

Ottawa University
Executive Committee
Saturday, December 2, 1995

Trustees: Marvin Wilson (Chair), Stan Bettin, Bob Froning, Hal Germer, Charlene Lister, C. O. Nauman, Jim O'Dell, Justus O'Reilly, Ramon Schmidt.

Administration: Roseanne Becker, Andy Carrier, George Chaney.

The meeting was opened with prayer by Marvin Wilson at 10:05 a.m. in the Presidents' Dining Room on the Ottawa Campus.

Enrollment Initiative. George Chaney introduced Andy Carrier, Director of Enrollment Management, and reported they have been working closely together and much is being done. Andy Carrier reported we now have more people directly involved in recruiting -- admissions, financial aid, registrar's office, academic coordinators, activity counselors. Also we are seeking more alumni assistance. In addition, special attention is given to recruiting Baptist students, and the role of coaches in recruiting is an important part of the strategy. The addition of women's soccer will be a plus. The new model includes several elements. 1. The process for recruiting students is being streamlined. We will increase the number of prospects and the follow up on prospective students. 2. We have increased our call capacity. We have moved from twelve to twenty-six people directly involved. 3. We are looking for new students who have a potential to fit well with this campus. So retention is also a major emphasis. 4. We are focusing on key cities -- St. Louis, Kansas City, Denver and Tulsa. 5. The contract with Dagley and Associates is being renegotiated.

George Chaney discussed physical space needs for all this activity and expansion in admissions work. We want to keep people together. Andy Carrier spoke of the importance of activities and athletics as a motivator in college choice. We will provide even more opportunities for student participation -- as in women's soccer and JV soccer for men. In response to a question about how we train people to help them interpret the advantages of Ottawa, Andy responded we are doing training for all those involved in recruiting students. Andy said he is very optimistic. Stan Bettin asked how we can meet the perception that a student cannot afford a private education. Andy responded that we do get opportunities to talk with prospects and explain the realities of college cost. Ramon Schmidt commented we need to help individuals leverage upward their expectations for college, and Marvin Wilson agreed that Ottawa University must first sell "quality" of education. There was considerable discussion. Germer said, "You can't afford to not look at Ottawa."

Development. Roseanne Becker distributed a development summary showing performance year-to-date compared to the last four years. She told of high energy and activity in the department. The Phonathon exceed it goal. We have moved more solicitation earlier in the year. She also commented the Phonathon is not simply important for its financial results but also involves customer service and personal contact. The Franklin County campaign was done in the fall. Individual attention is being given to donors who have given \$500 or more in the past. She reported Paul Bean has been a fine addition to the staff. He has already contributed a great deal. He is giving attention to reporting to donors on scholarships awarded from named scholarships. Donors are being told about the student who received their scholarship. A Donor Prospect System has been developed and is in place. The purpose is to regularly identify, review progress and follow up with prospective donors. For example, we are hosting a visit next week for one prospective major donor who is developing new interest in Ottawa University. Roseanne reported her optimism about our plans and capacity to meet the annual fund goal for the year.

Discussion turned to fund raising for Martin Hall. Hal Germer distributed a gifts table to meet the cost for Martin. There are three levels of gifts -- leadership gifts (\$100,000 and up), major gifts (\$25,000 to \$75,000) and participation gifts (\$1000 or more). Hal distributed a list of naming opportunities for the renovated Martin Hall. Ramon Schmidt commented that the "leadership" gift category ought to include a possible gift in the \$1 million range with potential for including the name of the donor in the name of the hall. He also emphasized the need to answer how maintenance for the building will be included in the total funding plan. Hal Germer reviewed the fund raising plan discussed with the Resources Committee in October. The objective is to raise \$1 million in cash and commitments by April. If that goal is achieved we will seek to raise a second million dollars by fall '96. If those two steps are achieved the Board will then be asked to commit to the renovation with Fall '97 as the target for completion. This is an aggressive schedule.

Marvin Wilson asked about staffing in development. Two positions have been filled. One is still open. Roseanne Becker acknowledged this is important to achieving goals.

At this point the meeting adjourned for lunch. Following lunch the committee visited the newly renovated nurse's office and counseling center in the University Union, and visited Taue Jones Hall to see improvements which have been completed there.

Communications. Following lunch, Marvin Wilson led the committee in brainstorming about how the University can most effectively communicate growing expectations and hopes for the University's future. Marty Smith, Director of Public Relations, joined the

meeting for this topic. Marvin Wilson emphasized the purpose at this point is not making decisions but opening up to new ideas and possibilities.

