and recognized Mr. Daniel Palmer, SGA's chief justice, for his efforts in supporting recently introduced legislation exempting students from the payment of state sales tax on textbooks purchases.

The Student Trustees have identified two goals for the future; namely, to bring more student's stories to the Board and to engage more with students on campus.

#### **F. Faculty Senate President Report**

- ***Textbook Affordability:***

Dr. Travis Doom, Faculty Senate president, updated the Board on the work being done on textbook affordability by the Senate's Student Success Committee and their partnership with Student Government which has helped establish Wright State as a leader in textbook affordability.

A resolution was passed last summer implementing an exclusive access pilot project whereby the instructors of nine courses offered Fall semester agreed to have all students purchase the required book at a significant University negotiated bookseller discount. Using bulk buying, the initiative saved those students over \$56 thousand. The pilot will be expanding to 40 courses by Fall of 2018 with a projected savings of \$310 thousand.

The resolution included an "auto adopt policy" which empowers the bookstore to order the previous year's textbook for faculty of record

who are again teaching the same course and have not specified a change in text by the mandated deadline. This measure makes sure books are readily available at the best pricing for students prior to class start. This initiative is projected to save students \$1.5 million per semester.

- ***Faculty Senate President Remarks:***

Dr. Doom read the following written report:

“It is the responsibility and privilege of the elected Faculty President to speak on behalf of the Faculty as a whole. As you are aware, the Faculty Senate is the body charged with the authority and responsibility to conduct the shared governance work of the Faculty. The Senate represents all Faculty – bargaining unit and non-bargaining unity, full-time and part-time, adjunct to chair. It has been the Senate’s recent convention to report, at the end of each term, on Senate activity and to comment, at the start of each term, on the state of the Faculty.

“Something much on the mind of the Faculty Senate leadership this term has been risk management. The Faculty see that the pendulum has swung, in general, on the amount of risk that the University is willing to accept. In some areas, we many now be *overly* risk-conscious, possibly to the point of making it difficult to maintain some best practices. This is understandable, and worthy of discussion as some future time. There is a specific risk, however, that merits mention today.

This term, the University remarked in a prepared statement, “There is no chance that Wright State University is going to close.” The fact that the University felt the need to make this statement is chilling. The fact that our community thought that this was newsworthy is horrifying.

In this year’s recruiting efforts, Faculty are hearing questions that we have never heard before. Current and potential students and their parents continue to communicate high regard for the University’s programs, Faculty, and affordability. However, we are getting new questions such as “Will this program still be around in four years?”, “How stable are Wright State University finances?”, “What impacts will financial cuts have to the student experience and academic support?”, “Will there be a Faculty strike?”, “What impact would that have on my graduation?”, and “Will the University close?”

These questions illustrate a very real risk that does not appear to be managed. We need to be mindful of the long-term impact of the

changes in community attitude that underlie these questions. The Senate is not privy to the specifics of either side of ongoing negotiations, but Faculty leadership does question if whatever gains the Trustees hope to achieve in changes from status quo working conditions will be significant in relation to the long-term damage done by the external perception of a Board and a Faculty at war.

Rather than exhaust community attention on a few areas of conflict, perhaps we should leave them at status quo for a few years, and address those issues later. Right now, we need to invest our energies in communicating the continued good work and accomplishments of the University programs and students. We need to increase our marketing presence in the community (particularly in area high schools). We need to continue to invest in Faculty-Student co-curricular research that informs our students, impacts our community, and illustrates our areas of national preeminence. We need to publicize our affordable guaranteed tuition rates and our growing leadership in textbook affordability to remind potential learners of our commitment to accessible higher education.

Most importantly, we need to take conscious action to mitigate risks associated by prolonged uncertainty. The impact of ongoing budget mediation with simultaneous conflict over terms and conditions of employment greatly increases the associated risk on future enrollment, current faculty retention, and future faculty recruitment. What we do now will heavily influence what we can become in the next decade.

Those conclude the remarks of the Faculty Senate president.”

## **XII. PRESENTATIONS**

- **Dan Slilaty, Ph.D.**  
**Professor of Mathematics**  
**Bargaining Unit Faculty Member, Member of AAUP-WSU**

Dr. Dan Slilaty, professor of Mathematics, introduced himself as a proud member of the AAUP and spoke about the role of the faculty in the education and success of students through teaching. The educational experience is the single reason for being of any university and its quality is influenced by the expertise and dedication of faculty, the engagement of students, and the support received by the institution.

Dr. Slilaty outlined reasons for the University’s current financial situation and blamed the Board and Administration for failing to address the problems. He indicated seeking any concessions from bargaining unit faculty would

disrespect them and seriously impact the University's future ability to attract new faculty hires.

In closing, Dr. Slilaty pledged his willingness to strike to protect meaningful shared governance and the core mission of the institution.

- **David M. Bukovinsky, Ph.D.**  
**Professor of Accountancy**  
**Bargaining Unit Faculty Member, Member of AAUP-WSU**

Dr. David Bukovinsky, professor of Accountancy, highlighted the national reputation and ranking of the department including the #1 in Ohio CPA pass rate of students and the recognition of 5 times national champion and 22 times final four placement for accounting students competing in the "Institute of Management Accountant Student Case Competition".

In discussing the University's efforts to avoid fiscal watch, Dr. Bukovinsky stressed that continued cost cutting would lessen the quality of education students receive, harm the university's reputation, reduce alumni support, and impact the University's ability to replace an aging faculty population with highly qualified professors.

Dr. Bukovinsky quoted the first line of Wright State's mission statement; "We will build a solid foundation for student success at all levels through high-quality, innovative programs" and indicated that the proposed financial and labor related solutions will erode the foundation upon which this university is built.

### **XIII. PRESENTATION AND POLICY DISCUSSIONS**

Dr. David Bright  
Chair of the Department of Management and International Business

Mr. Michael Wiehe  
Director of the Applied Policy Research Institute

"Update on Wright State University's Strategic Planning Process"

President Schrader shared that Wright State is presently involved in a dynamic, innovative approach to strategic planning that has previously been utilized at the University. The process of creating this plan is important as the result and as the plan that it will ultimately produce. Using a dialogic process to help the campus and our community reconnect, the strategic plan will help shape our culture and focus our identity. This strategic plan will not end when it is presented to the Board

of Trustees in October but will become a dynamic document that guides day to day decisions and focuses our collective vision for the future.

Dr. David Bright, chair of the Department of Management and International Business, offered a heartfelt description of the appreciative inquiry process being utilized as the basis of Wright State's strategic planning process. The process creates new pathways forward, through a series of meaningful dialogue sessions, to allow people to come together within a renewed social structure to envision a vibrant, compelling future for Wright State.

Community Dialogues have already begun as part of Phase 1; which includes listening to stakeholders, revising Vision, Mission and Values, and discovering Wright State's strengths and opportunities. Phase 2 is the development of a strategic plan. Building upon the identified strengths and opportunities, work will coalesce into strategic objectives that will be developed and refined to include strategic goals, milestones, resource allocation, and metrics for charting progress.

Mr. Michael Wiehe, director of the Applied Policy Research Institute (APRI), explained that APRI has been a part of Wright State since 1983 and will be assisting with the strategic planning process. He reflected on the first meeting of the Strategic Planning Steering Committee and the excitement this group of 33 innovative thinkers shared for the process.

Lake Campus held a Community Dialogue on February 2, 2018 with nearly 60 faculty, staff, alumni, administration and community members. Working in small, diverse groups, the participants discussed Wright State's values and strengths and identified future actions for success. Mr. Wiehe shared some of those outcomes.

A three-day Strategic Stakeholders Summit will be held March 19 to the 21<sup>st</sup> with a diverse group of stakeholders to refine the vision, mission, and values and identify strategic objectives.

President Schrader and Mr. Wiehe invited the Board and everyone to participate in one of the upcoming Community Dialogues. The dialogues will be held at different times in various locations as well as virtually.

#### **XIV. UNFINISHED BUSINESS**

Trustee Fecher shared the details of Ms. Margaret Evelyn Peters' many lifetime accomplishments and presented the following resolution to the Board for their approval.

