

**Minutes of a Special Called Meeting
Eastern Kentucky University
Board of Regents**

**May 3, 2021
1 p.m.**

Via Video Teleconference: Zoom

Public Viewing Link: <https://epresence.eku.edu/bor-meeting>

Call to Order

The special meeting of the Board of Regents was called to order by Mr. Lewis Diaz, Chair of the Board, on May 3, 2021, at 1:05 PM with all regents participating via video teleconference. The public was able to view the meeting through a live stream feed. Counselor Fohl confirmed the Board's full attendance. .

Present

Lewis Diaz
Laura Babbage
Juan Castro
Nancy Collins
Dr. Jason Marion
Alan Long
Lynn Taylor Tye
Vasu Vasudevan
Philip Gump
Mike Eaves
Eyouel Mekonnen

Absent

None

Others Present

David McFaddin, President
Dr. Bryan Makinen, Associate Vice President, Public Safety
Ms. Dana Fohl, University Counsel
Mr. Barry Poynter, SR. VP, Finance & Administration
Mr. Matt Roan, VP & Director of Athletics

Swearing In

Mr. Mike Eaves, J.D. was appointed by Governor Andy Beshear to serve a 4-year term on the EKU Board of Regents. Mr. Eaves was formally administered the oath of office by Judge Jennings at 1:07pm.

Information Items

1. Mr. Barry Poynter, Financial Update

Barry Poynter, Senior Vice President for Finance and Administration, presented a summary of the budget through March 31st, 2021, a copy of which is incorporated herein and will be included with the official copy of the minutes.

2. Dr. David T. McFaddin, President

President David McFaddin delivered the following report, a copy of which is incorporated herein and will be included with the official copy of the minutes.

May is a special time in Kentucky. As the excitement of this weekend's Kentucky Derby reverberates throughout the Commonwealth, it is fair to say we too are now rounding the final turn, and this week we will head down the stretch to close out an academic year worthy of celebrating. This year has certainly tested our resolve and I could not be prouder of how everyone has persevered. The dedication our faculty, staff, and students have demonstrated shows we can push through incredible trials. It affirms what I have always known that ECU is a community full of heart and determination, willing to take any challenge head-on and come out stronger in the process. Our fortitude is worthy of celebrating whether it came in the form of redesigning courses, taking the time to support students or colleagues through illness or anxiety, following all the proper health protocols, getting tested and quarantining if sick, and getting vaccinated to stay well. Hats off (derby or otherwise) to everyone for doing their part.

Our success mitigating the spread of illness within our campus community and the diligent work of many departments and committees, our commencement ceremonies this week will be once again in-person for the first time in a year and a half! Commencement at ECU will look different and we will observe attendance limits. It is an honor to greet our graduates for the first time as ECU's President and join you in conferring the degrees they have worked so hard to complete. Thank you to our COVID-19 and contingency task forces, commencement committee, the Registrar's Office, Deans, Public Safety, and Conferencing & Events for the work they have completed to deliver on an in-person spring commencement at ECU. We hope it will be good weather and the beginning of many more opportunities to safely gather as a campus community.

We are planning much more "normalcy" for the fall semester. We have resumed in-person admissions activities, restrictions are easing on student housing and programming, and we are planning to welcome our next freshmen class to campus with a redesigned and reinvigorated "Big E Welcome". Along with many of our traditional experiences that have become hallmarks of the ECU experience, the Exceptional Eastern Experience (E3) team is planning new and

innovative programs for this upcoming year. A signature concert during the Big E welcome, new pre-game tailgating and post-game student/community events in Powell Plaza, a Halloween Bash, beer gardens, comedians and food trucks will help headline a calendar of events and student/community engagements that will far exceed anything ever done before. We are so excited to define the “NEXT” normal at ECU as one that students and community have been longing for.

While the traditional recruitment cycle has been significantly disrupted this past year by COVID-19 uncertainties, we continue to close the gap between those who have applied and been admitted to ECU and those who are yet to fully enroll. We want ECU to be the first choice for students. No one can tell the story of Eastern better than us, and everyone here is committed to being that impactful storyteller. As I often say, we are ALL recruiters, retainers, and graduates and that holds true now more than ever. I will be joining our enrollment management team this week and, in the weeks, to come to engage in direct face-to-face recruitment activities in Louisville, Corbin, Manchester, Richmond and many other targeted locations throughout the state.

As we finalize budgeting in the upcoming months, we will do all we can to keep college affordable, maximize resources, and be strategic in our investments. Evolving consumer behaviors will require us to be flexible and nimble, with goals of innovation and excellence in all areas and practices.

I would like to highlight a few recent successes before I close. Our second ECU Giving Day resulted in the engagement of more than 1,800 donors shattering the initial goal of 1,000 in 24 hours. To those who gave, and advocated for giving, a sincere thank you for supporting this campaign and leading by example. I am happy to report that we had 100% participation from the Board of Regents, Foundation Board, President’s Council, Council of Deans, head coaches and so many more. I consider this a substantial turning point for the philanthropic culture of our institution. This is further supported by the ECU Foundation endowment standing at just over \$87 million dollars, the most ever in history. This means that in the days ahead more students will receive more opportunities through the commitment shown by so many to pay it forward.

