

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE

April 1, 2016
Martin, Tennessee

The Advancement and Public Affairs Committee of the University of Tennessee Board of Trustees met at 10:00 a.m. CDT on Friday, April 1, 2016, in the Boling University Center Ballroom on the campus of The University of Tennessee at Martin.

I. CALL TO ORDER

Chair Sharon Pryse called the meeting to order.

II. ROLL CALL

Mr. Rickey McCurry, Vice President for Development and Alumni Affairs and Programs, and President of the UT Foundation, Inc. called the roll of the Committee members. Those present were:

Ms. Sharon Pryse, Chair
Mr. Shannon Brown
Dr. Joe DiPietro
Mr. Raja J. Jubran
Ms. Rhedona Rose
Ms. Julia Wells
Mr. Charles Wharton

Mr. McCurry announced the presence of a quorum.

III. MINUTES OF LAST MEETING

Chair Pryse called for a motion to approve the minutes of the October 9, 2015 committee meeting. Trustee Wharton moved approval, Trustee Rose seconded, and the motion carried.

IV. DEVELOPMENT AND ALUMNI AFFAIRS REPORT

Vice President McCurry began by acknowledging Mr. Alan Ledger, UT Alumni Association President and Mr. Kimbrough Dunlap, President-Elect of the UT Alumni Association are both in attendance. He then announced special recognition bestowed upon some members of the UT Foundation Board of Directors.

- Mr. Bill Blankenship was named UT Philanthropist of the Year at the President's Council Showcase in Chattanooga in January.
- Ms. Janet McKinley was named the Brenda Lawson Leadership Award winner by the Alliance of Women Philanthropists.
- Dr. Phil Wenk was recognized as the UTHSC College of Dentistry Alumnus of the Year.

The Alliance of Women Philanthropists awarded \$66,257 in grant awards to support five programs across the system. This brings the total of grants awarded by the Alliance since 2008 to \$470,000 in support of programs and activities on all campuses.

Fundraising totals through the end of February 2016 were over \$177 million in gifts and pledges to support the University of Tennessee. The goal for fiscal year 2016 is \$214 million which represents a 15 percent increase over the average of the last five years in fundraising. The number of donors through the end of February was 44,000 which is an increase of 5,000 from this time last year.

Chair Pryse also serves on the UT Foundation Board of Directors. She stated that as a follow-up to some of the discussions about the strategic plan, the June Foundation Board meeting will provide reports about the specific goals and objectives for the campuses and how they are doing meeting those goals.

V. NAMING OF THE CENTER FOR BUSINESS AND ECONOMIC RESEARCH, UT KNOXVILLE

Chancellor Cheek presented a memorandum (Exhibit 1) outlining a proposal approved by President DiPietro and Vice President McCurry to name the Center for Business and Economic Research in the Haslam College of Business in honor of Randy and Jenny Boyd.

Vice Chair Jubran moved that the Committee recommend adoption of the following Resolution by the Board of Trustees:

RESOLVED: The Center for Business and Economic Research in the Haslam College of Business is named the "Boyd Center for Business and Economic Research" in honor of Randy and Jenny Boyd.

Trustee Brown seconded, and the motion carried unanimously.

VI. NAMING OF THE LAKE LOUDOUN RESIDENCE HALL, UT KNOXVILLE

Chancellor Cheek presented a memorandum (Exhibit 2) outlining a proposal approved by President DiPietro and Vice President McCurry to name the new residence hall on Lake Loudoun Boulevard in honor of the Stokely family.

Trustee Brown moved that the Advancement and Public Affairs Committee recommend adoption of the following Resolution by the Board of Trustees:

RESOLVED: The new residence hall on Lake Loudoun Boulevard on the campus of The University of Tennessee, Knoxville is named the "Stokely Family Residence Hall."

Trustee Wharton seconded the motion, and it carried unanimously.

VII. NAMING OF THE JOINT INSTITUTE FOR NEUTRON SCIENCES, UT KNOXVILLE

Chancellor Cheek presented a memorandum (Exhibit 3) outlining a proposal approved by President DiPietro and Vice President McCurry to name Joint Institute for Neutron Sciences as the "Shull Wollan Center - A Joint Institute for Neutron Sciences" in honor of Professor Clifford Shull and Dr. E.O. Wollan, the founders of neutron science and inspiration for innovation and scientific excellence at the UT-ORNL Joint Institute.

