

Snow College Foundation Board Meeting

Meeting Minutes

August 8, 2018

Members in attendance: Michael Carlston (via phone), Randy Cox, Mark Jones, Kay McCliff, Beverly Nielsen, Dave Parrish, LeAnn Stoddard, Roger Thompson, Brent Thorne, Gary Carlston, Jake Dettinger

Employees in attendance: Rosie Connor, Janie Harris

Guests in attendance: None

Members not in attendance: David Blackham, Leonard Blackham, Timothy Blackham, David Christensen, Jared Eldridge, Mark Geiselmayer, Mark Howard, Lori Nay, Jim Tatton

Call to Order: The Snow College Foundation Board meeting was held Wednesday, August 8, 2018, on the Ephraim Campus of Snow College in the Heritage Room of the Noyes Building. The meeting was called to order by LeAnn Stoddard at 12:25 PM.

Approval of Minutes: *A motion was made by Roger Thompson to approve the minutes of the May 9, 2018, meeting and was seconded by Beverly Nielsen. The motion passed unanimously.*

Consideration of Foundation Board Membership Releases: Rosie Connor reported that the Advancement Office received communication from Jared Eldridge regarding his Foundation Board membership. He has been appointed as a judge and is no longer able to serve on the Board due to this appointment. David Blackham has also asked to be released as a director of the Foundation Board since he is currently serving a mission for the LDS church. Rosie also stated that Lori Nay has asked that, due to her mayoral duties, she be released from her Foundation Board appointment in addition to her Scholarship Committee membership.

LeAnn Stoddard expressed sincere gratitude for the time and service that Jared Eldridge, David Blackham, and Lori Nay have dedicated on behalf of the College. She also added that she appreciates all other members' time and service. She stated that the College has grown extensively since she began serving on the Board. The growth and development of the College as a whole is, in part, due to the committed members serving on the Foundation Board.

Consideration of Foundation Board Membership Reappointments: Rosie stated that, with the end of his three-year term, Tim Blackham has asked that he be reappointed for a one-year term on the Foundation Board. *A motion was made by Dave Parrish to reappoint Tim Blackham for a one-year term. It was seconded by Randy Cox, and the vote passed unanimously.*

Rosie added that Leonard Blackham's term has also ended and asked the Foundation Board to consider his reappointment for a three-year term. *A motion was made by Mark Jones to reappoint Leonard Blackham for a three-year term. It was seconded by Brent Thorne, and the vote passed unanimously.*

Rosie asked the Board to consider Mark Howard's reappointment for a three-year term. She also expressed gratitude for his service on the Athletic Steering Committee. *A motion was made by Roger Thompson to reappoint Mark Howard for a three-year term. It was seconded by Beverly Nielsen, and the vote passed unanimously.*

Rosie reported that Jim Tatton has been working diligently on the Urgent Care Facility Committee and he would like to continue that work. President Carlston added that Jim is a dedicated and important member of the Foundation Board and Urgent Care Facility Committee, as well as a retired doctor who now serves as a clinical professor at Snow College. Jim has asked to be reappointed for a three-year term. *A motion was made by Roger Thompson to reappoint Jim Tatton for a three-year term. It was seconded by Mark Jones, and the vote passed unanimously.*

Rosie expressed gratitude to LeAnn Stoddard, presiding chair of the Foundation Board, for her support and commitment throughout her time serving as chair and as a member of the Foundation Board. LeAnn has asked to be reappointed for a one-year term. *A motion was made by Roger Thompson to accept the one-year term reappointment of LeAnn Stoddard and was seconded by Dave Parrish. The vote passed unanimously.*

Consideration of Vice Chair Nominee: Rosie reported that she and Jim Tatton met with Foundation Board member Mark Jones, and Mark has gladly accepted to serve as vice chair while LeAnn Stoddard is finishing her term as chair of the Foundation Board. Mark will become the chair of the Board when LeAnn's term ends in January. *A motion was made by Roger Thompson to accept the nomination of Mark Jones as vice chair of the Foundation Board until LeAnn's term ends in January 2019, at which time Mr. Jones will become chair of the Foundation Board. This motion was seconded by Dave Parrish and passed unanimously.*

Scholarship Committee Update: Brent Thorne reported that the Scholarship Committee is currently trying to recruit additional members. Foundation Board members were asked to let the Advancement Office know if they are aware of anyone who might be interested in serving on the committee. Foundation Board members are also welcome to join the committee. A scholarship initiative brochure was handed out for the committee members to pass out when approaching potential donors. Brent mentioned that committee members will be working on reaching out to several businesses in the six-county area to encourage each to establish a scholarship fund at Snow College based on the prospect list and business listing reviewed in the scholarship committee meeting.

