

Meeting of the
BOARD OF TRUSTEES
OF NORTHERN ILLINOIS UNIVERSITY
December 4, 2014

CALL TO ORDER AND ROLL CALL

The meeting was called to order by Chair John Butler at 9:02 a.m. in the Board of Trustees Room, 315 Altgeld Hall. Recording Secretary, Susan Oppenborn, conducted a roll call of Trustees. Members present were Trustees Robert Boey, Wheeler Coleman, Anthony Iosco, Robert Marshall, Cheryl Murer, Marc Strauss, Paul Julion and Board Chair John Butler. Also present were Executive Vice-President and Provost Lisa Freeman, Board General Counsel Jerry Blakemore, and Board Liaison Mike Mann.

VERIFICATION OF QUORUM AND APPROPRIATE NOTICE OF PUBLIC MEETING

Mr. Blakemore confirmed that appropriate notification of this meeting had been provided pursuant to the Illinois Open Meetings Act as well as a verification of quorum for the meeting.

MEETING AGENDA APPROVAL

Chair Butler called for a motion to approve the meeting agenda. Trustee Murer made a motion to approve the printed agenda with a second provided by Trustee Boey. Trustee Strauss motioned to move the following items to a consent agenda: Action Items 9a, 1, 2, 3, 5 and 6 and Information Items 9b 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10. Trustee Coleman seconded the motion for a consent agenda. Chair Butler called for any discussion and there was none. There was no opposition and the agenda was approved.

REVIEW AND APPROVAL OF MINUTES OF 5/29/14, 8/28/14 & 9/18/14

5/29/14

Chair Butler called for a review and approval of the minutes of the May 29, 2014 special meeting. Trustee Boey made the initial motion and Trustee Murer seconded. The minutes were approved.

8/28/14

Chair Butler next called for a review and approval of the minutes of the August 28, 2014 special meeting. Trustee Strauss made the initial motion and Trustee Julion seconded. The minutes were approved.

9/18/14

Chair Butler then called for a review and approval of the minutes of the September 18, 2014 regular meeting. Trustee Murer made the initial motion and Trustee Strauss seconded. The minutes were approved.

CHAIR'S COMMENTS/ANNOUNCEMENTS

Chair Butler moved to the Chair's comments and announcements by first recognizing the members of the University Advisory Council: William Pitney, Deborah Haliczner, Jay Monteiro, Greg Waas, Rebecca Shortbridge and Dan Gebo. Chair Butler asked if Dr. Pitney or any other member had anything to say to the Board on behalf of the UAC? Dr. Pitney did not have anything to say but wished the Trustees a restful and peaceful holiday season.

Chair Butler addressed those in attendance, this morning we're meeting at a time of significant uncertainty with controversial pension legislation having been ruled unconstitutional, the election of a new governor, word from Springfield that the state legislature is not likely to extend the income tax increase in the lame duck session, and President Obama recently announcing sweeping changes in the

enforcement of immigration law that will have lasting effects on the role and significance of higher education just to name a few top-line causes of uncertainty. These developments translate for many people as positive outcomes and occasions for optimism; for others there is at best a desire to reach a point where things might be a bit more predictable. NIU must continue to plan for the immediate and long term future within this environment, and we have several action items on today's agenda that take these and other matters into consideration. We also have much to celebrate as a university. We have a football team that has secured its fifth consecutive Mid-America Conference West Division crown with its 31-21 win over Western Michigan, capping off an impressive season, and we're headed to Detroit for the MAC championship game tomorrow evening. Just two weeks ago we also learned that an NIU professor and a member of the University Advisory Council and Board of Trustees Professor, among many other distinctions, Dan Gebo, has been named the Illinois Professor of the Year. Congratulations, Professor Gebo. Later, during the President's report, Provost Freeman will tell us little bit more about this outstanding achievement. Since our last meeting we've celebrated many other milestones. I can't name them all, but I will mention the fiftieth anniversary of the anthropology museum, the retirement of a well regarded administrator and friend of the board who we will hear more about in a few moments, and the commencement of two ad hoc committees of the board, one on enrollment and another on governance. Today our President, Douglas Baker, cannot be here because he is leading a distinguished delegation representing the Northern Illinois Regional P-20 network who are meeting today with President Obama, First Lady Michelle Obama, and Vice-President Joe Biden at the White House College Opportunity Summit in Washington, DC. The summit will bring together colleges and universities, business leaders, non-profits, and others committed to supporting more college opportunities for students across the country. This delegation includes Elgin Community College President, David Sam, Rockford Public School District 205 Superintendent, Aaron Jarret, and John Rico, the co-chair of the Illinois Workforce Investment Board. Thousands will be celebrating the commencement ceremonies this weekend, the completion of their NIU degrees, and the beginning of the next chapter of their career success. On behalf of the board I want to extend our collective appreciation for the uncertain times and these outstanding achievements. Lastly, I want to personally thank Dean Rich Holly of the College of Visual and Performing Arts and the many good people who work within that college. I want to put out a challenge to my fellow Trustees to join me in an effort to pick a college once a year, at least, and spend some time there. I spent time at the School of Art, the School of Music, and the School of Theater and Dance, where I got an extensive review of the new Steven's Building construction work that's being done, as well as the Art Museum. And, I met with the External Programming Director. We've got a lot of talented people here at Northern. It only took about four to five hours to do, and it was really, really worth my time. Thank you, Dean, to you and to your colleagues. So, this concludes my remarks and now it gives me great pleasure to move to the next agenda item, the honoring of Bill Nicklas.