1. **Honorary Degree: Ms. Margaret Evelyn Peters**

**RESOLUTION 18-40**

WHEREAS, Wright State University established in 1976 a process by which individuals of outstanding achievement may be honored by the University to recognize constructive value to the University and society; and

WHEREAS, the Honorary Degree Subcommittee and the Executive Committee of the Board of Trustees have received and affirmed the recommendation to award an honorary degree during the Spring 2018 Commencement Ceremony; and

WHEREAS, honorary degrees are given for outstanding individual contributions and service, and

WHEREAS the committees have accepted the nomination of Margaret Evelyn Peters who has been serving the Dayton and broader community for nearly forty years as an educator, an author, a volunteer and a leader; and

WHEREAS, Ms. Peters is a legendary figure in Dayton for her extraordinary influence in the Dayton Public Schools, her research, teaching, and writing about Black history, and her constructive activism in the movements for peace and for civil rights for all people; and

WHEREAS, Ms. Peters has instilled historical self-consciousness and pride among Black children and young people through her efforts to instill the teaching of African American history and culture in the curriculum of the Dayton Public Schools; and

WHEREAS, Ms. Peters; through her scholarly writing, public speaking, weekly radio programs, and volunteerism has become “the” authority in Dayton on matters of Black history and race relations; and

WHEREAS, Ms. Peters’ leadership and civic engagement has impacted the cultural and social landscape of metropolitan Dayton and beyond; therefore

BE IT RESOLVED that the Wright State University Board of Trustees hereby approves the granting of the Doctor of Humane Letters degree to Margaret Evelyn Peters; and

BE IT FURTHER RESOLVED that this degree be conferred upon Ms. Peters at the April 28, 2018 Commencement Ceremony.

Mr. Fecher moved for approval. Ms. Green seconded, and the motion was unanimously approved by roll call vote.

**XV. NEW BUSINESS**

1. Alumni Association Rowdy Gras – February 24, 2018, 6:00 pm, McClin Gym
2. ArtsGala – March 24, 2018, Creative Arts Center, 6:00 pm
3. Board of Trustees’ Committee Day – April 6, 2018
4. Amigos Latinos Gala – April 6, 2018, 6:00 pm, Wright State Nutter Center
5. Board of Trustees’ Executive Session – April 26, 2018
6. Board of Trustees’ Public Session – April 27, 2018
7. Commencement – April 28, 2018, Wright State Nutter Center Arena
8. Budget Presentation for Board of Trustees – June 8, 2018, Apollo Room

**XVI. EXECUTIVE SESSION**

Mr. Fecher moved that the Board enter into Executive Session to discuss personnel matters related to collective bargaining. The motion was supported by the Trustees present.

**Present**

Douglas Fecher  
Sean Fitzpatrick  
Stephanie Green  
Anuj Goyal  
Bruce Langos  
William Montgomery  
C.D. Moore  
Grace Ramos

**Absent**

Michael Bridges

In accordance with the Ohio Open Meetings Law, the Board, after a majority of a quorum, determined to hold an Executive Session by offering the following resolution:

**RESOLUTION 18-41**

RESOLVED that the Wright State University Board of Trustees agreed to hold an Executive Session on Friday, February 16, 2018, at 11:05 a.m.; and be it further

RESOLVED that pursuant to the Ohio Revised Code 121.22 (G), the following issues may be discussed in Executive Session:

- Personnel matters; collective bargaining

Mr. Fecher moved for approval. Ms. Green seconded and the motion was unanimously approved by roll call vote.

**XVII. ADJOURN**

The meeting adjourned at 12:20 p.m.

## **XVIII. APPENDIX - WRITTEN REPORTS**

- A. Advancement Report
- B. Communications Report
- C. Marketing Report

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Committee Report  
January 2018**

1. Alumni Relations Report
2. Wright State Foundation Financial Report
3. Development Report
4. *Discover Your Story: Archives Campaign Report*

**Advancement Committee Report  
Alumni Relations Report  
January 2018**

**Updates:**

Alumni Networks and Societies

- The 3<sup>rd</sup> Alumni Leaders Conference will be held in the fall. Leaders from our 19 alumni societies and networks will be invited back to campus for a one day conference.
- The Student Alumni Engagement committee of the Alumni Association board has been enhancing how the Association builds new business with existing and prospective alumni groups. In the last year, this committee has taken the initial steps to identify and appoint AA board members who will meet with university leadership of colleges and various departments. This work will strengthen the relationship with university partners and open dialogue for new business for the Alumni Association.

Life After Wright State

- A Series of programs are currently being planned for this year's Life after Wright State Series. Thanks to a grant through Wright-Patt Credit Union, we will be bringing Peter Bielagus, a nationally known financial educator to campus. Peter travels the country talking to college students about how to secure their own financial future. Peter will visit campus on Wednesday, March 21, 2018.

Other Life After Wright State events include:

- Student/Alumni Speed Networking
- Annual Senior Sendoff Picnic
- Finals Week Happy Hour

**Upcoming Wright State Alumni Events:** (Find more information at [wrightstatealumni.com](http://wrightstatealumni.com))

January 11 - Raider pre-game gathering at NKU  
January 20 – African American Alumni Society Annual Meeting  
January 26 – Annual Alumni Beer Tasting  
February 1 - Raider pre-game gathering at CSU  
February 8 – Alumni Night at Coopers Hawk, Columbus  
February 16 – Alumni Night at the Game  
February 24 – Rowdy Gras  
March 8 – CONH Alumni Wine Tasting  
March 26 – Social Work Alumni Fifth Street Brew Pub Gives Back  
April 6 – Amigos Latinos Gala  
April 21-22 – Wine Trail Tour  
June 2 – Cedar Point Day  
July 29 – Wright State Alumni Kings Island Day  
August (TBD) – Theatre and Dance Reunion

August (TBD) – Alumni College  
October 5-6 – Homecoming Weekend  
November (TBD) – Alumni Service Day

**Advancement Committee Report  
Wright State University Foundation Report  
January 2018**

The Foundation’s endowment portfolio ended the month of November with a market value of \$83.9 million, up \$5.2 million since the beginning of the year (including a capital infusion of \$2.0 million in November). The portfolio has returned a solid 5.84% for the year, but has underperformed its benchmark by 32 basis points. The one-year return for the endowment portfolio was 14.58% on November 30<sup>th</sup>. Investment asset allocations were in line with ranges specified in our investment policy and allocated 44% to equity securities, 24% to fixed income, 13% to mixed assets and 19% to alternative assets. Asset allocation, market value, and rates of return specific to the endowment portfolio are provided in the following exhibits.

Thus far in FY18, our equity investments have significantly outperformed fixed income, +9.33% to +1.63%. Within the equity space, world equity (ex-US) has outperformed domestic equity, +10.80% to +9.12%. In the international arena, emerging markets performance has been especially strong, returning +13.14% through the first five months of FY18. Returns on our US large cap investments have outpaced small cap returns, +10.09% versus +8.31%. All our fixed income investments have provided positive returns, with emerging market debt providing the highest five-month return at +3.77%. Our multi-asset investments (which combine equity, fixed income and other investments) have also provided solid performance with a combined return of +6.74% for the period. Finally, our alternative investments have also performed modestly well during the year adding a combined 3.08% return to the portfolio.

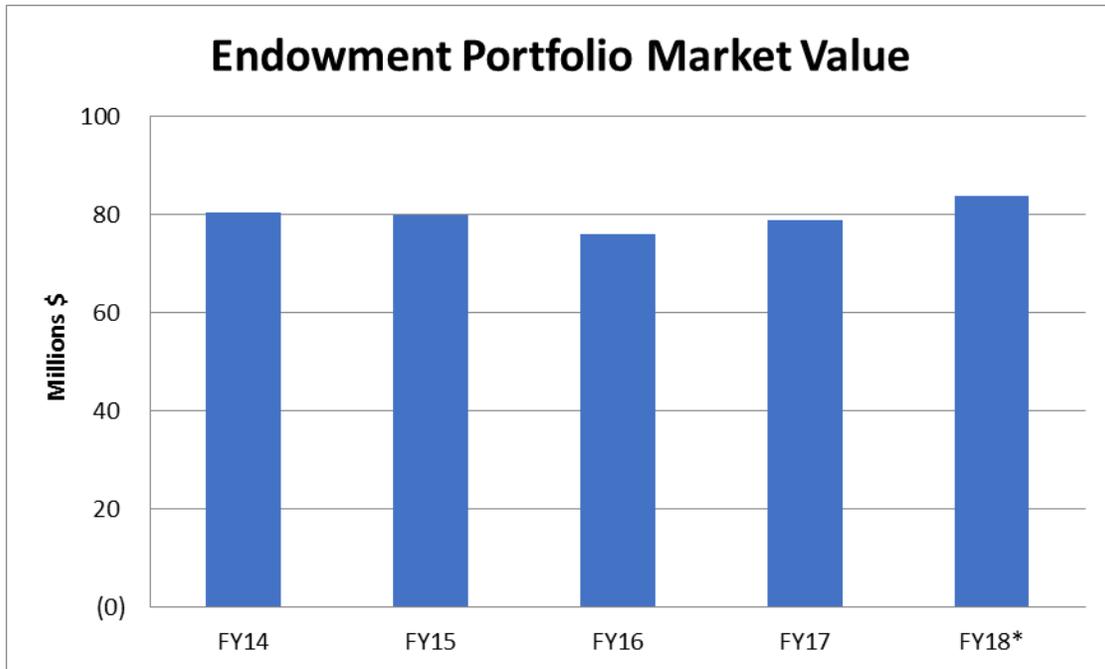
Since the beginning of the year, operations have added \$1.1 million to our unrestricted net assets, a nearly 15% increase. Our gross reserve position ended November at \$8.7 million. That was 58% higher than the same period the previous year.