President Carlston mentioned the importance of scholarships in helping students who may not otherwise have access to higher education. He also mentioned that scholarships are also very helpful in allowing Snow College to keep the costs of tuition low. Since universities and colleges have become more competitive in attracting students, there is more pressure on the College to offer more scholarships to attract students. Though students and families are becoming more informed consumers regarding the costs of higher education, they may not realize that a larger financial aid offer from other institutions does not necessarily mean that the costs are less than a smaller offer from Snow College. Financial aid offers from other institutions may seem more attractive than those at the College, based on perception. President Carlston added that the legislature's recent focus is on tuition waivers and other various factors underscore the very important task of raising money for scholarships.

Roger Thompson added that \$191,922 in scholarship dollars has been raised to date through the scholarship campaign, which is approximately 5.48% of the goal. Randy Cox questioned whether there is a way to determine how important scholarships are to the College by examining their relationship with enrollment numbers. President Carlston stated that the question is complex as there is no one way to determine exactly how many students would attend with or without help from scholarships. Jake Dettinger added that approximately 27% of the average student's tuition costs are covered by some type of scholarship or tuition waiver. President Carlston added that the legislature has been extremely supportive financially with the goals of the College, and that Snow College is unique in the system of higher education in Utah because of the variety of students served here.

Jake Dettinger reported on tuition waivers at the request of President Carlston. He stated that the most common form is the resident waiver, which provides in-state tuition rates for students. There is currently a scale based on high school GPA and ACT scores to determine the type of waiver a student may be able to obtain. The College currently has a Presidential waiver, which is a full-tuition waiver; the Deans waiver, which is a half-tuition waiver; and the Honors waiver, which is equal to 10% of tuition. The College is able to waive 10% of the total amount of tuition for residential students. For non-residential waivers, there is a separate pool in which the College is able to waive up to 27% of the total amount of tuition. President Carlston added that tuition waivers help with recruitment and other very important issues, though they are complex and must be handled carefully.

Social Science Building Committee Update: LeAnn Stoddard reported that there have been complications with scheduling time for the Social Science Building Committee to meet. Rosie added that the Social Science Building Committee will now be incorporated into the work of the entire Foundation Board. This is a similar approach to the one used to raise funds for the Graham Science Center.

President Carlston reported that the price estimate for the Social Science Building from DFCM was approximately \$17 million, though he believes the cost will be higher with the current construction market. The College's presentation for the Social Science Building to the Board of Regents will take place in September. Prior to this presentation, a committee will come to the College to review our construction project. The College will only have one hour to demonstrate the need for the facility. President Carlston mentioned that his team plans to generate as much data as possible to show why the building is needed. The ranking of all USHE institutional building proposals will take place after all presentations are complete. Last year, the Social Science Building ranked 7th among the eight projects in terms of priority. This year, President Carlston hopes that the rank will be higher, even though there may be more competition this year since last year the legislature only funded one building at Utah State University.

President Carlston stated that several donors have been approached for the Social Science Building fundraising. One donor has pledged to donate \$600,000 for naming rights; another large prospective donor was unable to commit to a donation at this time. The College would like to raise \$2 million before the legislative session in order to increase its funding probability since funds raised factor into the scoring and ranking. There is no set number for the dollar amount raised when approaching the legislature, but the higher charitable amounts are very helpful in the process of obtaining funding.

President Carlston added that the Social Science Building will be 45,000 square feet with three stories. Some of the programs that would be housed in this building include the following: Education, Social Sciences, Family Life, Criminal Justice, and other Social and Behavioral Science related disciplines. The Social Science Building will be less costly than the Science Building because there are fewer construction complexities that increase costs.

Athletics Center Update: President Carlston reported that the new Athletics Center will be located on the south end zone of the football field. This building will be directly across the street from the existing Horne Activity Center. The original plans were to remodel the existing stadium building and then add on to it. The existing stadium building is very out-of-date, and it would cost a significant amount of money to update the building to meet current state codes. The proposed Athletics Center is designed to be a two-story, 17,000 square foot building with a new athletics fitness room for all athletes, a fitness room for all students, a large meeting room/classroom, coaches' offices, and a concessions area. This building is for all athletes, and the student fitness room, which will be at least twice the size of the existing one, will be for all students and the community. The key legislators who were instrumental in raising the \$5 million for this building have been shown the proposed plans and renderings.

DCFM is in the RFP process to select an architect to design the Athletics Center and a contractor who will build the building; both the architect and the contractor should be selected around August 23. The current schedule calls for the construction of the building to begin shortly after the last football game of the season. The completion date is set for July 30, 2019. The total cost of the Athletics Center will be close to \$5.6 million. The Athletics Steering Committee is leading the effort to raise an additional \$600,000 to generate the total amount needed to build the Athletic Center.