A committee member moved that the Advancement and Public Affairs Committee recommend adoption of the following Resolution by the Board of Trustees:

RESOLVED: The Joint Institute for Neutron Sciences is named the "Shull Wollan Center - A Joint Institute for Neutron

Sciences" in honor of Professor Clifford Shull and Dr. E.O. Wollan.

The motion was seconded and carried unanimously.

Chancellor Cheek then announced the University secured a \$269 million grant of federal, state and private dollars to establish the Institute for Advanced Composites Manufacturing Innovation led by UT Knoxville. He thanks Dr. Taylor Eighmy for his leadership on this effort.

VIII. COMMUNICATIONS AND MARKETING REPORT

Vice President for Communications and Marketing, Tonjanita Johnson, gave a brief update on the Tennessee.edu website redesign and realignment process. The new website was launched in January 2016 with a tight timeline for completion of the next phase by June 2016. Johnson continued on to give highlights on the State of the University of Tennessee event. The February 2016 event was an opportunity for Dr. DiPietro to communicate directly with the UT community and public about the great things going on at UT, its impact on the state and the challenges that lie ahead. There was extensive statewide positive media coverage and significant viewership of the live and archived version of the webcast. Johnson updated the committee on continued work on crisis management planning. Johnson also shared a summary report of activity for the Office of Communications and Marketing for 2015.

Johnson discussed progress on developing a full, system-wide Communications and Marketing plan to achieve greater awareness of University achievements and positively position the university. Consistent messaging and relationship building would continue in support of overall communications and marketing efforts.

Johnson then turned the program over to Bud Grimes, Chief Communications Officer for UT Martin, to introduce a new marketing and branding campaign that UT Martin has launched to help increase enrollment.

IX. GOVERNMENT RELATIONS AND ADVOCACY REPORT

Mr. Anthony Haynes, Vice President for Government Relations and Advocacy, presented an overview of the Second Session of the 109th General Assembly as of today's Committee meeting.

The 2016 Legislative Session has been historic because higher education is in a unique period, not just in Tennessee but across the country, primarily because its costs are so heavily subsidized by the taxpayer. Haynes complimented the Government Relations and Advocacy (GR&A) team - Valerie Yancey, Carey Whitworth, Lou Hanemann, Connie Cantrell, and legislative intern, Peter Murray.

Haynes reported there were at least a dozen bills, filed primarily by two legislators, that were intended to be adversarial or punitive toward UT. The GR&A team worked with legislators to get positive, rather than negative, outcomes on these bills.

He presented the following summary of the major legislative issues this session.

Tuition

- The Tuition Stability Act was handled with special care because it was a priority of the Lieutenant Governor, who wanted predictability on how long students took to complete their degrees and how much it cost from year to year. The legislation advanced out of the Senate Education Committee but was defeated by the House Education and Planning Subcommittee.
- A second bill attempting to mandate a similar tuition freeze also was handled with care. The lack of predictability on state funding for higher education is the biggest issue in trying to mandate any type of tuition freeze in state law. GR&A staff worked with the bill's House sponsor on the legislation; and at our request, he took the bill off notice.
- The legislation to eliminate out-of-state tuition for all Tennessee border states would have had a significant fiscal impact on UT; and at our request, the Senate sponsor deferred his bill.
- The Governor's FOCUS Act not only gives four-year Tennessee Board of Regents (TBR) institutions their own governing boards but also includes a provision that the Tennessee Higher Education Commission (THEC) will set binding ranges for tuition increases for all public higher education institutions.

Governance

- The bill to sunset and reconstitute the UT Board of Trustees to include legislative appointments was taken off notice but likely will continue to be brought forth in future sessions.
- The bill requiring the Board of Trustees to consider petitions receiving over 5,000 signatures was taken off notice.
- Legislation to clarify the authority of the Board and the President with respect to senior administrative offices, to codify the existing Board committee structure, and to create two new committees and several subcommittees is advancing in the legislature. The bill does no harm to the Board and addresses legislative concerns regarding Board responsiveness and reporting authority.