RESOLUTION HONORING BILL NICKLAS

Chair Butler noted the resolution before the Trustees and asked for a motion to approve it. Trustee Strauss made the initial motion and Trustee Coleman seconded it. Chair Butler then asked that Bill Nicklas go to the podium where Chair Butler read the full resolution into the official record.

RESOLUTION Honoring Bill Nicklas

WHEREAS, wise stewardship is critical to the vitality and economic sustainability of institutions of higher education in the State of Illinois, and service to others within one's community are hallmarks of strong character and excellence; and,

WHEREAS, devoting one's professional life to responsible governance, civic engagement, and positive community relations is a pursuit worthy of the highest praise; and,

WHEREAS, sustaining a high standard of university governance requires intelligent and imaginative approaches to facilitate and align the work of a university with that of its governing

board; and

WHEREAS, Bill Nicklas, over the course of three years as a senior leader at NIU, has served the university in multiple and extended appointments, including as Associate Vice President for Institutional Planning and Sustainability, Vice President of Public Safety and Community Relations, Liaison to the Board of Trustees, and Vice President of Operations and Community Relations; and,

WHEREAS, Bill Nicklas assumed the role of Board Liaison during a critical leadership transition: immediately following the selection and installation of the 12th President of NIU, Dr. Douglas Baker, in July of 2013; and,

WHEREAS, Bill Nicklas' leadership as Board Liaison was essential to ensuring that Trustees remained steadfast in their resolve to add value to institutional leadership and decision making, focus on their essential role as fiduciaries, remain committed to the covenants of shared governance, improve the Board's capacity and functionality, and focus their time on issues of greatest consequence to the institution; and,

WHEREAS, Bill Nicklas brought to his NIU responsibilities an extensive and impressive background as a trusted and respected public servant – having served 13 years as Chief Administrative Officer for the City of Sycamore and as City Manager for the City of DeKalb from 1992 to 1997 – and in all his deeds embodies the potential of an NIU education – having earned both a Master's Degree and Ph.D. in American History from NIU; and,

WHEREAS, Bill Nicklas, upon his retirement, on October 31, 2014, leaves to a the next generation of leaders a clarity of purpose and model of exceptional leadership practice;

NOW, THEREFORE, BE IT RESOLVED that the Board of Trustees of Northern Illinois University in formal meeting herein assembled, extends its grateful appreciation to Bill Nicklas for his leadership and service to the administration, faculty, staff, students, and Board of Trustees of Northern Illinois University.

BE IT FURTHER RESOLVED that this **RESOLUTION** be presented to Bill Nicklas and a copy of this document be placed in the official files of the Board of Trustees as part of the permanent record of the university and the great State of Illinois and as a lasting tribute to the accomplishments of Bill Nicklas.

Adopted in a regular meeting assembled this **4th** day of **December 2014**.

**BOARD OF TRUSTEES OF
NORTHERN ILLINOIS UNIVERSITY**

John Butler
Board Chair

Wheeler Coleman
Board Secretary



Mr. Nicklas then addressed the assembled group, thanking the Board for the kind sentiments and for his positive time at NIU. Each of the Trustees then provided congratulations.