President Carlston stated that the following changes will be made to the existing stadium: showers will be restored, a heating system will be put in place, and the weight room underneath the seating will be converted into a locker room.

In regards to the recent news of several colleges dropping football, it is still undetermined if there are any that will change their mind. The Maricopa County schools, as well as Pima, have announced that they will discontinue football after the 2018 season. There has been a lot of pushback from this decision, especially from Maricopa County. There are four candidates running for the Maricopa County Board who are pro-football; this may be helpful in the fight to keep football programs. There is also discussion of a lawsuit being filed over this. It is uncertain what the outcome will be for football, but we are hopeful that football will be continued. In the event that they do discontinue football, Snow College's athletic director has been asked to put together scenarios for different outcomes that may happen. There are different possibilities for Snow College to keep its football program, such as going independent or playing different states. The issue will likely not be finding teams to play, but rather having teams come to Ephraim to play.

President Carlston expressed his belief that football is very important to Snow College. There are 118 young men who have come to play football, though they will not all stay. Football players often bring their friends and others who bring diversity to the College. Football provides a great opportunity for the young men to not only become involved with athletics, but to experience a quality education. Football games are also a great way for community to become involved with the College. Losing football would greatly affect enrollment.

Snow College Update: Salary increases from the legislative appropriation have been put into effect as of July 1, 2018. President Carlston clarified that some employees at Snow College received no benefit from the additional compensation funding. If an employee is being paid with soft money grants, the grant has to fund any pay increase the employee receives. Other employees, such as those who work for an auxiliary like food services, were not eligible for the increases. Many employees received salary increases, but not all received the same level of compensation adjustment. Most frozen positions have now been filled, and the College is now hiring an economic development liaison as well as a K-16 liaison. The enhanced compensation has generated larger applicant pools and assisted in the retention of faculty.

Finance Update: Jake Dettinger reported that, as of May 31, 2018, the total endowment pool is just over \$10 million. The year-to-date returns for the 2018 fiscal year had a yield of 4.81% with actual income of \$117,000 and unrealized gains of \$380,000 resulting in roughly \$425,000 in income for the year. The year-to-date donations to the endowments for fiscal year 2018 were \$92,000, and scholarship donations were \$286,000; other donations, such as various fundraising campaigns, were \$413,000. Donations designated to the Foundation were close to \$138,000. The year-to-date donations were close to \$930,000. This report excludes June as the donations were not all in the system at the time of this report. *A motion was made by Mark Jones to accept the finance report and was seconded by Beverly Nielsen. The vote passed unanimously.*

Foundation Board Recruitment: LeAnn Stoddard stated that help is needed from Board members to recruit additional members as three members have now been released from the Foundation Board. The Board members were asked to contact the Advancement Office with names of potential recruits who would be willing to serve on the Board.

Proposed Change to the Endowment Minimum: Rosie stated that she had recently met with several people from different universities across the state, and they discussed various aspects of fundraising. When speaking about each institution's minimum dollar amount to create a scholarship endowment fund, it was discovered that Snow College has the highest scholarship endowment minimum out of all USHE institutions in the state. The current scholarship endowment minimum at Snow College is \$50,000; scholarship endowment minimums at other institutions are \$25,000. Rosie suggested that we look at changing our minimum scholarship endowment to a lower amount. At \$25,000, a scholarship endowment fund could be created, but the donor would not have the ability to select the criteria for scholarship recipients. At \$50,000, an endowment donor could choose the scholarship criteria. Rosie added that this would help fundraising at the College as this lower endowment minimum could be attractive to more donors. *A motion was made by Randy Cox to change the endowment minimum to \$25,000 for general scholarship endowments and to \$50,000 for endowments with specified criteria. The motion was seconded by Roger Thompson and passed unanimously.*

Homecoming Update: Janie Harris reported that Homecoming weekend will be September 28-29, 2018. The 40-Year Football Reunion will be held on Friday, September 28, in the Greenwood Student Center at 6:00 p.m. The following activities will take place on Saturday, September 29: Distinguished Alumnus Breakfast at 9:00 a.m., in Founders Hall of the Noyes Building; Golden Badger Reunion lunch at noon also in Founders Hall; Homecoming parade at 4:30 p.m. on Main Street in Ephraim; tailgate party at 5:30 p.m. on the practice field, and the football game at 7:00 p.m. at Badger Stadium. All Foundation Board members are invited to attend these events and were asked to let the Advancement Office know if they would like to participate in any of the activities that weekend. Rosie added that the Distinguished Alumni this year are Boyd Beck and Maria O'Mara.

Adjournment: The Foundation Board meeting was adjourned at 1:50 p.m. The next meeting is set for November 14, 2018, at noon.