Diversity Issues

- The GR&A team has been working on these issues since August of 2015 when postings from the UT Knoxville Office of Diversity and Inclusion made the news cycle. In October, a special Senate Education Oversight Committee hearing on the Office and various efforts undertaken at UT was held. In December, a second hearing was held in front of the same panel.
- From August to December of 2015, we received volumes of questions and requests for information from specific legislators as well as the legislative budget office. Over that four-month period of responding to questions, we had to do significant research and work with numerous parties throughout UT to create new records. We estimate that this took over 200 hours of work and cost the University between \$14,000 and \$16,000.
- When session began in January 2016, numerous pieces of legislation were filed on this subject. Included in these bills was one to limit diversity spending across the UT System to \$2.5 million (deferred); while another bill diverted \$100,000 to create a decal program (placed in General Sub).
- Still remaining is a Senate budget amendment which cuts \$8 million from UTK and reassigns it to AgExtension and UTM/UTC rural outreach and also requires that only federal funds be used for the UTK Office of Diversity and Inclusion.

Gun Legislation

- Legislation to allow permit-holding students and employees to keep firearms in trunks of cars parked on campus passed with our UT amendment that no adverse action may be taken “solely” as a result of a firearm in a car trunk.
- A second bill allows full-time faculty and staff that are valid handgun carry permit holders to carry on campus *if certain conditions are met*. UT worked with Chiefs of Police and TBR on amendatory language to help make the bill more palatable. The amended legislation will go now to the Senate floor and the House Education Administration and Planning Committee.

Student Issues

Legislation dealing with such issues as free speech, due process, and student organization immunity were either deferred or taken off notice.

Tuition Discounts and Waivers

Underfunded mandates cost the University between \$6-7 million annually and continue to grow. Numerous new discounts were proposed this year - only one of which passed with no fiscal impact. The Senate created a Tuition Discount and Fee Waiver Task Force to study the issue further.

Governor’s Budget Proposal and Amendments

- Provided full funding of Complete College Tennessee Act (CCTA) Outcomes Formula.
- Provided funding for UT’s top two capital projects: UTC Academic Building Renovation and UTHSC Dentistry Facility.
- Provided partial funding for employee cost-of-living adjustments.
- Provided a 2.5 percent funding increase for UT’s non-formula units. An amendment provides additional funding to bring total funding to 3.25 percent.

- Provided \$875,000 in non-recurring funds for the UT Martin Somerville Center. This project also requires \$250,000 in recurring funds that must go along in order for the project to be economically viable.

Haynes concluded his report by telling the Committee that after the 2016 Session adjourns in mid-April, the GR&A team will work with legislative summer studies and task forces as well as focus significant efforts on rebuilding legislative relationships. We also will be engaging in advocacy efforts to make voters aware of higher education issues in Tennessee.

Board members DiPietro, Lampley, and Jubran commended the GR&A team on their good work in dealing with this session's legislation.

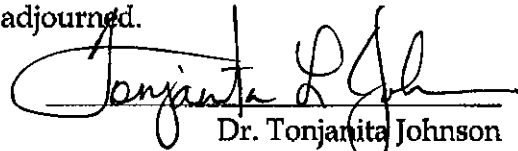
DiPietro thanked Board member Jalen Blue for giving up part of his spring break to spend two days in Nashville to visit legislators and work with the GR&A staff. Haynes recognized Deputy General Counsel Matthew Scoggins for all his help as a valued extended member of the GR&A team.

X. OTHER BUSINESS

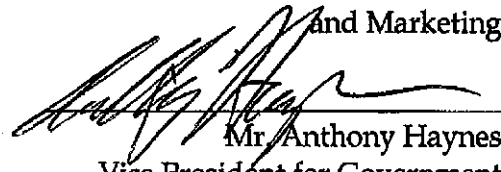
No other business was stated.

XI. ADJOURNMENT

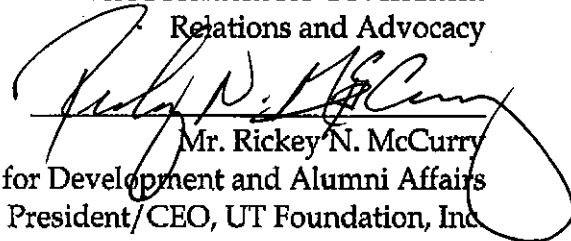
With no further business, the meeting was adjourned.



Dr. Tonjanita Johnson
Vice President for Communications
and Marketing



Mr. Anthony Haynes
Vice President for Government
Relations and Advocacy



Mr. Rickey N. McCurry
Vice President for Development and Alumni Affairs
President/CEO, UT Foundation, Inc.