At the conclusion, Chair Butler called for a vote on the motion to approve the resolution. All were in agreement and the resolution passed.

PUBLIC COMMENT*

Mr. Blakemore reported that no timely requests to address the board had been received.

REPORTS OF BOARD COMMITTEES AND BOARD LIAISONS

Chair Butler called for reports of board committees and liaisons. He indicated that the Executive Committee had not met so moved to a report from the chair of the Academic Affairs, Student Affairs and Personnel Committee, Trustee Marshall.

a. Executive Committee – NO REPORT

b. Academic Affairs, Student Affairs and Personnel Committee

Trustee Marshall summarized the last meeting, which was held November 6, 2014, stating that the committee endorsed two administrative requests for action. The first request was to change the current degree designator doctorate of education in Counselor Education and Supervision to a PhD in Counselor Education and Supervision, and the second was to recommend a new program, the Doctor of Nursing Practice. The committee also was given a comprehensive report on the oversight of our academic programs at NIU.

c. Compliance, Audit, Risk Management and Legal Affairs Committee

Trustee Boey reported that, at the meeting of November 6, 2014, there was an update by the internal auditor, a presentation of our cyber-risk coverage, and a presentation on the most recent Clery Act report and related campus safety initiatives. In addition to the reports, the committee also discussed a work plan for fiscal year 2014/2015. The Committee will discuss specific goals and benchmarks at the next meeting.

d. Finance, Facilities and Operations Committee

Trustee Strauss reported that the centerpiece of the committee meeting held on November 6, 2014, was a consideration of tuition and fees. The topic was considered by the committee at a different time than has historically occurred. The change in timing was motivated by a desire to provide guidance on cost to perspective and current students at an earlier date coincident with decisions they need to make. There was a detailed discussion of the need to align in the future the consideration of tuition and fees with decisions about costs involved in capital and operating budgeting. In addition, there was discussion about simplifying the presentation of tuition and fees to students allowing the combination of tuition and fees for certain types of programs and the consideration of how fees are established for certain distributed learning offerings. While the committee forwarded without dissenting vote recommendations regarding tuition and fees, it did so expecting the questions asked by the committee about the clarity of descriptive language, the duration of delegated authority to establish certain tuition and fees within authorized ranges, and the room and board charges for Lincoln and Grant Halls would be addressed at this board meeting. In addition, there was consideration of a new round of energy performance contracts, bowl game participation expenses, and a new facility for campus distributive antennae system improvements, all of which were approved by the committee without dissent.

e. Legislative Affairs, Research and Innovation Committee

Trustee Murer reported that each year the Office of Sponsored Projects releases a fiscal year annual report on external funding at NIU. This report, presented at the November 6, 2014 meeting, is designed to provide a comprehensive overview of the nature and extent of external funding provided to faculty and staff to support their research, instructional public service, and creative activities. As experts and leaders in their field, NIU faculty and staff continue to secure external funding for a broad range of programs with many promoting strong collaborations with national laboratories, other universities and research

institutes, and international organizations. Dr. Leslie Rigg gave a brief overview of the fiscal year 2014, Office of Sponsored Projects Annual Report. One of the highlights of the meeting was that we met Dr. Anna Quider who is our new Director of Federal Relations. Dr. Quider serves as a bridge between NIU and Washington in all matters that concern the university. We hope that she will be able to build upon her past relationships with agencies and identify funding resources that would be available to NIU. As Chair Butler indicated, Dr. Baker accepted an invitation to the White House this week that will highlight NIU's P-20 Initiative at the White House College Opportunity Summit. As part of the federal relations update, Dr. Quider noted her activity with the Industrial Physics Forum, Dr. Baker's meeting with congressional leaders on the panel to discuss manufacturing innovation, and Dr. Freeman's participation in the exporter forum which focused on regional economic development. Key legislation highlighted in Dr. Quider's report included the Campus Accountability and Safety Act, which will address sexual assaults on campus, and the revitalized American Manufacturing and Innovation Act that authorizes manufacturing innovation hubs like the digital manufacturing design and innovative institute of which NIU is a founding member.