The Foundation’s current endowment portfolio composition, including target allocations, actual allocations, and market values, as of November 30, 2017, is presented below:

**Endowment Portfolio Composition**

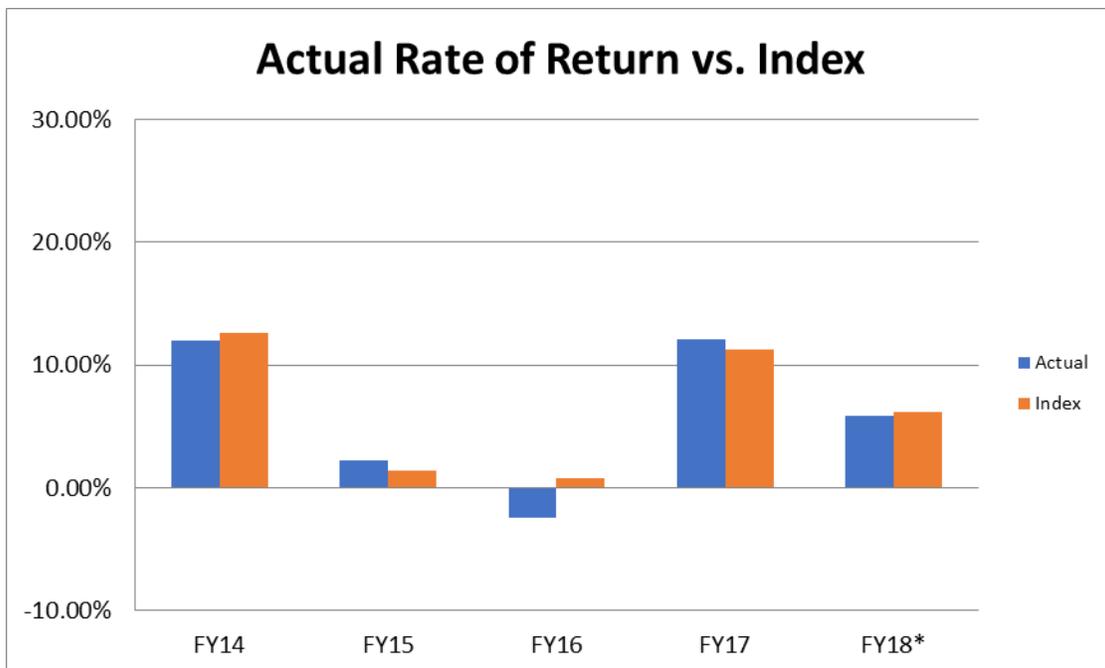
<b>Asset Class</b>	<b>Target Allocation</b>	<b>Actual Allocation</b>	<b>Market Value November 30, 2017</b>
<b>Equity</b>	<b>42%</b>	<b>44%</b>	<b>\$36,860,539</b>
<b>Fixed income</b>	<b>24%</b>	<b>24%</b>	<b>20,019,210</b>
<b>Multi-asset</b>	<b>14%</b>	<b>13%</b>	<b>11,083,943</b>
<b>Hedge funds</b>	<b>8%</b>	<b>8%</b>	<b>6,550,332</b>
<b>Private equity</b>	<b>8%</b>	<b>7%</b>	<b>5,699,526</b>
<b>Energy Debt</b>	<b>4%</b>	<b>4%</b>	<b>3,713,441</b>
<b>Cash &amp; equivalents</b>	<b>0%</b>	<b>0%</b>	<b>0</b>
<b>Totals</b>	<b>100%</b>	<b>100%</b>	<b>\$83,926,991</b>

### Endowment Value



\*Through November 30, 2017

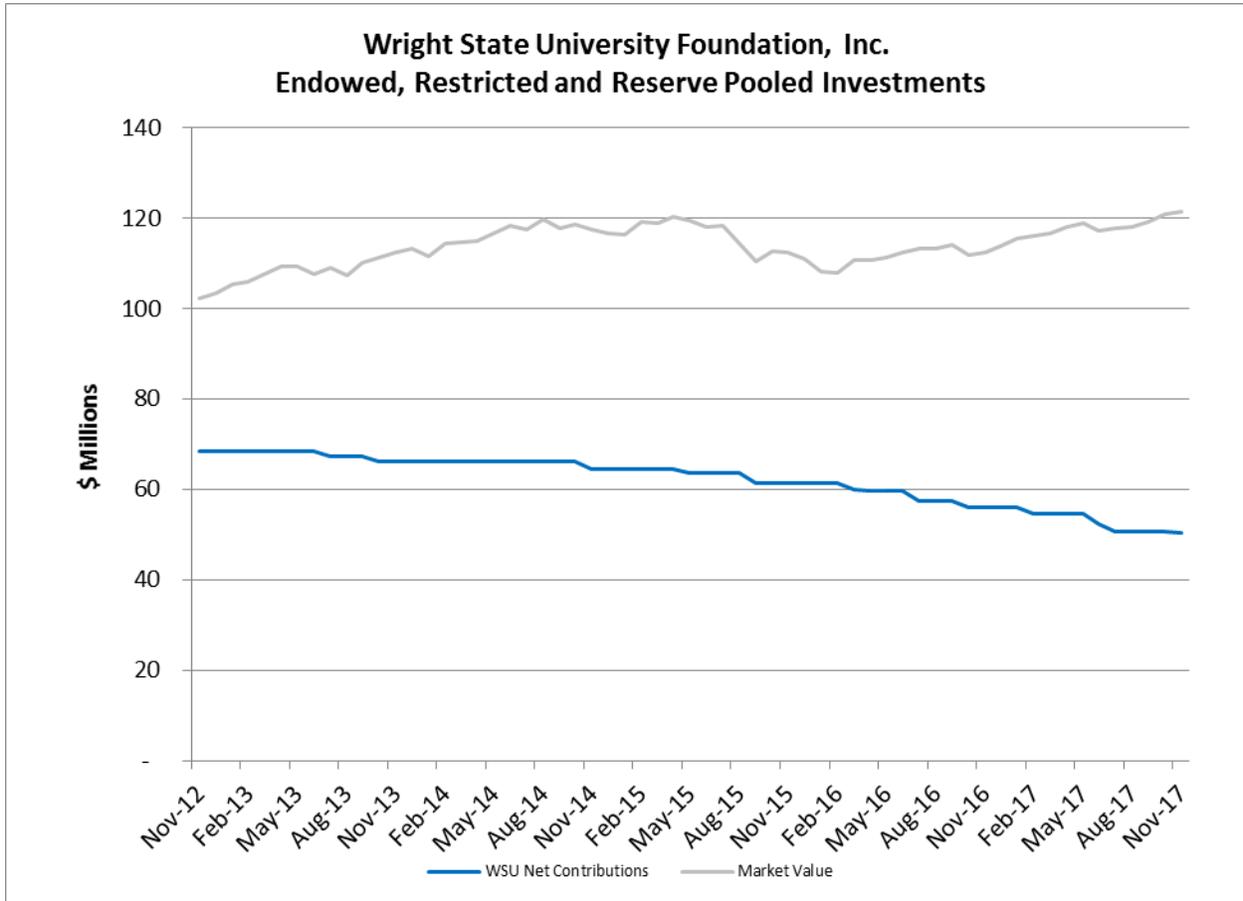
### Endowment Historical Rates of Return



\*Through November 30, 2017

The index is composed of various market indices of like asset classes in the same proportion as the Foundation's approved asset allocation as defined in its Investment Policy Statement (IPS).