Justus O'Reilly emphasized the importance of using the October '96 meeting of the American Baptist Central Region convention on campus as an opportunity for raising awareness about the University among Baptist constituents. He suggested the need for more repetition in communications. He spoke of the value of students, such as choral groups, visiting churches. He also suggested field staff in admissions and University Relations could make greater use of trustees and alumni in areas visited.

Bob Froning identified two approaches. One is to work on unified goals, where all work together for common goals. The second strategy is to emphasize personal interest and involvement. In this approach teams are gathered around a specific interest and work to promote that. The Beta Society is an example. In either approach volunteer networks become very important.

Marvin Wilson asked questions about Tauy Talk. Does it really address potential donors? Does it overemphasize what has happened? Can it do more to raise anticipation about what is going to happen? For example, how has Tauy Talk helped people understand the Campus Master Plan and the role it plays in guiding our future?

Justus O'Reilly mentioned the importance of a vision for the entire University and communicating that at the Central Region convention to be held on campus in October, 1996.

Jim O'Dell emphasized the role students play in gathering attention and interest for the University. We should get students into churches before that convention.

Bob Froning raised questions about the adequacy of Tauy Talk. He observed we need more publications and different publications. We may rely on that magazine to do more than it can do. He also offered the strong opinion that needs from Phoenix and Kansas City must be included in our campaign thinking. We must resist thinking mainly in terms of physical facilities.

Marvin Wilson asked whether alumni and friends know who are members of the Ottawa Board. Lists and profiles of individuals can help readers connect with others they know, and that will help.

Bob Froning suggested Board members ought to be active in helping identify their own replacements.

Marvin thanked the members for brainstorming. He commented that many decisions and actions taken by the University come from

opportunities to brainstorm just like this.

Financial Report. Hal Germer handed out the Financial Report for the end of October. He offered several comments. Milwaukee is ahead of plan on revenues and is slightly better than plan on expenses. So Milwaukee as of this report is better than plan. Campus is slightly behind plan on revenues and over plan on expenses. That is a continuing concern. Kansas City, Phoenix and International are all better than plan. Gift income is slightly behind plan, but there is reason for cautious optimism about reaching the current fund goal for this year. The bottom line shows the University to be \$37,000 behind plan as of this report. This does, however, include \$326,000 already spent in 1995/96 for completing the Atkinson Hall renovation. All this means we are on target to meet the budget plan for the year.

Resolutions. Hal Germer distributed two resolutions for corporate authorization. These are for two bank accounts with Peoples National Bank for operating funds. Jim O'Dell indicated the Business Affairs committee had agreed to this at their meeting in October. The first resolution is for a new depository pooling account.

Corporate Authorization Resolution
Ottawa University Board of Trustees
Regarding New Depository Pooling Account
December 2, 1995

Be it resolved that,

1. Peoples National Bank and Trust (Peoples) is designated as a depository for the funds of this corporation.
2. This resolution shall continue to have effect until express written notice of its rescission or modification has been received and recorded by Peoples.
3. All transactions, if any, with respect to any deposits, withdrawals, rediscounts and borrowings by or on behalf of this corporation with Peoples prior to adoption of this resolution are hereby ratified, approved and confirmed.
4. Any of the persons named below, so long as they act in a representative capacity as agents of this corporation, are authorized to make any and all contracts, agreements, stipulations and orders which they may deem advisable for the effective exercise of the powers indicated below, from time to time with Peoples, concerning funds deposited in Peoples, moneys borrowed from Peoples or any other business transacted by and between this corporation and Peoples subject to any restrictions stated below.
5. Any and all prior resolutions adopted by the Board of Trustees of this corporation and certified to Peoples as governing the operation of this corporation's accounts, are in full force and effect, unless supplemented or modified by this authorization.

6. This corporation agrees to the terms and conditions of any account agreement, properly opened by any authorized representative(s) of this corporation, and authorizes Peoples, at any time, to charge this corporation for all checks, drafts, or other orders, for the payment of money, that are drawn on Peoples, regardless of by whom or by what means the facsimile signature specimens in section C. (or the facsimile signature specimens that this corporation files with Peoples from time to time) and contain the required number of signatures for this purpose.

Any two persons listed below are authorized to:

1. Open any deposit or checking account(s) in the name of this corporation.
2. Endorse checks and orders for the payment of money and withdraw funds on deposit with Peoples.
3. Borrow money on behalf and in the name of this corporation, sign, execute and deliver promissory notes or other evidences of indebtedness.
4. Endorse, assign, transfer, mortgage or pledge bills receivable, warehouse receipts, bills of lading, stocks, bonds, real estate or other property now owned or hereafter owned or acquired by this corporation as security for sums borrowed, and to discount the same, unconditionally guarantee payment of all bills received, negotiated or discounted and to waive demand, presentment, protest, notice of protest and notice of non-payment.
5. Enter into written lease for the purpose of renting and maintaining a Safe Deposit Box in Peoples.