f. Ad Hoc Committee on Enrollment

Trustee Strauss reported that the Ad Hoc Committee on Enrollment met on November 14, 2014, which was the committee's first meeting. Aside from organizing its future program of work, the members received a university report that contained information on enrollment, background and trends, recruitment and retention efforts, and scholarship information. The committee's focus is on determining whether there are any board policy decisions that are needed to support positive developments in NIU's enrollment. The next committee meeting will be on January 16, 2015 at 10:00 a.m. This meeting will focus on tuition and fees. In addition, it is expected that additional information will be presented in answer to questions from members at the November meeting. This information will focus on cost per credit hour and course average student financial and debt burden, the allocation of credit hours among NIU's campuses and between resident and non-resident students, the distribution of students among residence halls, the surrounding communities in more distant locations, indicators of student quality, the amount of spending for academic support, measures of diversity, statistics showing the distribution of faculty between tenure and non-tenure track, and tuition information for a competitive set of colleges and universities. It's quite an ambitious agenda. Meetings following the one scheduled for next January will focus on academics, including program additions or deletions in quality, whether there are process considerations with regard to the alignment of the system of reward and recognition for faculty, and potential expenditures in support of increasing enrollment that exceed the presidential spending authority. Again all of these topics are to be focused on policy level considerations.

g. Ad Hoc Committee on Governance

Chair Butler reported that, at the committee's meeting on November 17, 2014, the committee inventoried its charge, which is essentially four fold: first, it is to recommend a comprehensive set of revisions to the by-laws; secondly, to recommend a protocol for board self-evaluation and assessment; the third is to establish board goals and policies related to board member education and professional development; and fourth, to examine our current number and structure of board committees and committee workloads. The committee moved forward with one of those items. We made some progress in the discussion of how we would engage in self-evaluation and learned a little bit about programs that were available, and then directed the President and Mike Mann to consider what potential opportunities we could take advantage of and consider at our next meeting. The highlight of the meeting was a discussion of a work plan, which was approved and which includes several bylaw and policy matters the Board is considering today for first reading. It includes eight items which would have the effect of amending the board by-laws and policies. We'll have some discussion of them and then we'll continue to discuss them as Trustees as we move forward between now and the ad hoc committee's next meeting of January 15, 2015.

h. Illinois Board of Higher Education

Board Liaison Mike Mann reported that Tuesday, December 2, 2014 he and President Baker attended the

IBHE meeting that was held at University of Illinois Springfield. While the agenda for that meeting was fairly light, the more interesting part of the day was the discussion with the Presidents and Chancellors group. At that meeting, we met with a member of the Governor-elect's transition team, Glenn Poshard, former president of the SIU system. Glenn walked through some of the budget realities that the state will be facing the current year as well as the coming fiscal year, and he spoke to us about the fiscal impact of the expiring tax increase which goes away on December 31, 2014, as well as the full year impact of that in fiscal year 2016. He also talked to us a little bit about the likelihood of the minimum wage legislation moving forward as well as the potential for a pension cost shift impacting higher education budgets. We then talked to the IBHE budget staff who has been working with the Governor-elect's budget transition team, and they are starting to put together scenarios for next year's budget and the next step of the process will be the IBHE budget recommendations in early February and then the Governor's budget address in the middle of February. At all points along the way we will have the opportunity to work with and interact with the IBHE staff, legislative staff, as well as the Governor's budget staff.

i. Universities Civil Service Merit Board

Trustee Marshall reported that, at the most recent meeting of the University Civil Service Merit Board, there were reports presented by the human resource director's advisory committee, the State Universities Civil Service Advisory Committee, and the Administrative Advisory Committee. In the process, human resource officers from around the state's universities were introduced to the commission. Review and revisions to the exemption procedure manual was a very heavy topic. Under a report on legal affairs, the commission was informed that some 23 university employees were facing discharge. Eight of those employees asked for hearings, while four of those cases are still pending. One agreement was reached, one employee withdrew his hearing request, and two other employees resigned during their hearings. Lastly, the commission chair announced the formation of a three-member ad hoc sub-committee charged with reviewing the exemption issue, and there will be regular updates on that. The next commission meeting will be February 25, 2015.

j. NIU Foundation – NO REPORT

k. Northern Illinois Alumni Association – NO REPORT

l. Northern Illinois Research Foundation – NO REPORT

Chair Butler thanked all presenters for their reports and asked for any questions. There were none.