**All Portfolios Value vs. Contributions**



**WRIGHT STATE UNIVERSITY FOUNDATION, INC.**

**Report of Fundraising Totals By Source and Unit**

**Fiscal Year-to-Date to November 30, 2017**

(including totals from prior fiscal year)

**BY SOURCE**

SOURCE	CASH <sup>1</sup>	PLEDGES <sup>2</sup>	IRREVOCABLE	GIFTS OF	REVOCABLE	CURRENT FYTD	PRIOR FYTD
			DEFERRED	PROPERTY <sup>4</sup>	DEFERRED		
			GIFTS <sup>3</sup>		GIFTS <sup>5</sup>	TOTALS	TOTALS
Alumni	\$245,129	\$40,744	\$0	\$474	\$13,591	\$299,938	\$1,317,439
Corporations	498,082	0	0	24,974	0	523,056	518,804
Foundations and Organizations	184,460	0	0	70	0	184,530	362,922
Friends	288,762	49,313	0	3,599	0	341,674	271,270
<b>CURRENT FYTD TOTALS</b>	<b>\$1,216,433</b>	<b>\$90,057</b>	<b>\$0</b>	<b>\$29,117</b>	<b>\$13,591</b>	<b>\$1,349,198</b>	
<b>PRIOR FYTD TOTALS</b>	<b>\$1,249,969</b>	<b>\$113,420</b>	<b>\$0</b>	<b>\$157,046</b>	<b>\$950,000</b>		<b>\$2,470,435</b>
<b>% CHANGE FROM PRIOR FISCAL YEAR</b>	<b>-2.7%</b>	<b>-20.6%</b>	<b>N/A</b>	<b>-81.5%</b>	<b>-98.6%</b>	<b>-45.4%</b>	

**BY UNIT**

UNIT	CASH <sup>1</sup>	PLEDGES <sup>2</sup>	IRREVOCABLE	GIFTS OF	REVOCABLE	CURRENT FYTD	PRIOR FYTD
			DEFERRED	PROPERTY <sup>4</sup>	DEFERRED		
			GIFTS <sup>3</sup>		GIFTS <sup>5</sup>	TOTALS	TOTALS
Boonshoft School of Medicine	\$208,905	\$15,900	\$0	\$0	\$0	\$224,805	\$109,276
College of Education & Human Services	11,819	2,075	0	0	0	13,894	8,449
College of Engineering & Computer Science	81,699	90	0	0	0	81,789	136,559
College of Liberal Arts	112,092	16,215	0	3,759	0	132,066	144,637
College of Nursing & Health	61,330	330	0	0	13,591	75,251	21,676
College of Science & Math	65,193	27,600	0	21,354	0	114,147	345,196
Curriculum & Instruction	32,522	375	0	150	0	33,047	60,086
Enrollment Management	11,535	275	0	0	0	11,810	8,055
Intercollegiate Athletics	245,725	12,500	0	0	0	258,225	151,227
Lake Campus	350	0	0	0	0	350	40,075
Other	137,941	11,345	0	133	0	149,419	513,394
Raj Sooin College of Business	66,749	300	0	0	0	67,049	558,237
School of Professional Psychology	15,590	1,195	0	0	0	16,785	110,240
Student Affairs	108,173	290	0	3,721	0	112,184	235,548
University College	0	88	0	0	0	88	0
University Libraries	56,810	1,479	0	0	0	58,289	27,780
<b>CURRENT FYTD TOTALS</b>	<b>\$1,216,433</b>	<b>\$90,057</b>	<b>\$0</b>	<b>\$29,117</b>	<b>\$13,591</b>	<b>\$1,349,198</b>	
<b>PRIOR FYTD TOTALS</b>	<b>\$1,249,969</b>	<b>\$113,420</b>	<b>\$0</b>	<b>\$157,046</b>	<b>\$950,000</b>		<b>\$2,470,435</b>
<b>% CHANGE FROM PRIOR FISCAL YEAR</b>	<b>-2.7%</b>	<b>-20.6%</b>	<b>N/A</b>	<b>-81.5%</b>	<b>-98.6%</b>	<b>-45.4%</b>	

<sup>1</sup> Cash, checks, credit cards, electronic transfers, matching gifts, insurance premiums, etc.

<sup>2</sup> Conditional, deferred, irrevocable and revocable pledges.

<sup>3</sup> Charitable gift annuities, charitable lead trusts (CLTs), charitable remainder trusts (CRTs), life estates, pooled income funds, Foundation-owned insurance policies, etc.

<sup>4</sup> Gifts-in-kind, real property (land and buildings), tangible personal property (vehicles, equipment, books, art, auction items, etc.), intangible personal property (patents, copyrights, etc.), etc.

<sup>5</sup> Bequest intentions, donor-owned insurance policy beneficiary, donor-owned retirement asset beneficiary, etc.

GIFT SOURCE	NOV 2017		NOV 2016		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	389	\$72,275	481	\$45,724	-19%	58%
Corporations	29	42,474	31	137,489	-6%	-69%
Foundations and Organizations	12	740,526	6	517,250	100%	43%
Friends	391	68,384	450	62,847	-13%	9%
<b>SUBTOTAL CASH RECEIPTS</b>	<b>821</b>	<b>\$923,659</b>	<b>968</b>	<b>\$763,310</b>	<b>-15%</b>	<b>21%</b>
Gifts-in-kind	5	523	1	20,000	400%	-97%
<b>TOTAL ALL RECEIPTS</b>	<b>826</b>	<b>\$924,182</b>	<b>969</b>	<b>\$783,310</b>	<b>-15%</b>	<b>18%</b>

### FISCAL-YEAR-TO-DATE

GIFT SOURCE	FY2018		FY2017		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	1,143	\$324,336	945	\$376,541	21%	-14%
Corporations	127	872,728	111	625,416	14%	40%
Foundations and Organizations	42	916,697	32	374,872	31%	145%
Friends	902	360,549	871	244,690	4%	47%
<b>SUBTOTAL CASH RECEIPTS</b>	<b>2,214</b>	<b>\$2,474,310</b>	<b>1,959</b>	<b>\$1,621,519</b>	<b>13%</b>	<b>53%</b>
Gifts-in-kind	15	29,117	11	137,046	36%	-79%
<b>TOTAL ALL RECEIPTS</b>	<b>2,229</b>	<b>\$2,503,427</b>	<b>1,970</b>	<b>\$1,758,565</b>	<b>13%</b>	<b>42%</b>

## **Advancement Committee Report Development Report January 2018**

### **Planned Giving Update**

FY2018 Planned Gift Report:

- One planned gift commitment with a stated gift value of \$13,591 has been recorded thus far in FY18.
  
- One planned gift has been realized in this fiscal year. We received the initial distribution (\$36,000) from the planned gift donor. Another distribution from her estate will be coming once her financial affairs are closed out.
  - We also anticipate receiving distributions from 5 other realized estates. Those 5 estates, plus the previously mentioned expected estate distribution have an anticipated combined value of \$4,400,000.
  - Of these, two are from WSU Retirees.
  
- There are currently eight additional planned gifts in discussion with an estimated projected value of \$2,657,000. There are also another 22 potential planned gifts in early stage discussion

We have seen an increase in the number of people making charitable gifts to Wright State by rolling over their Required Minimum Distribution (RMD) from their IRA, which they can do tax free once they reach age 70 ½.

The previous Director of Planned Giving, Regis Lekan, retired from the University this summer but was retained by the Foundation until the end of the calendar year 2017 to assist with a seamless transition to his successor. Mr. Bill Bigham assumed his duties as Director of Planned Giving on November 1 and worked very closely with Regis Lekan in the final weeks of 2017 to ensure the ongoing work of planned giving continued without interruption.

### **Annual Giving Update**

Annual gift solicitation (gifts of up to \$10,000), building off the momentum of the Rise. Shine. Campaign, engaging more and more donors with Wright State, increasing current individual giving levels, and identifying new major gift prospects.

### **Fall Direct Mail Appeal**

The annual fall direct mail appeal dropped in the mail in early November. It was customized with student features in each academic area. The primary audience included alumni, however

without a traditional Phonathon in FY18, this appeal was also sent to friends who are past donors.

- New strategy in FY18
  - Expanding our appeal to include a historical timeline featuring some of Wright State University's biggest milestones in our 50 anniversary year.
  - Expanding our audience in recognition of our 50<sup>th</sup> anniversary

Fall Appeal Results

30 day results FY18	\$35,065	295 gifts
30 day results FY17	\$36,560	248 gifts
30 day results FY16	\$24,147	220 gifts

**#GivingTuesday – Tuesday, November 28th**

We participated in #GivingTuesday in a smaller capacity as of result of our Wright Day to Give Campaign (10/1/2017), promoting the new Archives Campaign. However, BSOM participated in a much larger capacity with a digital campaign targeted at alumni giving in addition to an on campus event for BSOM medical students over the lunch time hours on the 28th.

