

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE

February 26, 2015
Memphis, Tennessee

The Advancement and Public Affairs Committee of the University of Tennessee Board of Trustees met at 10:15 a.m. CST on Thursday, February 26, 2015, on the campus of the UT Health Science Center in Memphis, Tennessee.

I. CALL TO ORDER

Chair Charles Wharton called the meeting to order.

II. ROLL CALL

Mr. Lofton Stuart, Vice President for Development and Alumni Affairs and Interim President, UT Foundation, Inc. called the roll of the Committee members. Those present were:

Mr. Charles Wharton, Chair
Mr. Shannon Brown
Dr. Joe DiPietro
Mr. Brian Ferguson
Mr. Brad Lampley
Ms. Sharon Pryse
Ms. Julia Wells

Mr. Stuart announced the presence of a quorum.

III. MINUTES OF LAST MEETING

Chair Wharton called for a motion to approve the minutes of the October 3, 2014 committee meeting. Trustee Pryse moved approval, Trustee Lampley seconded, and the motion carried.

IV. REVISED AFFILIATION AND SERVICES AGREEMENT WITH UT FOUNDATION, INC.

Mr. Stuart presented the revised Affiliation and Services Agreement which incorporates revisions related to operations as well as some general housekeeping revisions. The

revised agreement has been approved by the State Comptroller and the UT Foundation Board of Directors. The following is a summary of the proposed revisions:

- The revisions incorporate an annual budget approach for “Direct Support” by the University, along with reporting and approval process changes to make it more efficient and timely; clarifications on “In Kind” support; and required annual reporting to the State Comptroller (Article II, Section 2.n., Section 4.c.; Article III, Section 2.a., b., and c.; Article IV, Section 1.c.; Article VII, Section 3.a.).
- Clarification that annual performance reviews of the Vice President for Development and Alumni Affairs will be coordinated and performed by the University President and Foundation Board of Directors (Article II, Section 1.a.).
- Making the University President a voting member of the Foundation Board of Directors (Article II, Section 1.b.iii.).
- Defining the period and timing of gift funds transfer to the University (Article II, Section 2.c.).
- Aligning the Foundation endowment investment guidelines with the University’s when participating in the Consolidated Investment Pool (Article II, Section 3.b.).

Chair Wharton called for a motion that the Revised Affiliation and Services Agreement between the University and the University of Tennessee Foundation, Inc. be approved as presented in the meeting materials (Exhibit 1). Trustee Pryse moved approval, Trustee Brown seconded, and the motion carried.

V. DESIGNATION OF THE UNIVERSITY OF TENNESSEE/WEST INSTITUTE FOR CANCER RESEARCH AS A FOUNDATION AUTHORIZED TO RECEIVE AND HOLD GIFTS FOR SUPPORT OF CANCER RESEARCH AND EDUCATION AT THE UT HEALTH SCIENCE CENTER

Chancellor Schwab, with the President’s endorsement, proposed that the Board designate the University of Tennessee/West Institute for Cancer Research as a foundation authorized to receive and hold gifts for support of cancer research and education at the UT Health Science Center, subject to certain conditions. The rationale for the proposal was presented in the meeting materials (Exhibit 2). If approved, the designation would not be effective until an operating agreement between the University, the Institute, Methodist Le Bonheur Healthcare, and The West Clinic, P.C., has been executed after all necessary University and state approvals.

Chair Wharton moved approval that the University of Tennessee/West Institute for Cancer Research (Institute) be designated as a foundation authorized to receive and hold gifts for support of cancer research and education at the University’s Health Science Center, unless the donor has specifically directed in writing that the gift be received and held by the University or by another foundation authorized to receive and hold gifts for support of the University subject to following conditions:

1. The effective date of the designation shall be the effective date of an operating agreement between the University, the Institute, Methodist Le Bonheur Healthcare, and The West Clinic, P.C., and the Institute shall not receive any gift on behalf of the University prior to the effective date; and
2. The administration is authorized to enter into an operating agreement regarding the Institute only after the agreement has been approved by the University's Chief Financial Officer, General Counsel, and President; the Chair of the Board of Trustee's Advancement and Public Affairs Committee; and the State Comptroller.

Trustee Pryse seconded, and the motion carried.

VI. DEVELOPMENT AND ALUMNI AFFAIRS REPORT

Mr. Tom Losh, President of the UT Alumni Association reported that last year a conscientious decision was made to move the chapter programs to the campuses to tie into the affinity graduates have for their respective campus. Over the ensuing months, leaders of the Association have been evaluating ways they can help support and enhance the entire system. During these discussions, four areas have been identified: alumni engagement, advocacy, coordination with campuses and accountability by identifying and tracking key metrics.

Ms. Jennifer Stanley, former UTAA president, is chairing a committee of current and former volunteers who will look to update the mission and bylaws of the Association. This committee will submit a report to the UTAA Board of Governors in June 2015.

VII. COMMUNICATIONS AND MARKETING REPORT

Vice President Tonjanita Johnson gave a brief update on System/Campus branding and the changes to the UT word marks on the different campuses and institutes. The updates reflect a new, but consistent font structure and maintain the use of the current UT icon or utilize an existing campus icon for which there is broad affinity.

Dr. Johnson continued her report by giving an update on the activity of the Office of Communications and Marketing. Most recently the office provided communication support to the Vice Presidential search for UTFI. The redesign of Tennessee.edu is ongoing and a priority schedule for order in which webpages will be developed has been created and approved. There is now a substantial draft of the *University of Tennessee Emergency Continuity of Operations Plan & Crisis Communication Protocol*. The draft of the plan is currently being circulated and reviewed by Dr. Johnson's counterparts at the campuses and institutes.