APPROVAL OF CONSENT AGENDA ITEMS – 9A 1,2,3,5 & 6 AND 9B 1,2,3,4,5,6,7,8,9,& 10

Chair Butler asked for a motion to approve the items in the President's Report #95 that were approved for consent agenda. Trustee Strauss made the first motion and Trustee Julion seconded. Chair Butler called for a vote and all approved so the motion passed.

PRESIDENT'S REPORT NO. 95

Chair Butler turned the floor over to Executive Vice-President and Provost Lisa Freeman, who presented the President's report for President Baker.

Provost Freeman provided a brief introduction to the process for submission of Dr. Dan Gebo's nomination and subsequent selection as Illinois's Professor of the Year. She detailed his extensive credentials for the award and asked Dr. Gebo to address the assembly. Dr. Gebo thanked the Board and NIU and suggested that the award reflects well on all faculty who work hard on behalf of our students.

Trustee Murer and Trustee Boey offered their congratulations and pride in the exemplary work done by Professor Gebo.

UNIVERSITY RECOMMENDATIONS FORWARDED BY THE BOARD COMMITTEES

Agenda Item 9.a.(1) – Request for a Change in Degree Designation – CONSENT AGENDA

Agenda Item 9.a.(2) – Request for a New Degree Program – CONSENT AGENDA

Agenda Item 9.a.(3) – Bowl Game Participation Expenses – CONSENT AGENDA

Agenda Item 9.a.(4) – FY 16 Tuition, Fees, and Room and Board Recommendations

Chair Butler noted that this would be Nancy Suttentfield's last meeting, and he asked Provost Freeman to take a few moments to tell the committee a little bit about Ms. Suttentfield's contributions. Provost Freeman provided a detailed statement of Nancy's contributions to NIU and our financial processes and a regret that she will be leaving us so soon.

Trustees Boey, Strauss, and Chair Butler all expressed their thanks for all that Nancy has done to clarify and make transparent the important processes that she was tasked with managing.

Provost Freeman then introduced Agenda item 9.a.(4), which reflects changes to the fiscal year 2016 tuition, fees, and room and board recommendations. The item came forward with some additional queries with regard to clarity in the way the changes were portrayed as well as clarity on some of the time limits. Provost Freeman explained that Ms. Suttentfield had provided the board with additional information coming into this meeting.

Chair Butler first asked for a motion to approve the item for FY 2016 Tuition, Fees, and Room and Board recommendations. Trustee Murer motioned and Trustee Boey seconded it. Chair Butler then opened up the floor for discussion.

Trustee Coleman encouraged the Board to continue to think outside the box and put proposals on the table that are, in some cases, somewhat radical and different than in the past. The Board has got to make innovative decisions and put proposals on the table similar to this one, and he expressed satisfaction with all the effort and work that went into this effort. He also wanted to make sure that there is a strong communication campaign directed at students and parents explaining this new structure so they can best leverage it and take advantage of the extra credit hours that they can get with a flat rate. Simplifying it for the students and parents will be the next step in communicating that simplification effort. The Board must also continue to look at the expense side of the equation and continue to try to consolidate where necessary, make tough decisions and make tough cutbacks where necessary on the expense side.

Chair Butler reiterated his request for a public guarantee that the recommendation that will also pertain to continuing students will not run afoul of the Truth in Tuition legislation. Ms. Suttentfield provided an absolute guarantee that we would not be violating any rules. Chair Butler also wanted to raise his previous concern over allowing the university to set rates based on the marketplace, their needs, and so forth and that this be limited to one year. He wanted to repeat his request that the Board receive a report once those cost decisions were made and remind the Board that the approval pertains to FY16 only.

Chair Butler then called for a vote. All Trustees approved the recommendation as presented and it

passed.

