

UTAH STATE UNIVERSITY BOARD OF TRUSTEES
Utah State University, University Inn, Alma Sonne Board Room, Logan, Utah
August 18, 2017

Minutes of the Workshop of the Utah State University Board of Trustees held in the University Inn, Alma Sonne Board Room, commencing at 8:31 a.m.

MEMBERS PRESENT

Jody K. Burnett	Chair
Mark K. Holland	Vice Chair
Kent K. Alder	
David G. Butterfield	
John Y. Ferry	
Karen H. Huntsman	
Crystal C. Maggelet	
J. Scott Nixon	
Frank Peczuh, Jr.	
Michael Scott Peters	
Clark L. Whitworth	

UNIVERSITY REPRESENTATIVES PRESENT

Neil N. Abercrombie	Vice President, Government Relations
Carolyn Brittain	Staff Assistant
Noelle E. Cockett	President
Amanda DeRito	Sexual Misconduct Information and Outreach Coordinator
Mica McKinney	General Counsel
Sydney M. Peterson	Chief of Staff and Secretary to the Board of Trustees
Tim Vitale	Director, Public Relations and Marketing
Robert W. Wagner	Vice President, Academic & Instructional Services
Jay Wright	Director, Student Marketing & Communications

Chair Burnett called the workshop to order. Three topics were discussed at the workshop.

I. I'm an Aggie: Marketing and Communications, Next Steps

Tim Vitale, Director, Public Relations and Marketing, lead a discussion about marketing and communications (Appendix A). A few years ago ThomasArts completed a comprehensive study regarding what people think and know about USU's brand. USU ranked third after Brigham Young University and the University of Utah in name recognition. Utah Valley University followed next. UVU is becoming a bigger competitor. Director Vitale spoke about the ongoing branding including the "I'm an Aggie campaign." "I'm an Aggie" will highlight what graduates are doing. For example: I'm and Aggie, I'm growing plants on Mars, or, ... We make your water pure, or, ...I'm finding a cure for cancer. Multiple media will be used including online, YouTube, TV, theaters, and billboards. Jay Wright, Director, Student Marketing and Communications, and Robert Wagner, Vice President, Academic and Instructional Services

relayed information about the new Admissions web page which targets regional campus and national student audiences with USU's online degrees. A Social Media Committee is working on Instagram Live chats with President Cockett and Snapchat "takeovers." The Utah State Magazine has a new managing editor and team of editors, with a goal to increase the page count. "Year of" events such as last year's "Year of Water" and the current "Year of the Arts" have been successful. Trustees and others present shared thoughts regarding marketing including:

- uniqueness of the Aggie/away from home experience
- feel of being part of the Aggie family
- increasing summer events that expose high school students to campus
- a sense of the Logan campus including its history, atmosphere, and safe environment
- footprint across the state/mission of the school/land grant institution
- shape and scope of the school/impact through research
- non-graduating former attendees being included in the alumni family
- international student ads, i.e. "I'm an Aggie" ads in various languages
- discussions underway to become the local provider for the Church of Jesus Christ of Latter-day Saints Pathway program.

II. Freedom of Speech on Campus

Mica McKinney, General Counsel, with the assistance of Amanda DeRito, Sexual Misconduct Information and Outreach Coordinator, presented information regarding freedom of speech on campus. McKinney is passionate about freedom of speech. Citizens have a constitutional right to the protection of freedom of speech. Protected areas of speech include: political speech, hate speech and other unpopular or offensive speech. Unprotected areas include: true threats and fighting words, incitement to lawless action, harassment, obscenity, and libel and defamatory speech. Campuses are places where ideas are encouraged.

"The essentiality of freedom in the community of American universities is almost self-evident... Scholarship cannot flourish in an atmosphere of suspicion and distrust. Teachers and students must always remain free to inquire, to study and to evaluate, to gain new maturity and understanding; otherwise our civilization will stagnate and die."¹

There is a balance between liberty, freedom, and safety. Universities are places where ideas are tested and challenged. There are policies in both the *Faculty Code* and *The Code of Policies and Procedures for Students at Utah State University* regarding freedom of speech.

Legislation regarding freedom of speech will likely be brought forth during the next legislative session. Freedom of speech is protected under the Constitution, but many students expect the University to step in with restrictions. The University watches social media and is connected with local police, sheriff, and fire departments. A plan is in place should a situation escalate. USU is working to be proactive. In mid-September there will be a "Free Speech on Campus:

¹ Keyishian v. Board of Regents of the University of the State of New York, 385 Y.S, 589 (1967)


Where's the Line?" forum with representatives from the USUSA, ACLU Utah, Utah Legislature, and faculty. Trustees can support the President, create policies that enable the President to do her job, and be involved behind the scenes. The President will keep the Board informed.

III. Sexual Assault Task Force Update

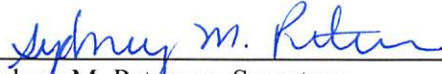
General Counsel, Mica McKinney discussed actions taken in response to recommendations from USU's Sexual Violence Prevention Working Group Task Force (Appendix A). The University will implement a comprehensive sexual violence prevention effort this fall. All first-year undergraduate and graduate students are required to complete on line assault awareness training before they are able to register. Handouts are given to first-year students (Appendices B, C). There have been introductory discussions on the topics of consent and bystander intervention. Additional efforts include:

- a bystander intervention-training program, "Upstanding: Stepping Up to Prevent Violence in Utah"
- a week of educational presentations on healthy relationships, communicating consent and safer sex
- faculty and staff training regarding reporting obligations, responsibilities and possible consequences for noncompliance
- coordination among entities where students report issues, including an on line database
- easier on line reporting
- community collaboration with CAPSA, UCASA, and state health leaders
- identification of frontline personnel who might be aware of incidents such as teaching and resident assistants.

Chair Burnett adjourned the workshop at 11:57 a.m.



 Jody K. Burnett, Chair



 Sydney M. Peterson, Secretary
 (Minutes taken by Carolyn Brittain)

October 13, 2017

 Date Approved