#GivingTuesday Results

2017 (CY)	\$11,465, 86 donors
2016 (CY)	\$10,717, 129 donors
2015 (CY)	\$7,800, 75 donors

**2017 CSIC – Campus Scholarship and Innovation Campaign**

2017 CSIC results will be calculated through December 31, 2017.

**Advancement Committee Report**  
***Discover Your Story: Archives Campaign Report***  
**January 2018**

**Campaign Plans:**

- Multiple speaking engagements at area service clubs, community groups, and civic organizations are in progress.
- Tours of the current Archives space as well as the new space located at 2455 Presidential Drive (former Wright-Patt Credit Union Corporate Headquarters) have been occurring regularly.

**Campaign Marketing:**

- The campaign case for support document entitled “Discover Your Story” has been produced and is in use during tours of the current and new facilities.
- Selected direct-mail campaigns have been undertaken to provide the case document to prospective campaign donors.
- A one-year plan with high visibility marketing ideas has been prepared for calendar year 2018. This is to keep the Archives project highly visible.

**Fundraising Strategies:**

- The Archives Center Project was submitted for consideration through the PDAC process. It received a high score and was ranked second for rural areas in the “Quality of Life” category.
- On December 21, 2017, President Schrader, Bob Hickey, Dawne Dewey, Mary Jean Henry, and Rebecca Cole hosted Representative Rick Perales for a tour of both sites. He will communicate his findings to his House colleagues who are working on the budget.

**Gifts Committed to Date:**

- To date, we’ve raised nearly \$500,000 toward the goal of \$6.5 million in CASH.
- There are 3 named spaces included in the giving totals
  - √ Amanda Wright Lane Lobby
  - √ Dr. Lewis Shupe Oral History Lab
  - √ Dr. Gary Barlow Conference Room

**Project Description:**

- The Archives Center Modernization project provides for the renovation of 30,000 SF of space and the relocation of the current Special Collections and Archives. The new space will provide appropriate environmental conditions to lengthen the life of these priceless collections. Controls will include protections from temperature, humidity, light, fire, and air quality. The provision of adequate space to house over 15,000 linear feet of collections, including 20,000 volumes with more than 16,000 books, is a major objective

of the project. They are moving from their current space in two campus locations of 12,000 SF to a dedicated space of 30,000 square feet.

# Board of Trustees Report

## Office of Communications

Public relations, media relations and internal communications play a vital role in university operations and branding. Communications staff view interactions in each of these disciplines as invaluable opportunities to strengthen how people view Wright State University. Our strategy is to build our brand largely through aggressive and sustained brand journalism. This strategy is supported by the creation of materials that can be used to create repeated positive mentions in the external news (earned media), and increase university-wide awareness and brand advocacy through sharing and posting on internal channels (owned and social media).

## Public Relations & Media Relations

Office of Communications staff fulfill this role in large part by highlighting brag points and feel-good stories through creating high-quality articles and videos that are posted to the [Wright State Newsroom](#) and distributed across university websites and on university social media channels. Newsworthy stories are identified by staff and leveraged as pitch tools to external media.

### **Data:**

*The November 2 — December 31, 2017 public relations metrics are as follows:*

#### **Total**

- *External Media Clips: 505*
- *Positive External Media Clips: 338*
- *Positive Advertisement Value: \$314,882.96*  
*This number was largely driven by coverage of: Wright State offering an opioid prevention workshop for area teachers, Raiderthon, WSU toy drives, on-going classroom/laboratory renovation project, Raidersgiving, military friendly designation, Hannah Beachler visit, SOCHE econ. impact study, finals fuzz therapy, fall commencement.*

*Verbatim clips: During this period, at least 41 times the external media used stories and videos exactly as Communications staff created them.*

- *Negative External Media Clips: 167*
- *Negative Advertisement Value: \$208,629.35*

*This number was largely driven by: Faculty union talking to media about on-going contract negotiations, WSU ordered to pay \$92,000 to Dr. Aggarwal, OIG report findings regarding payments to Ron Wine, furlough policy being drafted.*

**Media clips:** *Defined as external news stories about Wright State (most often) or stories that mention Wright State.*

**Positive Advertisement value:** *External media coverage that results in positive exposure for Wright State's brand, the value of which is derived by the amount in dollars that Wright State would have had to pay to advertise in the same space or time that our clips were used in the news. (Provided by contracted vendor Vocus/Cision, TV Eyes.)*

**Negative Advertisement value:** *The inverse of Positive Advertisement value. External media coverage that is unquestionably negative for Wright State's brand, the value of which is derived by the amount in dollars that Wright State would have had to pay to advertise in the same space or time that our clips were used in the news. (Provided by contracted vendor Vocus/Cision, TV Eyes.)*

**Verbatim clips:** *Stories or videos written/produced by Communications staff that were printed or broadcast by external news sources exactly as they were created by our staff.*

## Communications (internal)

Communications staff members write, edit and post hundreds of Newsroom stories each year that post to websites across campus. Stories are also shared through university social media channels. The office also distributes campus-wide email messages from the administration, crime warnings and emergency messages, among many others.

### **Data:**

*The Office of Communications made 104 posts to the Wright State Newsroom from November 2 — December 31, 2017.*

*Also during that time, Communications sent 62 campus-wide email communications. 17 of those messages were on behalf of colleges, units and other campus organizations. Ten were sent on behalf of the president, the Board of Trustees, the administration or police. The rest were emails sent to all-employee with links to university news.*

## University Initiative Participation

The Office of Communications is an active participant in university-wide strategic initiatives, university search committees and state associations including the Wright State University Leadership Team, Tobacco Free Campus Committee, Emergency Management Committee, University Bookstore Advisory Committee, Social Media Managers Group, 50<sup>th</sup> Anniversary Committee, Homecoming Steering Committee, Total Compensation Advisory Committee, Horizon League Ad Hoc Strategic Messaging Group, and the Inter-University Council of Ohio public relations committee.

Report created by:  
Seth Bauguess, MBA  
Director of Communications  
[seth.bauguess@wright.edu](mailto:seth.bauguess@wright.edu)

**Wright State Board of Trustees  
Marketing Report  
November 2017–January 2018**

**I. PUBLICATIONS HIGHLIGHTS**

In the last two months, the Office of Marketing print team has completed 43 projects for our Wright State community partners. Highlights include the Fall Commencement program and several pieces for the College of Business Professional Development Day. Our writers and editors have also worked on refreshing content for university websites and email campaigns aimed at increasing enrollment.

**BUSINESS AND FISCAL AFFAIRS**

Controller 2017 Annual Report Cover

**COLLEGE OF EDUCATION AND HUMAN SERVICES**

Meet Your Major Postcard  
Organizational Leadership Brochure

**COLLEGE OF LIBERAL ARTS**

*ArtsGala* 2018 Music/Theatre Ads  
*ArtsGala* 2018 Registration Site Icons  
*ArtsGala* 2018 Save-the-date Postcard  
CELIA Modern *Sparkle* Flyer  
Musical Theatre *Fiddler on the Roof* Program  
Musical Theatre *Urinetown* Program  
Peace Prize Lecture Flyer  
Peace Prize Lecture Posters  
Peace Prize Lecture Digital Display

**COLLEGE OF NURSING AND HEALTH**

Cameos of Caring Invite

**COMMUNICATIONS, OFFICE OF**

Factsheet Update (Fall 2017)

**GRADUATE STUDIES AND RESEARCH**

Graduate School Cox Media Ohio Digital Ads  
Graduate School Facebook Digital Ads  
Graduate School Radio Spots

**ENROLLMENT MANAGEMENT**

Admissions Academics Junior Teaser  
Admissions FAFSA Reminder Postcard  
Admissions Letterhead

## **LAKE CAMPUS**

Lake Campus Open House Ad Template

## **PRESIDENT, OFFICE OF THE**

Commencement Program Fall 2017  
*Dayton Business Journal* Half-Page Ad  
Fairborn Chamber Digital Ad  
Fairborn Chamber Print Ad  
Flying to the Hoops Banner  
Flying to the Hoops Print Ad  
Ohio State Volleyball Tournament Snapchat Filter  
Ohio Valley Hoops Classic Print Ad  
University/President's Holiday Card  
Why Wright State Landing Pages Copy

## **RAJ SOIN COLLEGE OF BUSINESS**

Entrepreneurship Programs Brochure  
Professional Business Institute Postcard  
Professional Development Day Branding Banner  
Professional Development Day Code Poster  
Professional Development Day Electronic Sign Art  
Professional Development Day Finance X-Banner  
Professional Development Day Headshot Banner  
Professional Development Day Program  
Professional Development Day X-Banner  
RSCOB Website Refresh

## **UNIVERSITY COLLEGE**

Advising Web Copy  
Student Success Social Media Icon

## **II. BRANDING HIGHLIGHTS**

### **UNIVERSITY BRANDING**

As custodians of the visual brand and messaging, our office continues to help units understand and incorporate Wright State's brand guidelines into their materials and promotional items.