Agenda Item 9.a.(5) – New Facility for Campus Distributive Antenna System – CONSENT AGENDA

Agenda Item 9.a.(6) – Energy Infrastructure Improvements–Phase XI Performance Contract – CONSENT AGENDA

UNIVERSITY RECOMMENDATIONS FORWARDED BY THE BOARD COMMITTEES

Agenda Item 9.b.(1) – Oversight of Academic Programs – CONSENT AGENDA

Agenda Item 9.b.(2) – FY 14 Office of Sponsored Projects Annual Report – CONSENT AGENDA

Agenda Item 9.b.(3) – Federal Relations Update – CONSENT AGENDA

Agenda Item 9.b.(4) – Internal Audit Update – CONSENT AGENDA

Agenda Item 9.b.(5) – Clery Act – CONSENT AGENDA

Agenda Item 9.b.(6) – Semi-Annual Progress Report of Active Capital Projects – CONSENT AGENDA

Agenda Item 9.b.(7) – Quarterly Summary Report of Transactions in Excess of \$100,000 – CONSENT AGENDA

Agenda Item 9.b.(8) – Periodic Report on Investments – CONSENT AGENDA

Agenda Item 9.b.(9) – Ad Hoc Committee on Governance Work Plan – CONSENT AGENDA

Agenda Item 9.b.(10) – Ad Hoc Committee on Enrollment Update – CONSENT AGENDA

ITEMS DIRECTLY FROM THE PRESIDENT

Agenda Item 9.c.(1) – Lipman Hearne

Provost Freeman then introduced Agenda item 9.c.(1) as an item directly from the President, which involves a contract associated with our enrollment management function. She asked Vice President Weldy to explain the details of the item on behalf of President Baker.

VP Weldy explained that what triggered the need for this item, including two failed national searches for an Associate Vice President for Enrollment Management. This is the busiest time in our recruitment season and a very valuable time when we look to shape our fall 2015 class. We began looking at possible options to meet our strategic needs as well as our operational and tactical needs. Lipman Hearne was identified as a possible solution because they have a long history of positively impacting enrollment, most recently with Southern Illinois University. VP Weldy then opened up the floor to questions.

Throughout the discussion of this item, Trustee Murer expressed her concern with the amount of money being spent and how this expenditure overlaps with the existing budget and expenditures through the Marketing and Communications division. She asked that there be a clear accounting of the allocation by division so that we remain accountable for the monies spent.

VP Weldy explained that VP Teller has been involved throughout this process developing the contract with Lipman Hearne and working closely between Enrollment Management, Admissions, and Marketing and Communications. He also assured Trustee Murer that his area could provide the accounting she requested.

Trustee Boey requested a clearer explanation on how the total dollar request was being broken out and some details about what the deliverables part of the fee included.

VP Weldy explained that Lipman Hearne will be developing a playbook and developing strategies and tactics as it relates to increasing enrollment for the coming spring and fall semesters. The playbook includes detailed tactics, budgets, and financial projections on investment, and return on investment. They will also examine how we do our e-mail communications and our digital communications with potential students, and looking at communications across the board, including our telephone scripts, taking inbound calls and making outbound calls, and how we do our outbound telemarketing assistance. They will also review our branding and how we are perceived by potential students and parents. There will also be an analysis statistically of our enrollment numbers and why we have a high percentage of admitted students that decide not to come to NIU. The projected number we're looking to identify from their efforts is at least 250 to 300 new students coming this year with a break even number of 94 new students.

Trustee Coleman spoke in favor of the item, suggesting that what has been done so far has failed to produce the needed results to increase enrollment; so, if working with the staffing in place is not going to garner the needed results, something else has to be done to fix things. He trusts NIU's senior management to choose the correct methods to correct the problems NIU faces in the current environment. He acknowledged that this was not a permanent solution but one that could turn around the current trends and lead to better processes for the future.

Trustee Strauss also supported the agenda item with the caveat that the contract be designed such that should a viable candidate be identified before the end of the contract period, we have the ability to terminate the contract short of the \$150,000. He also wanted assurances that the proper procurements have been obtained to make sure the contract is legal. General Counsel Blakemore assured Trustee Strauss that all the proper protocols have been secured prior to the item being brought before the Board.

Trustee Marshall also indicated his intention to support the proposal but was concerned that this item hadn't been brought before either the Ad Hoc Committee on Enrollment or the Academic Affairs, Student Affairs, and Personnel Committee, which might have alleviated some of the confusion and permitted the Board to better vet the item before being brought to a vote.

VP Weldy explained that the timing on the decision and item did not coincide with the timing of the meetings and the need to get approval to move forward couldn't wait until the next set of meetings.

Chair Butler asked VP Teller to respond to the questions presented and clarified more specifically what was being requested. He asked if VP Teller could provide an explanation of the relationship between the \$664,000 budget which appears to be a marketing budget and the budget for his unit and the work that they do.