Dr. Johnson concluded her report by presenting some select news pieces that positively positioned the University. The key objectives of this coverage are effectively positioning the President and maximizing his exposure opportunities. An example of that is his interview with CNN for the Sexual Assault and Relationship Violence Summit organized jointly by the University of Tennessee and Tennessee Board of Regents systems. Social media continues to be a source of notable success. A new UT System News twitter site has launched and promotion of the President continues with exploring new dimensions for video. Finally, the *Alumnus* magazine recently selected a new printer and now offers a new digital format of the magazine. Dr. Johnson asked the group to complete the survey at their seats to offer input on effectiveness of the UT System News Roundup.

VIII. GOVERNMENT RELATIONS AND ADVOCACY REPORT

Vice President Anthony Haynes presented state and federal relations updates as well as an update on the University's Advocacy Program since the October 2014 Board meeting.

State Relations

- As a result of the November election, there is a new Republican super majority; including 23 new legislators.
- Over 1,500 bills have been filed for the 2015 legislative session; and Government Relations and Advocacy (GR&A) staff are monitoring about 225 of them.
- This session brought about structural changes in the House of Representatives with two new Education Committees. The Education Administration and Planning Committee, chaired by Representative Harry Brooks, is where most higher education legislation will be heard. This Committee has two new freshman members: Representatives Eddie Smith of Knoxville and Kevin Dunlap of Rock Island, who is a UT Knoxville graduate. Also new to the Administration and Planning Committee is Representative Rick Womick of Rockvale. The other House committee dealing with education is the Instruction and Programs Committee.
- New to the Senate Education Committee are Senators Ferrell Haile, a UTHSC alumnus, and Jim Tracy, a UT Martin graduate, whose father worked for many years with UT Extension.
- Because of the two weeks lost for organizational purposes, the week spent on Insure Tennessee, and part of a week lost due to weather, the business of this General Assembly will begin in earnest the first of March.
- Higher education has a good budget submitted by the Governor. Revenue could be up by over a half-billion dollars over the state's budgeted dollars – all of which is one-time money and likely will be used for capital projects, if the legislature follows past practices.
- For non-formula units, there is a \$5 million funding increase plus salary increases.

- Lone Oaks Farm is UT's number one priority for capital projects. After an informative and successful visit to Lone Oaks by Senate and House finance committee and subcommittee chairs and legislative budget officers, this project is expected to come to fruition.
- Guns are back again this session. The two primary gun issues deal with employer rights on their properties and decriminalizing possession of a firearm on school grounds.

Federal Relations

- Senator Lamar Alexander continues to focus on No Child Left Behind, Higher Education Reauthorization, and simplifying the FAFSA form. GR&A staff in DC and Nashville is working closely with Alexander and his staff in these areas.
- We are watching closely the peer review process for funding science, particularly as it relates to UT's scientific and research interests.
- GR&A staff members are working with White House Office of Science and Technology Policy staff on the personalized medicine initiative funded at \$215 million in the President's budget.
- With a \$13.5 billion increase in science agency funding and \$1 billion for biomedical research, GR&A staff will work with campus and system research leadership to determine UT's strengths for receiving some of this funding.

UT Advocacy

- Under Carey Whitworth's leadership, the Advocacy Program continues to grow and be recognized nationally. A major focus of our advocacy efforts in the coming months is to get more of UT's younger alumni involved in the early years of their careers.
- UT was selected to host the annual meeting of Public Higher Education Legislative Advocacy Professionals in Nashville in July. Representatives from over 50 higher education advocacy programs are expected to attend.
- The annual Alumni Legislative Council (ALC) briefing scheduled earlier this month was canceled due to the inclement weather and will be rescheduled in the spring. Under Kerry Witcher and Carey Whitworth's leadership, the ALC now has a formalized structure with bylaws, terms, and member expectations.

Haynes concluded by thanking Vice President Tonja Johnson and her team for their help with Government Relations and Advocacy efforts. He also acknowledged the support from the President and Board of Trustees. Their understanding of the intersection of politics and public universities is key to the success of the work of the Government Relations and Advocacy program.

Chair Wharton opened the floor for questions. Trustee Gallimore asked: "What new twists are there with guns on campus?" Haynes stated that the National Rifle Association has two primary issues this session. One is clarification that anyone with a legal permit be allowed to carry the firearm in the permit holder's car. The other has to do with the federal policy that a person can carry a firearm on a state's natural park land if that state allows guns in its own state parks, thus removing local jurisdiction.

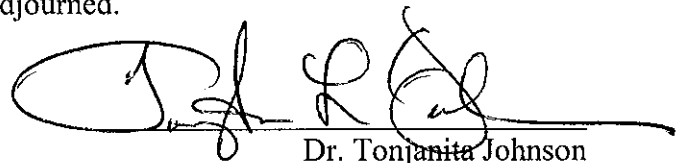
IX. OTHER BUSINESS

Mr. Stuart recognized Kris Phillips, Associate Vice Chancellor for Alumni and Annual Giving at UT Health Science Center, for being selected as the new Chair of CASE District III.

The Trustees recognized and thanked Mr. Stuart for his 40 years of service to the University of Tennessee.

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. Lofton Stuart
Interim Vice President for Development and Alumni Affairs
Interim President/CEO, UT Foundation, Inc.