Our office continues to fulfill requests for university, college, department, and unit logos, and answers questions from numerous stakeholders and Printing Services. To improve brand consistency, Printing Services set up an approval process for Karen Strider-Iames to review jobs that were not designed by the Office of Marketing or Printing Services before they are printed. We reviewed the new WrightStatePromos portal, a one-stop-shop for ordering Wright State promotional merchandise. This site is scheduled to go live in January 2018.

Our web designer also worked on updating the branding on Banner, Qualtrics web-based survey software, SharePoint, Pilot online learning gateway, WrightBuy e-procurement, Advancement's online giving banners, uAchieve degree audit,

scholarship search, and provided minor branding assistance for WSRI's website. In addition, we worked on ongoing social media profile images and participated in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

### **LEARFIELD LICENSING**

Through the Learfield Licensing portal, our office saw 67 licensing requests during the period from October 24 through December 31, 2017. This period yielded 64 approved licensed items for market. Two requests were returned for revisions, and one design was rejected for not meeting branding guidelines.

### **III. ADVERTISING HIGHLIGHTS**

From October 16, 2017, through December 31, 2017, the Office of Marketing developed and placed five print ads, three digital advertising campaigns, one commercial radio campaign, and one regional high school basketball tournament promotion to support the university's recruiting goals and to enhance the university's image among alumni, donors, and community leaders.

### **UNDERGRADUATE RECRUITING**

#### **Enrollment Management Undergraduate Recruiting**

- **Raider Open House Facebook/Instagram campaign October 27–November 4, 2017** Ohio and Indiana reciprocity counties; Teens ages 13–18; Parents of teens; Interest in college, higher education, SAT/ACT; Results: 204,177 people reached; 7,566 clicks; click-through rate 1.32%; cost per click = \$.41
- **Cox Ohio Media Behavioral Targeting October 25, 2017–November 9, 2017:** 945,000 impressions; Ages 21–55; College-educated; Raider Country prospects interested in advanced degrees and continuing education; Internet users across a wide variety of websites including Cox Media Group web and social media sites (radio, TV, print newspaper sites); Results: Impressions = 1,071,304; 818 clicks; click-through-rate = .08%; cost per click = \$10.39
- **Lake Campus Open House, November 16, 2017** –Ad templates for print ad placements in newspapers in Celina and St. Marys region.
- **Google AdWords search and display ads campaign, October 5–October 22, 2017** The campaign utilized approximately 1,500 keywords and phrases targeting Ohio users searching for undergraduate programs by major, bachelor's degrees, top-ranked colleges and universities, applying to college, paying for college, college affordability, scholarships and financial aid, and other Ohio public universities and community colleges. Results: 688,027 impressions; 2,965 clicks; Search text ad click-through rate = 1.38%, cost per click = \$2.25; Display ad click-through rate = .29%, cost per click \$.46
- **Ohio Valley Hoops Classic Basketball Tournament, December 1–2, 2017** Reach: players, families, and supporters of 22 high school basketball teams from southern Ohio (including Moeller, Centerville, Springboro, Xenia, Princeton, Mason, and Tipp City). Media included the Wright State logo on the tournament website two months prior to the tournament, print program full-page ad, and promotional

announcements during the tournament. Collaborative marketing with Southern State Community College, host of the tournament, included a joint promotional announcement encouraging Southern State Community College students to complete their degrees at Wright State. Southern State marketing staff also provided Wright State recruiting materials and transfer advice at an information table. The Wilmington local newspaper also listed Wright State in article about the tournament.

### **College of Nursing and Health BSN Option for Veterans (grant funded)**

- Digital display ads on two home/rental websites October 3–November 3, 2017 Military by Owner Home and AHRN Automatic Housing Referral Network targeted to military and civilian personnel relocating to Wright-Patterson Air Force Base Results: 13,862 impressions. Click-through rate=.05%

### **Graduate School Recruiting**

- **November 9, 2017 The Graduate School Open House.** Objective: motivate prospective students to attend and apply. Total online prospect forms completed advanced registration = 160. Campaign included the following:
  - **Top five Dayton-region commercial radio stations** Adults ages 21–44; :15 and :30 drive-time spots (Cox Radio, Alpha Media, and iHeartRadio three stations)
  - **Cox Ohio Media Behavioral Targeting:** 945,000 impressions; Ages 21–55; College-educated; Raider Country prospects interested in advanced degrees and continuing education; Internet users across a wide variety of websites including Cox Media Group web and social media sites (radio, TV, print newspaper sites); Awaiting the results report, which has been requested from Cox.
  - **Facebook ad campaign October 31–November 9, 2017** targeted to prospects with a college degree in 100-mile radius of Wright State, ages 22–55, college graduates, interest in advance degrees, adult learning, professional growth and career development. Results: Total people reached = 234,283; 8,893 clicks; click-through rate = 1.09%; Cost per click = \$.33

### **Alumni, Donor, and Community Engagement**

- **Minority Times October, 2017** One-fourth page color ad to promote Wright State's value and focus on diversity among faculty, staff, and students.
- **Dayton Business Journal November 3, 2017** Half-page color ad. Objective: Save-the-date featuring President Scharder. Promote attendance and support for the ArtsGala and the value Wright State contributes to the quality of life and innovations in our region. Pro bono funding from BizJournals.
- **Dayton Business Journal Book of Lists December 29, 2017** Half-page color ad next to the list of the region's top companies. Objective: promote the value of hiring interns and graduates of Wright State University degree and the value of our degree programs.

## UPCOMING ADVERTISING AND RELATED PROJECTS

### ENROLLMENT MANAGEMENT

#### Undergraduate Recruiting

- Premiere Health Flying to the Hoops High School Basketball Tournament, January 12–15, 2018 Reach: Approximately 20,000 fans of 38 high school teams primarily from Ohio, plus Kentucky, West Virginia, and Nevada. Media includes: a full-page print ad in the tournament program, banner in Trent Arena, promotional announcements during the tournament. We will also run a Wright State branded Snapchat filter for use and sharing by fans at the tournament.
- Integrated digital advertising campaign January 15–May 31, 2018, including retargeting, Google AdWords/display ads, Facebook, and Snapchat through the end of FY18. Objective: Increase Fall 2018 enrollment and increase awareness, campus visits, and applications for Fall 2019. Focus on Raider Country, plus Hamilton County and the following counties where applications for Fall 2018 were lower compared to this time-period in December 2016: Licking, Medina, Brown, Clinton, Scioto, Ross.
- Develop a new three-part direct mail and email sophomore campaign in collaboration with Enrollment Management. Funded by the Wright State University Foundation. We will also develop emails and potential Snapchat filters in collaboration with Enrollment Management.

#### College of Nursing and Health BSN Option for Veterans (grant funded)

- **Military Medical News**, print ad, January or February issue.
- **Military Times** digital web ads February–March.
- **Stars and Stripes** digital web ads March–April
- **Facebook/Instagram** March–June

#### Graduate Recruiting

- *Skywriter* January 12, 2018 One-fourth page color ad to recruit for the College of Education and Human Services' Fall 2018 program in Ed.D. in Organizational Studies.