VP Teller explained that, from a marketing communications standpoint, and from a strategic marketing perspective and branding perspective, NIU doesn't have those kind of resources resident inside the university. When it comes to the kinds of things that are itemized in this proposal, these are the kinds of activities we would have to go out and get one way or the other. What the Lipman Hearne activity should do is accelerate the ability of the Marketing and Communications division to more effectively integrate the enrollment function at that strategic level, at the top of that funnel which is absolutely critical. They're going to leave us with the playbook which is going to allow us, going forward, to amortize the cost of that investment well into the future. Marketing and Communications will be able to incorporate some of these strategic marketing elements presented in their proposal and sees it as a terrific opportunity for the divisions to be better aligned and better integrated.

Chair Butler then asked Provost Freeman and VP Weldy what the long-term plan is for the Associate Vice President of Enrollment Management position. VP Weldy indicated that he wants to identify someone who can start in the summer or early fall to move forward so the Lipman Hearne contract is from the end of December until the end of the fiscal year 2015. Chair Butler also pointed out that the search and the work of the consulting firm might go hand-in-hand and VP Weldy concurred, stating that candidates

would be pleased to see that NIU is trying to address the enrollment issues prior to them coming on board to fix everything.

Trustee Murer reiterated her request for more information. She would like to know more about the marketing budget, what is included in the budget, and what our top priorities are. She believes the top priorities/objectives are two-fold: rebranding and identifying students to enhance enrollment. She wants to see a collective budget that makes clear what our priorities are, and she hopes it can be provided in a more cohesive manner. This is a matter of transparency and accountability..

Trustee Coleman concurred, stating that we need to see where we have synergies and things that we can leverage across our budgets and departments and colleges. He then made a motion for the vote; Trustee Iosco seconded the motion. There was no opposition so the vote passed. That concluded the University Report.

Chair Butler then recognized Dillion Domke, Speaker of the Student Association Senate, to address the Board with regard to his support of the changes in tuition and fees. He could not speak during the actual presentation because he was at class but wanted to speak for the students on this issue.

Mr. Domke spoke in favor of the new tuition and fees item that was passed. He believes that students are very happy with the proposed changes and that it will provide a positive impact for all students. Those he spoke with were very happy about the proposed change in tuition structure; and he thanked the Board for approving it and for allowing him to speak. He believes that retention will increase across the board because students will pay less overall. He noted that an added benefit of the new structure is that students will better diversify their educational experience because they can take classes they are interested in without having to pay a higher tuition amount. Finally, he believes this will help students complete their degree program within the four year timetable because students can take more credits without paying more money. This will encourage students to take additional classes to stay on track with their degree program.

CHAIR'S REPORT NO. 68

Agenda Item 10.a. – Board of Trustees 2015 Meeting Dates Approval

Chair Butler moved to the items from the Chair. The first item is an action item to approve the meeting dates as proposed on page 105 of the board packet and, for information only, the scheduled next dates of the Ad Hoc Committees. Trustee Strauss moved to approve and Trustee Boey seconded the motion. Chair Butler called for a vote and all approved so the motion passed.

Agenda Item 10.b. – Ad Hoc on Governance First Reading Item

Chair Butler introduced the next action item, 10.b. He asked Mr. Blakemore to present information about the first reading of these items, asking them to keep in mind that this is just a first reading. There will be time to make changes or take them off the table.

General Counsel Blakemore explained were being presented for a first reading to eliminate the need for an additional board meeting to review and discuss. This is not at a point for approval but for review and discussion prior to the next Ad Hoc Committee meeting in January. For this meeting, there are six of the eight areas that are part of the first group of bylaw and policy changes the Ad Hoc Committee is considering. The first regards Presidential Succession policies. What is proposed basically limits the amount of time for which the President can appoint a designate should he or she chooses to do so, and the second is to determine the proper line of senior executive succession should the President be out for an extended period of time. The second concerns records retention. Mr. Blakemore proposes a clear distinction on what records are under the control of the Board and suggests that a designated custodian be appointed to apply the policy and undertake the review, if not annually, at least every three years (suggests the Board Recording Secretary). The third is an indemnification policy, which would expand and clarify the Board's current provisions for indemnification. The fourth concerns travel and professional

development expense reimbursement. The proposed policy lays out possible reimbursement for one professional development opportunity and four other university related activities. Should there be a need for additional funding above these stated items, the proposed policy calls for the Chair or Executive Committee to be able to grant exceptions to the policy. The fifth concerns the issue of presidential housing. As there are significant tax implications for the President if he is required to live in the house, the proposed policy provides explicit reference to the requirement that the housing is part of the presidential responsibilities and duties. This provides a place where the president can point to, or, in the event there is an audit, can make clear there is a requirement. Finally, the sixth item regards the election of officers. It is intended to provide a clarification of an election procedural issue.