The ECU BookSmart program launching this fall has received a great amount of buzz and excitement among both new and returning students. I wish I had taken a screenshot from a recent Zoom interview with a local television anchor to share the actual “jaw-dropping” moment when I explained yes, all the books are really free for undergraduates. The organic reaction to this effort to eliminate as much as \$1200 a year in costs for our students is priceless. This program sets us apart from any other institution in Kentucky, and perhaps most of the entire nation, in removing barriers to success when students struggle to afford their textbooks and required class materials. It will be extremely rewarding to know that our students will be better prepared for the fall semester thanks to BookSmart.

I am also very proud to report that we have seen incredible progress in our CPE Diversity Report this year. This is an area where we deployed targeted resources and attention. Some of the highlights include:

- EKU received a score of 32 out of 36 which highlights our institutional commitment to diversity, equity, and inclusion. *We were tied for the highest score of any four-year institution.*
- URM retention rate (80.3%) is the highest among the regional comprehensive Universities and significantly surpasses our 67% target
- Retention of low-income students is 76.7%, the highest among the regional comprehensives and surpassing our target of 72%
- To expand recruitment efforts, MOUs were signed with Adelante Hispanic Achievers in Louisville and the Cincinnati Public School System
- Enrollment of Undergraduate URM has increased 8.2%
- Enrollment of Undergraduate Latino/a population has increased 43%
- Graduate URM enrollment has increased 25.2%

There is still much work to do, but this is encouraging data that will help strengthen our campus community as a welcoming and inclusive environment where all students can embrace opportunity and succeed. Thanks to the drafting team members: Dannie Moore, Gill Hunter, Lisa Day, Bethany Miller, Roger Cleveland, and Ron Jackson. I also want to thank all of the members of the President's Inclusive Excellence Advisory Council, co- chaired by Abbey Poffenberger and Kristi Middleton, and Presidential Diversity Fellow Socorro Zaragoza. This has truly been a team effort.

As we head into the summer months, our ongoing searches for college deans in the College of Business, College of Letters Arts and Social Science and College of Justice, Safety and Military Science are well underway and moving forward with purpose. Our goal is to establish strong leadership positions entering the new academic year.

A significant construction project update includes the work on the new pedestrian pedway over the Robert R. Martin bypass that is scheduled to be completed by the middle of July.

Finally, we are deeply engaged in the strategic planning process. Our engagement with faculty, staff, students, and other key stakeholders is ramping up. We will provide specific updates and opportunities for board engagement in the coming months through one-on-one and small group sessions.

We have an amazing team here at EKU and we are thankful for the board's support and guidance as we navigate new opportunities and strive for excellence in all we do. I look forward to presenting an innovative, investment-focused, and responsible budget to you at your next meeting on June 17th.

Following President McFaddin's report, Chair Diaz took the opportunity to express how encouraged he has been by the diversity work that has been done by ECU in the past twenty-four months. He expressed how diversity inclusion is part of the fabric here, it is part of who we are, and it is great to see us grab ahold of that mantle, be right up front and leading in the state.

Action Items

A. Resolution - ECU Cheer UCA 2021 National Champions

A motion was made by Regent Long to approve a resolution acknowledging the ECU all girl and co-ed cheer teams for their UCA 2021 National Championship wins. The motion was seconded by Regent Babbage. The motion passed unanimously by voice vote.

B. Resolution – FEMA relief application

A motion was made by Regent Long to approve Dr. Bryan Makinen as FEMA representative on ECU's FEMA relief application. The motion was seconded by Regent Collins. The motion passed unanimously by voice vote.

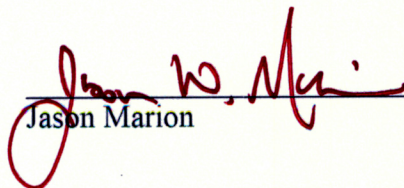
C. Election of Vice Chair and Secretary

Prior to the motion, Regent Gump informed the Board that he would not be running for re-election and expressed his gratitude for the opportunity and the experience to serve under the leadership of this President, Chair, and Board. A motion was then made by Regent Gump to approve the re-election of Regent Long as Vice Chair and Regent Marion as Secretary. The motion was seconded by Regent Castro. The motion passed unanimously by voice vote.

Adjournment

In closing the meeting, Chair Diaz commended the efforts of the persons acknowledged by the President and the entire team of faculty, staff, and members of the university community who committed their time and energies at ECU towards supporting our students and enabling the marked gains in the CPE Diversity Report. The Chair concluded by again congratulating Eastern Kentucky University's Cheerleading programs.

There being no further business, Chair Diaz requested a motion to adjourn. A motion was made by Regent Babbage to adjourn the meeting. The motion was seconded by Regent Collins. The motion passed by voice vote, and the meeting was thereby adjourned at 1:50 p.m.



Jason Marion

Date 06/17/2021