



LAEP Advancement Board Meeting Agenda

In Attendance: Randy Jackson, Jay Bollwinkel, Jan Striefel, Josh Runhaar, Sean Michael, Mark Dawson, Mike Budge, Brian Huculak, Brandon Monson, Marcus Pulsipher, Todd Johnson, Geoff Ellis, Jake Powell, JoEllen Grandy, Alyssa Stastny, Tiffany Woods, Nola Chavez, Matt White, Chris Sands

Friday, April 19, 2019

Common Studio, LAEP Department

Welcome by Matt White, VP of Advancement

- Creating an engagement experience for aggies everywhere
- Data drives decisions
- Three Pillars we are committed to
 - Alumni, Board Members, Stake holders,
 - Advancement Team
 - USU Partners
- Developed four objectives:
 - Maximizing and Fueling the Mission
 - Reaching out and engaging with more alumni in more places
 - Reestablishing alumni chapters
 - We need to be intentional about our outreach and engagement with alumni
 - Developing a development plan that's specific to USU
 - It's not just about asking for a gift, it's about engaging
 - Ensuring Effective Board Governance
 - Operating documents that define how things operate
 - Foundation Brand
 - Sharing stories of alumni, donors, Board members, etc...
 - Giving campaign "I give because..." showing leaders who share why they give
 - Communicate the vision clearly and with purpose to an ever-changing group of alumni
 - Allocating Resources
 - Investing in professional development
 - Training for Board members
 - New initiatives which provide an opportunity for a gift to have a greater and more immediate impact
- Build for the next campaign

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- Central Advancement wants to hear from us and know what we are doing and what we're up to
- Brandon is still the contact person for our department
- Year of the Woman is coming up

New Arts Building – Brandon Monson

- Shifts in legislature funding for buildings
- Presents unique challenges, but also opportunities
- We will need more and more of the external funding
- Brian Huculak wants to know more about how we can keep everyone in the loop about opportunities for things like matching gifts

State of the Department – Sean

- Personnel
 - New Hires
 - Todd Johnson
 - Daniella Hirschfeld
 - Promotions
 - Caroline Lavoie
 - Professor
 - Will be on sabbatical this fall
- Faculty Awards
 - CELA Fellow Inductee
 - Sean Michael
 - Outstanding Studio Teaching
 - Caroline Lavoie
- Department Awards
 - UREC Team places third. We've got a lock on third.
 - Community Engaged Department
 - One of two departments recognized on campus
 - USU is working to become Carnegie recognized
- Facilities
 - UR Building now houses the VIVID lab
 - Keun, Ben, Brent, and (in the future) Daniella's grad students will work out of the lab
- Extension
 - Legacy study has looked into the breadth and depth of what Extension efforts have had in the past

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- CDTs were highlighted in LA Magazine. Dave going to San Diego to present about the program.
- Brings in a bit of money to bolster their efforts in the ASLA
- CDTs and our Student ASLA chapter are a model for excellence for others
- CREATE 2020
 - 12 proposals funded this semester
 - We have one of the highest numbers of students who are ASLA members both nationally and locally for any university. This is largely impacted by differential tuition, which has funded membership fees.
 - There has been a shift in the attitude students have toward differential tuition since we began considering it. Students now see it in a positive light. Find the student comments in the exit interview data in the packet.
- Diversity
 - Faculty Search Demographics
 - We assumed that there would be more applicants for the Professional Practice position, but there were significantly more for the BRP focused position
 - There were a very large number of positions open around the country
- Travel Course
 - Tanya and Phil will be working on this trip to Italy
 - Next year will be domestic
- Scholarship Report
 - 14 scholarships to 14 students
 - \$23,800 will be awarded at the Banquet

Report on:

- Placement/Internship Report – Dave Evans
 - 20 offered internships
 - Placement between Sophomore and Junior, and Junior and Senior year provides mentorship and increases the caliber of our students and their experience in studios
 - **Can we communicate to Board members which students will be looking for jobs and internships earlier to help them plan for opportunities? Reach out to Tanya Rice about this.**
 - So far from the Seniors: 8 full-time hires
 - 2 positions with AB members
 - 6 positions with other alums
- Student ASLA Update – Anthony Manzione
 - Working on sticking to a budget

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- Completed student handbook
- A lot of new members
- Almost every student joined the ASLA
 - Funded through CREATE 2020, which is wonderful
- 14 students will be attending the National Meeting in the fall
- National Role models
- Undergraduate Student Report – Anthony Manzione
 - There are about 40 sophomores, which is a large group and very exciting
 - Working on collaborative assignments between the classes
 - Doing so has brought more of a studio culture
 - New desks and monitors have been super nice and appreciated by the students
- Graduate Student Report – Tiffany Woods
 - Grad students are happy with the experience overall
 - Professors and staff provide exceptional support
 - In general, we feel like we'll succeed after graduation
 - Course work/courses prepare students to write their theses
 - Studio Culture is innovative and provides for overlap between the disciplines
 - Grad Thesis meeting group established
 - Gives an additional support system
 - Lasting relationships between peers
 - Grad students would like to be challenged more in some of the classes they have with lower-level undergrad students
 - More opportunities to work on projects that can be translated to theses would be good
 - They'd like more opportunities to work together (BLA, MsBRP, MLA)
- Introduce Daniella Hirschfeld

Committee Meetings

- Development Committee: Seminar Room
 - Sponsorship
 - **Board Members: Complete Survey. It will also be sent digitally. The digital version will include an outline of estimated costs in the intro.**
 - Bringing experts to campus and collaborating with national meetings, etc. We're hitting a ceiling, so sponsorship is a way that we can continue to grow this.
 - Put money into LAEP general fund
 - Account: A03177
 - We can pull data from Advancement about affinity scores, giving capacity, etc... that could be beneficial when looking at potential new Board Members.
 - National visibility of the program is important