### ALUMNI, DONOR, AND COMMUNITY ENGAGEMENT

- *ArtsGala* March 24, 2018 a series of print ads in the *Dayton Daily News* and *Dayton Business Journal*; ThinkTV Channels 14 and 16 television spots. All pro bono funded from the media companies.
- **Fairborn Chamber of Commerce** Full-page print ad in the chamber directory to promote the value of hiring Wright State interns and graduates and the value of our degree program

## IV. WEB HIGHLIGHTS

### RAJ SOIN COLLEGE OF BUSINESS

- <https://business.wright.edu/>
- A full rebuild of the college and all department sites

- Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
- Worked closely with college administration and all department chairs to rework, reorganize, and rewrite significant sections of the sites to be more audience focused
- All degree program pages were rewritten to be modern and focused on core prospective audiences
  - Integrated appropriate newsroom success stories on each degree page
    - <https://business.wright.edu/accountancy/bachelor-of-science-in-business-accountancy-major>
    - <https://business.wright.edu/economics/bachelor-of-science-in-business-economics-major-and-bachelor-of-Arts-in-economics>
    - Additional examples can be found here <https://business.wright.edu/degrees-and-programs>

### **SCHOOL OF PROFESSIONAL PSYCHOLOGY**

- <https://psychology.wright.edu/>
- A full rebuild of the college and all department sites
- Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
- Worked closely with college administration/leadership to rework, reorganize, and rewrite significant sections of the sites to be more audience focused

### **ENGINEERING AND COMPUTER SCIENCE**

- NEUMAP Lab
  - <https://engineering-computer-science.wright.edu/lab/neumap>
  - New lab site
- ATR Lab
  - <https://www.wright.edu/autonomy-technology-research-center>
  - New lab site
- Cyber Security
  - <https://engineering-computer-science.wright.edu/audience/cyber-security>
  - New landing page for marketing initiatives to drive growth in these programs

### **COLLEGE OF LIBERAL ARTS**

- ArtsGala
  - <https://www.wright.edu/artsgala>
  - A complete rebuild to improve mobile functionality and simplify navigation structures
  - Developed past events archive section to improve sustainability
  - Migrated to fully in brand theming

### **UNIVERSITY COLLEGE**

- University Academic Advising
  - <https://www.wright.edu/academic-advising>
  - A new single location for academic advising for all colleges and programs

- Worked closely with the centralized advising team to build a site that met the diverse needs of our audiences and is integrated back to the college sites for user experience consistency
- Consolidated other existing advising resources to this single location

## **ENROLLMENT MANAGEMENT**

- Salesforce Marketing Cloud
  - We have continued our collaborative efforts between Enrollment Management, Graduate School, CaTS, and Office of Marketing to build out and send email automations
- Why Wright State?
  - Reorganized content on our top-level admissions landing page and added new pages aligned with email campaigns
  - <https://www.wright.edu/admissions>
  - <https://www.wright.edu/admissions/why-wright-state/academic-excellence>
  - <https://www.wright.edu/admissions/why-wright-state/affordability>
  - <https://www.wright.edu/admissions/why-wright-state/career-success>
  - <https://www.wright.edu/admissions/why-wright-state/raider-life>
- UTM Strings Acquia
  - Modified our codebase after Acquia changed its codebase to ensure we are capturing UTM Strings back to Salesforce to track efficiency of our advertising campaigns

## **CATS**

We worked with technical staff on multiple initiatives to bring third-party-hosted sites into brand to improve user experience

- Banner 9 Theming
- Qualtrics
  - <http://www.wright.edu/research/resources/qualtrics>
  - All surveys now use a standard Wright State theme that meet brand guidelines
- uAchieve
  - <https://www.wright.edu/academic-advising/degree-audit-uachieve>
  - Screen shots on this page will be updated soon with new Wright State theming

## **ADVANCEMENT**

- Special Collections and Archives
  - <https://www.wright.edu/giving/special-collections-and-archives>

## **COMMUNITY**

- Combined Campaign
  - <https://www.wright.edu/event/combined-campaign>
  - Rebuilt fully with current template for event-based sites

- Updated all content for annual campaign
- Raidersgiving
  - <https://www.wright.edu/event/raidersgiving>
  - Rebuilt fully with current template for event based sites
  - Updated for 2017 holiday

## **VP OF RESEARCH/BOONSHOFT SCHOOL OF MEDICINE**

- Redcap
  - <https://www.wright.edu/research/resources/redcap>
  - Worked with WSRI, Research, CaTS, and BSOM to migrate public documentation for REDCap services from the WSRI site to our VP of Research site.
  - Worked to improve the usability and organization of these pages

## **ABOUT**

- <https://www.wright.edu/about>
  - Reorganized the navigation and organization of our top-level About pages
  - Reduced page count significantly and improved access to key leadership pages
  - Enhanced leadership profiles and pages
  - Organizational Chart
    - <https://www.wright.edu/about/organizational-chart>
    - Implemented a new university wide Organizational chart

## **WSRI**

- <https://wsri.wright.edu/>
- Worked with WSRI staff to align branding, improve accessibility and usability on their new website

## **BRANDING UPDATES**

The following sites have been migrated from older themes to the current brand standard themes. This is a continued effort to ensure that our sites are as sustainable as possible by a limited number of staff. These changes reduce the amount of custom code we are maintaining.

- <https://www.wright.edu/student-union>
- <https://www.wright.edu/student-government-association>
- <https://www.wright.edu/transfer>
- <https://www.wright.edu/retirees-association>

## **V. SOCIAL MEDIA**

### **GROWTH**

- Calendar year 2017 ended with 148,363 total connections, up 11.1 percent over 2016. Social media audience growth is beginning to plateau as it reaches critical mass figures. Aside from the decline in organic (unpaid) reach and engagement from Facebook's algorithm, Wright State continues to see strong results from our growing investments in social media.

## **Social Media Timeline at Wright State University**

- 2008: Began official Wright State account on MySpace
- 2009: Added official Wright State account on Facebook on June 23
- 2010: Hit 6,000 followers on Facebook; MySpace removed as an official channel
- 2011: Hit 8,900 followers on Facebook
- 2012: Surpassed 10,000 followers on Facebook; accumulated enough fans/followers to begin to collect meaningful data
- 2013: Added Twitter and LinkedIn; began using Sprout Social individual accounts in the Offices of Marketing and Communications on December 4
- 2014: Added more Twitter accounts; added Vine, Instagram, Pinterest, Tumblr, YouTube, and Google+; began using Sprout Social Enterprise on December 1
- 2015: Created full-time social media director position with student team; surpassed 100,000 total fans/followers
- 2016: LinkedIn dropped education pages; added Snapchat; ended year with 137,705 connections
- 2017: Vine, Tumblr removed as official channels; launched Facebook account for Newsroom and Twitter account for President Schrader; conducted ITN for next social media management platform, began contract negotiations with the top vendor and incumbent, Sprout Social; launched Snapchat on-demand filter advertising; ended year with 148,363 connections
- 2018: Finalizing contract with Sprout Social, which will dramatically increase our bandwidth for using the social media management platform

## **Social Media Managers Group**

- The Social Media Managers Group (SMMG) now consists of 247 university professionals who manage one or more social media profiles on behalf of Wright State. The SMMG includes members from every college, school, and division, except for the College of Nursing and Health.

## **Sprout Social**

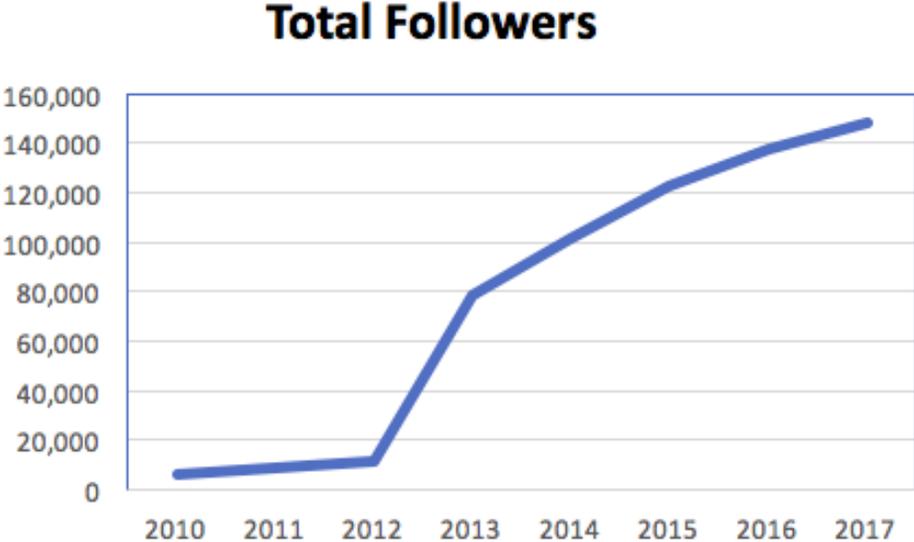
- Wright State now has 228 social media profiles connected to our social media management enterprise system, Sprout Social. This platform allows us to monitor, track, analyze, and engage with any accessible social media content that mentions brand keywords. We can also schedule unlimited content to keep our accounts active.

