

**MIDDLE TENNESSEE STATE UNIVERSITY  
BOARD OF TRUSTEES**

**EXECUTIVE AND GOVERNANCE COMMITTEE  
MINUTES**

The Executive and Governance Committee met on Wednesday, September 18, 2019, in the Miller Education Center Meeting Room at Middle Tennessee State University.

**Call to Order and Opening Remarks**

Committee Chair Steve Smith welcomed those present and called the meeting to order at 11:00 a.m.

**Roll Call**

The following Committee members were in attendance: Steve Smith and Darrell Freeman. Christine Karbowski was not able to attend the meeting. A quorum was declared.

Also present were Trustees J.B. Baker, Tom Boyd, Pete DeLay, Joey Jacobs, Mary Martin, Pam Wright and Samantha Eisenberg. President Sidney A. McPhee; Alan Thomas, Vice President for Business and Finance; Mark Byrnes, University Provost; Joe Bales, Vice President for University Advancement; Andrew Oppmann, Vice President for Marketing and Communications; Bruce Petryshak, Vice President for Information Technology and Chief Information Officer; Deb Sells, Vice President for Student Affairs and Vice Provost for Enrollment and Academic Success; Brenda Burkhart, Chief Audit Executive; Heidi Zimmerman, University Counsel and Board Secretary; and, Kim Edgar, Assistant to the President and Chief of Staff were also in attendance.

**Approval of Minutes**

The first agenda item was approval of the minutes of the March 18, 2019 meeting of the Executive and Governance Committee. A motion was made by Trustee Freeman to approve the

minutes; the motion was seconded by Chairman Smith. The motion to approve the minutes of the March 18, 2019 meeting of the Executive and Governance Committee passed.

### **Board Self-Evaluation Survey Results**

The remaining agenda item concerned results of the Board Self-Evaluation which had been provided to Board members. Chairman Smith asked if there were any questions or comments, and asked that the minutes reflect that the results had been reviewed.

Trustee Martin noted that the survey results indicated to her that everyone was pretty satisfied with what they were doing but they would like more information, specifically as concerns accreditation, and programs and services. Dr. McPhee responded that information will continue to be provided to the trustees. He stated that at each Board meeting, an academic unit will make a presentation. Dr. McPhee recalled that in the past there had been a reception with the Board members and the faculty senate that resulted in very positive feedback. He suggested that perhaps more of these opportunities should be scheduled.

Dr. McPhee then stated that setting goals and strategic planning are areas the Board may want to discuss. He proposed discussing what items of information trustees need to prepare themselves for their roles on the Board. He also mentioned that the Strategic Plan/Academic Master Plan, provided several months prior, contained three (3) broad goals: quality, student-centered learning and partnership. He suggested the trustees may have observations to discuss about areas on which they want more emphasis placed.

Trustee Martin stated that she would appreciate any information that would help her understand the role of the university in the larger community, how external factors impact the university, and that this would help her in making decisions for the direction of the institution. She mentioned as an example that there was good objective information provided in The Princeton Review article as concerns MTSU. Trustee Freeman suggested a dashboard with vital statistics and comparative data about how MTSU lines up with other institutions would be

helpful. Dr. McPhee reminded the trustees that last year he sent them a very comprehensive overview of institutional metrics and a dashboard that breaks out graduation rates, along with information about enrollment, funding, degrees conferred, graduation rates and several other areas. Further, there is a specific webpage with a dashboard available to them. He had also asked the trustees to submit any suggestions for items to add to the dashboard. Trustee Freeman suggested as part of the Board meeting materials that data about student performance be included. Chairman Smith suggested each committee review their available data and determine if there are items to add or delete. Dr. McPhee stated that he would have the information that was sent last year updated and provided to the trustees. He reiterated that they should respond with any suggestions for other metrics they would like to see. He would also see that the existing dashboard has current information.

Dr. McPhee asked Mr. Petryshak to address the Committee as the ITD office manages the dashboard. Mr. Petryshak reiterated that there is a link on the Board webpage to an interactive dashboard that contains metrics, based on the funding formula, broken down both university-wide and by college. Information on development and fundraising is also there. Mr. Petryshak explained that much of the comparative information is based on IPEDS data which is always a year or two behind. He further stated that although the page already contains a large volume of information, it would be very easy to include additional information the trustees might request. Trustee Baker requested that along with all the analytical data, they also be provided information about what the other LGIs are doing. Trustee Martin made the point that the metrics should be used to set a trajectory for institutional goals. Trustee Freeman stated that decisions about resource allocation could also be made based on review of this data.

Mr. Oppmann reminded the Board that information is provided to them in a variety of ways to keep them informed. He mentioned the e-Record that comes out on Wednesdays, executive news summaries, mtsunews.com which is updated at least three (3) times each day, and social media accounts on Twitter, Facebook, and Instagram. Trustee Freeman praised Mr. Oppmann for his diligence in issuing news releases.

Trustee Boyd stated that in his business experience, SWOT (strengths, weaknesses, opportunities, threats) analyses are issued. He asked if similar analyses have been done regarding the institution. Dr. McPhee responded that this is part of the Strategic Plan and Academic Master Plan work required by THEC. A university committee is put together and this committee does a SWOP analysis in connection with either drafting or updating the Master Plan. He offered to provide this information. He further stated that it was on the basis of this analysis that the method used to recruit students had been modified. Trustee DeLay stated that the goal should be, not just to graduate students, but to graduate students with jobs so that they can make a living. He said that people are not willing to invest in a degree if they cannot see a result for the investment.

Trustee Martin suggested that the Board sponsor events to reach out to companies in the community so that they are aware of what MTSU has to offer. Dr. McPhee responded that he will direct Mr. Bales to prepare a report about engagement and involvement with corporations in the middle Tennessee area. He also said that a position was created several years ago, as a result of strategic planning, that has the responsibility for making these kinds of connections with the business community. Chairman Smith suggested that trustees with connections to specific businesses could be helpful in forming relationships. Trustee Freeman stated that Dr. McPhee is doing a good job of ensuring that MTSU produces what companies need and gave the recent Amazon move to middle Tennessee as an example of where MTSU was promoted as a resource for producing a trained workforce.

Dr. McPhee then asked Gen. Huber to share how he engages the corporate community. Gen. Huber stated that he frequently speaks to corporations and offers assistance to their employee veteran support groups. In addition to offering this assistance, he raises the issue of their employees' degree completion and highlights the Charlie and Hazel Daniel Veteran and Military Families Center. Dr. McPhee then stated that there will be a trip to Delta Worldwide in Atlanta to discuss partnering with them to develop an online certificate program for their employees. Dr. McPhee asked Mr. Bales to prepare a presentation and a one-page report concerning

initiatives like Bridgestone in order to inform the Board about this outreach. He also requested a list of companies with which MTSU does not have a relationship to see if any Board member could help them connect.

The meeting adjourned at 11:42 a.m.

Respectfully submitted,  
Executive and Governance Committee