Harold D. Germer
Marsha L. Denniston
Ransom Bennett, Jr.
Wayne R. Duderstadt

President
Business Manager
Trustee
Trustee

Jim O'Dell moved, with Stan Bettin seconding, the adoption of this resolution. The motion passed.

The second resolution is for a new short term investment account.

Corporate Authorization Resolution
Ottawa University Board of Trustees
Regarding New Short Term Investment Account
December 2, 1995

Be it resolved that,

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2. This resolution shall continue to have effect until express written notice of its rescission or modification has been received and recorded by Peoples.
3. All transactions, if any, with respect to any deposits,

withdrawals, rediscounts and borrowings by or on behalf of this corporation with Peoples prior to adoption of this resolution are hereby ratified, approved and confirmed.

4. Any of the persons named below, so long as they act in a representative capacity as agents of this corporation, are authorized to make any and all contracts, agreements, stipulations and orders which they may deem advisable for the effective exercise of the powers indicated below, from time to time with Peoples, concerning funds deposited in Peoples, moneys borrowed from Peoples or any other business transacted by and between this corporation and Peoples subject to any restrictions stated below.

5. Any and all prior resolutions adopted by the Board of Trustees of this corporation and certified to Peoples as governing the operation of this corporation's accounts, are in full force and effect, unless supplemented or modified by this authorization.

6. This corporation agrees to the terms and conditions of any account agreement, properly opened by any authorized representative(s) of this corporation, and authorizes Peoples, at any time, to charge this corporation for all checks, drafts, or other orders, for the payment of money, that are drawn on Peoples, regardless of by whom or by what means the facsimile signature specimens in section C. (or the facsimile signature specimens that this corporation files with Peoples from time to time) and contain the required number of signatures for this purpose.

Any two persons listed below are authorized to:

1. Open any deposit or checking account(s) in the name of this corporation.

2. Endorse checks and orders for the payment of money and withdraw funds on deposit with Peoples.

3. Borrow money on behalf and in the name of this corporation, sign, execute and deliver promissory notes or other evidences of indebtedness.

4. Endorse, assign, transfer, mortgage or pledge bills receivable, warehouse receipts, bills of lading, stocks, bonds, real estate or other property now owned or hereafter owned or acquired by this corporation as security for sums borrowed, and to discount the same, unconditionally guarantee payment of all bills received, negotiated or discounted and to waive demand, presentment, protest, notice of protest and notice of non-payment.

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Jim O'Dell moved, with Stan Bettin seconding, the adoption of this resolution. The motion passed.

Executive Committee members and Board Committee Chairs. Marvin Wilson reported the following changes in Executive Committee membership and Chairs of Standing Committees for 1996.

First, Marvin expressed deep appreciation for exemplary service to three individuals finishing service as Standing Committee Chairs and going off the Executive Committee in the new year. They are:

Bob Froning
Nita Myers
Ramon Schmidt.

Continuing as Chairs of Standing Committees in 1996 are:

Mercile Lee	Academic Affairs
Jim O'Dell	Business Affairs

New Chairs of Standing Committees in 1996 are:

Stan Bettin	Campus Committee
Patti Wolf	Centers Committee
Kevin Eichner	Resources Committee
Marvin Wilson	Committee on Trustees

These appointments mean that Patti Wolf will be a new member of the Executive Committee for 1996. Stan Bettin, Kevin Eichner and Marvin Wilson continue on the Executive Committee for 1996.

C. O. Nauman and Justus O'Reilly continue on the Executive Committee for 1996 as At Large members.

In addition, two new members are added to the Committee on Trustees. They are Nancy Paulger and Roy Browning, Jr.

Foundation. Ramon Schmidt asked whether there is need for an Ottawa University Foundation. Other colleges and universities have foundations. One advantage is foundations help overcome any questions about the long term stability of an institution and the process for managing assets. Hal Germer agreed to have this considered.

February Meeting in Phoenix. The next meeting of the Executive Committee will be Saturday, February 3rd. The place will be OU Phoenix. In addition, Hal announced a meeting for the purpose of considering the "comprehensive and long term needs" of the University. This will take place in Phoenix on Friday, February 2nd from 10 a.m. to 2 p.m. All Executive Committee members are invited. Spouses are also invited. Other alumni and friends of the University will also be invited. The purpose of the meeting will be to make further progress on discussions begun at the September, 1995 meeting of the Executive Committee. The expanded

group of participants will help expand the number of persons thinking about this important topic.

The Executive Committee went into executive session at 3:15 p.m.
The Executive Committee adjourned at 3:30 p.m.

Charlene Lister
Secretary, Board of Trustees