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- It would be good for the AB to get to know faculty and to network with them more so that we can work together better
- We need to elevate the amounts of the scholarships that we can give. We can add to the current endowments to have greater yields and be awarded at higher levels.
- Placement Committee: Common Studio
 - Funding for Tanya's position
 - CREATE 2020 funds
 - Board
 - Potential CAAS funding if the college starts differential tuition
 - Brandon will follow up with Ken on if the college will provide any support
 - Tracking Internships
 - Helping students with the transition from student to professional:
 - Understanding the market
 - Finding quality opportunities
 - Negotiations and what to ask
 - Benefits
 - Salary
 - Retirement
 - They can't put themselves in a position where they're undervalued, but they also need to understand the line. They're still new and inexperienced, but they also have things to contribute
 - Mock Interviews
 - Could they be joined with Portfolio Reviews?
 - Could they be part of a class?
 - How can we get more people involved?
 - Possibly add Mentorships as part of Placement Responsibilities
 - Designated day and time for these things to happen
 - Need to coordinate between AB, Dept, and ASLA
 - Getting BRP students more involved
- Recruitment Committee: Jury Room
 - We need to better coordinate our efforts with the department and the university recruiters
 - University recruiters present at a future AB meeting
 - Recommitting to monthly Recruitment calls – First Friday of each month
 - Establishing joint goals between the Department and the AB Committee will be important
 - Will be attending the Faculty Recruitment Committees bi-monthly mtgs
 - Committee can work to encourage more diversity in the Department

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- Lack of funding for international students and even out-of-state students
- Scholarships geared toward recruitment
 - Set up a fund specifically for this could be beneficial
- Potentially looking beyond just student recruitment, but also Board Member Recruitment.
 - We could work with the Development Committee on this is the future, but we want to fine-tune what we're doing now before adding more

Board Business

- Distinguished Alumni nomination process + new inductee
 - Create a broader pool of names to draw from
 - Define criteria
 - Professional Contribution
 - LAEP Alums who are fellows
 - Department Involvement
 - Boards from the 75th
 - Minimum number of years since graduation?
 - Give ideas of things that would make someone distinguished
 - Maybe it would be worth adding other awards
 - Should we do a young alum award? Under 15 years
 - Josh Runhaar will work on coming up with some ideas
- Advancement Board Member nomination process
 - It would be good to have 15 to 20 members at each meeting
 - We should nominate a few more members to be able to reach that level of participation
 - If every person nominates one person, that's a great place to start
 - We need to reach out to those who haven't been as active
 - Nancy Monteith resigned and should be removed from the roster
 - If they've missed three meetings in a row, they aren't active
 - Review the member roster with Jay, Randy, and Sean
 - We need to be gentle with those who are being let go. It can be a sensitive situation
- Student Representative Roles
 - This time they reported on the student climate
 - They can be part of the reports in the morning and then take part in the committee meetings
 - Rotate the grad/undergrad between committees for fall/spring (recruitment, placement)
 - Put out a call for a student participant on the development committee (Senior or grad)

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- Sponsorship
 - LAEP house is a base camp for visiting scholars
 - Creating an endowment to support this
 - What does it look like to endow a week, a month, a semester, etc...
 - Create a goal/vision for what we need for what we need, including dollar figures
- Report out on initiatives
 - Endow the faculty scholarship
 - We need to find matching funds
 - Onboarding graduates to Young Alumni
 - Board members are great at showing them what they can do
- Departmental needs
 - Security system for studios
 - Have found funds
 - Hope to do this over the summer
 - Submitting to National competitions
 - ASLA, APA, Real Estate, etc...
 - We need to get the message of the Department out
 - Identify things that can be submitted
 - Stipend for students to be able to submit or a competition budget
 - AB can tell the faculty they recommend this course of action
 - Pace that's appropriate for the faculty and other department members
 - Send notes about faculty thoughts to AB after May 1 retreat
 - Can we explain the process of promotions?
 - Faculty Code USU Section 405 (Send to Board)
 - There's not much space for offices. We have to figure out where to put faculty
- There is a lot of opportunity to maintain connections with university administrators we've been in touch with lately
 - Another letter to the Dean
 - Salary Equity
 - Facilities
 - Offer to help others interested in running a Board
 - Send in the Fall
 - Connections to the Provost
 - Send thank you letter and open the discussion for future collaborations
 - Make sure that they know we're top 10 LA programs
 - Matt White Advancement
- How do we know which school is actually the best?
 - Developing a national contest?

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- Sean will reach out to other schools to see if there's interest and if this is a good idea
- Is there a better way? A travelling jury that comes and visits?
- What are the metrics that we can use to "grade" ourselves
 - Improved graphics
 - Greater projects
 - Improved learning environment
 - Opportunities around the country
 - Number of faculty
 - Actions of the Advancement Board
 - Ask faculty for metric ideas at retreat
- We have to look at the ROI on these to decide what the best plan of action is
- Create a department portfolio/annual report
 - We can't tell you that we're better than _____, but this is what we are and you can decide for yourself what's best
 - Package the story to showcase what about our program is great
 - This ends up being a marketing tool used for potential students, university admins, etc...

Fall AB Meeting: September 27

- Items tabled for Fall meeting:
 - Is there a plan to celebrate CREATE 2020 in 2020?
 - Can we evaluate what's been done and what's being done?