Chair Butler was the author of the sixth item, and sought to clarify. He noted that, in the first round of balloting, if there isn't a candidate who receives the required five votes, all but the two top vote recipients remain on the second round ballot. The proposal would specifically say that, in the second ballot, we would cross a line through the names of the trustees who did not receive any votes ("0" votes), and then the Trustees' second vote would be limited to those trustees who received one or more votes without disclosing the number of votes any person received. This change permits trustees to remain active candidates for a longer period of time, in a case in which there isn't a clear consensus regarding who should serve in an officer position. This increases the potential for participation in the process.

Trustee Coleman noted that he doesn't feel this is an improvement to the current process, that he favors a single run-off between the top two candidates, just as in the case of a political election.

Trustee Strauss pointed out that there would be additional time in subsequent Ad Hoc Committee meetings to further discuss this topic so proposed a motion to receive and file these six proposed amendments with further discussion to come. Chair Butler called the motion and asked for a second, which was provided by Trustee Julion. All agreed with no opposition so the motion passed. Chair Butler encouraged all Trustees to share any ideas or concerns for the next Ad Hoc Committee meeting on January 15, 2015.

CLOSED SESSION

Chair Butler concluded the items from the Chair and indicated that the Board needed to go into closed session and would reconvene in approximately 45 minutes. Chair Butler called for a motion to close the public meeting to conduct a closed session to discuss the following subjects authorized by the Open Meetings Act: personnel matters as generally described under sections 2c 1, 2, 3, and 21 of the Open Meetings Act and litigation and risk management matters as generally described under sections 2c 11 and 12 of the Open Meetings Act. Trustee Strauss motioned and Trustee Murer seconded. Chair Butler then called for a roll call vote to close the public meeting.

Roll Call Vote was conducted by Susan Oppenborn.

Trustee Robert Boey: YES
Trustee Wheeler Coleman: YES
Trustee Anthony Iosco: YES
Trustee Robert Marshall: YES
Trustee Cherilyn Murer: YES
Trustee Marc Strauss: YES
Trustee Paul Julion: YES
Board Chair John Butler: YES

Chair Butler closed the Board meeting at 11:25 a.m. to go into executive session, with a plan to re-open at the conclusion of that session in approximately 45 minutes. Chair Butler indicated that there would be no other business matters to come before the Board when it reconvened and thanked everyone for coming and participating.

MEETING RECONVENED

The meeting reconvened at 1:00 p.m.

OTHER MATTERS

Chair Butler called for another roll call vote to reconvene the original session.

Roll Call Vote was conducted by Susan Oppenborn.

Trustee Robert Boey: Here
Trustee Wheeler Coleman: Here
Trustee Anthony Iosco: Here
Trustee Robert Marshall: Here
Trustee Cherilyn Murer: Here
Trustee Marc Strauss: Here
Trustee Paul Julion: Here
Board Chair John Butler: Here

Chair Butler asked if there were any other matters to come before the board and there were none.

NEXT MEETING DATE

Chair Butler confirmed that the next Board meeting would be March 12, 2015 at 9:00 a.m.

ADJOURNMENT

Chair Butler asked for a motion to adjourn the meeting. Trustee Strauss made the motion and it was seconded by Trustee Murer. A vote was taken, all agreed, and the meeting was adjourned at 1:03 p.m.

Respectfully submitted,

Susan Oppenborn
Board Recording Secretary

In compliance with Illinois Open Meetings Act 5 ILCS 120/1, et seq, a verbatim record of all Northern Illinois University Board of Trustees meetings is maintained by the Board Recording Secretary and is available for review upon request. The minutes contained herein represent a true and accurate summary of the Board proceedings.