## **Social Media Advertising**

- To save on agency costs, Wright State brought all non-campaign-specific social media advertising in-house. Director of Advertising Monica Snow and Director of Social Media Katie Halberg, along with several other members of the Office of Marketing, have collaborated to manage Facebook, Instagram, and Snapchat paid content with greater success than we saw with our previous agency of record. We continue to fine-tune these operations to be more strategic with our limited budget. For example, in 2017 the Office of Marketing placed 29 on-demand (paid) Snapchat filters. Snapchat is the fastest growing platform for the teenage and young adult demographics. All on-demand Snapchat filters we have produced include the university's branding in

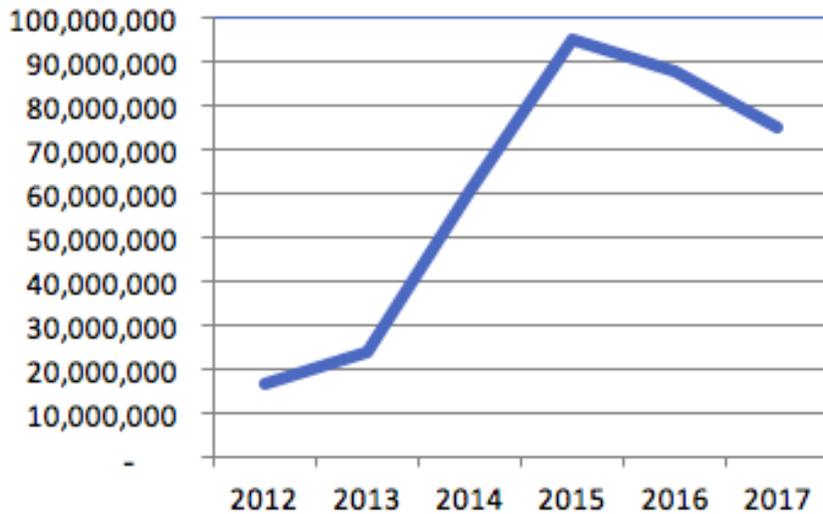
conjunction with the event or activity it is promoting. Collectively, these filters saw a 31 percent conversion rate from impressions to use, and yielded 193,117 views at less than a penny per view (\$0.009 per view).

**Growth Charts**



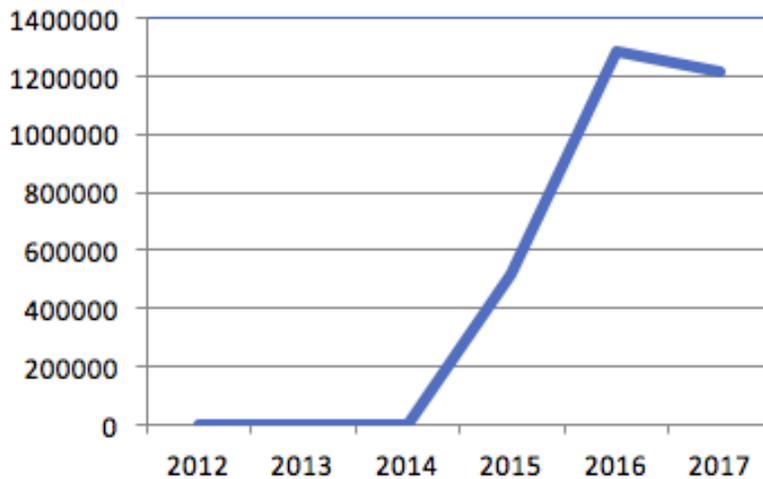
**Total Followers:** Number of followers, connections, etc., across all official channels.

## Impressions



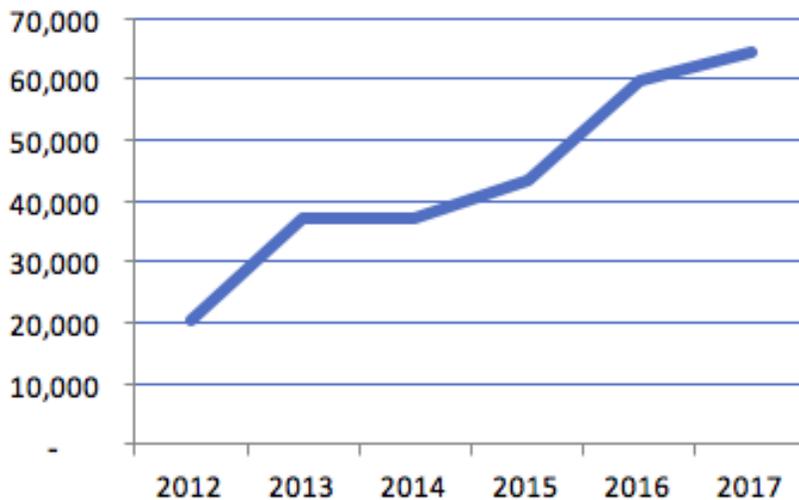
**Impressions:** Number of times our content was served to users on Twitter, Facebook, and LinkedIn. This metric has only recently become available for Instagram, where we have seen the most growth. The decrease over the last year is attributed to the lack of available data from Instagram and Snapchat and the decrease in Facebook organic reach.

## Engagements



**Engagements:** Total number of engagements across Twitter, Facebook, Instagram, and LinkedIn.

## Link Clicks



**Link Clicks:** The cumulative number of clicks on Bit.ly links, a web address shortening service that provides real-time link tracking. These are clicks to our website from our social media content and to our social media content from other channels.

For more data or information, please contact Katie Halberg at [katie.halberg@wright.edu](mailto:katie.halberg@wright.edu).

### VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team completed the following projects October 17–December 22, 2017.

- 53 Photography Projects: 49 location shoots, 4 studio shoots
- 31 Digital Imaging Projects: Delivery of 391 digital files, and 32 prints
- 31 Video Projects
  - 18 video testimonials of award recipients were produced for the College of Nursing and Health “Cameos of Caring Awards, Winter 2018.” In addition, 18 location shoots at regional hospitals and clinics were conducted to obtain b-roll for the videos.
  - 10 testimonial videos were shot for the Raj Soin College of Business redesigned website featuring both undergraduate and graduate programs in the college.
  - A “50th Year in Review” video was produced for Advancement highlighting the announcement of our seventh president, the 50th Anniversary, fundraising successes, student and faculty achievements, partnerships, high-profile events, etc.
  - 3 of 11 videos for the “Athletics 50 Years of Raider Basketball” have been completed, including historical footage and new footage of alumni featured in the great moments of Raider Basketball. The videos were shown at home games and featured on the 50th Anniversary website, Newsroom, and YouTube.

## **UPCOMING VIDEOS/PHOTOGRAPHY PROJECTS**

- Continued video production and editing for the Raj Soin College of Business, student and alumni testimonials for the college's redesigned website.
- Continued footage and editing for the Athletics 50 Years of Raider Basketball.
- Preliminary production of "Why I Love Wright State" video for Enrollment Management, to be shown at Raider Open House on March 17.
- A series of 5 videos to utilize for promotions during the CSIC campaign will be produced to include an educational/informative video, faculty/staff testimonials, student impact stories, and a "thank you" video. Production to begin January 19.

## **VII. NUTTER CENTER MARKETING/ADVERTISING HIGHLIGHTS**

### **BRANDING HIGHLIGHTS**

- Updated all graphics running on the video board during Men's and Women's Basketball games and events with the new Nutter Center logo

### **ADVERTISING HIGHLIGHTS**

- Harlem Globetrotters—placed \$27,337 in advertising (television, print, billboard and social media)—pass-through cost (recouped from the show promoter)
- Jeff Dunham—placed \$22,925 in advertising (print, radio and billboards)—pass-through cost (recouped from the show promoter)

### **WEB HIGHLIGHTS**

- Added concert/show dates and information for upcoming Nutter Center events that have been announced to the public (ongoing) to [nuttercenter.com](http://nuttercenter.com). Note: Three shows were announced and went on sale within a five-day period in early December.

### **SOCIAL MEDIA HIGHLIGHTS**

- Facebook: Alan Jackson concert announcement post results (organic only)
  - Likes: 1,117
  - Shares: 381
  - Comments: 688
  - Post clicks: 4,651
  - **Reach: 67,282**

### **PHOTOGRAPHY AND VIDEO HIGHLIGHTS**

- WSU Communications completed a News story on the autographed electrical panels. John Cox, Nutter Center Facilities Manager, was interviewed.