A meeting of the Executive Committee of the Board of Trustees of the University of Vermont and State Agricultural College was held on Monday, December 12, 2011 at 1:00 p.m., in room 351 Waterman Building.

MEMBERS PRESENT: Chair Robert Cioffi, Vice Chair Harry Chen*, Bill Botzow, Ian Boyce*, John Bramley, Frank Cioffi, Debbie McAneny*, Donna Sweaney* and Mark Young*

OTHER TRUSTEES PRESENT: Kyle DeVivo and Bill Ruprecht **

REPRESENTATIVES PRESENT: Student Government Association Representative Julian Golfarini, Faculty Representative Julie Roberts, and Staff Council Representative Ida Russin

MEMBERS ABSENT: Alumni Association Representative Ted Madden and Graduate Student Senate Representative Eduardo Cotilla-Sanchez

PERSONS ALSO PARTICIPATING: Provost Jane Knodell, Vice President for Legal Affairs and General Counsel Francine Bazluke, Vice President for Finance and Administration Richard Cate, Vice President for Executive Operations Gary Derr, Vice President for Student and Campus Life Thomas Gustafson, and Vice President for Enrollment Management Christopher Lucier, Vice President for Federal, State and Community Relations Karen Meyer (partial meeting)

*By means of phone  
**Joined at 1:12 p.m., by phone.

Chair Robert Cioffi called the meeting to order at 1:02 p.m.

Approval of Minutes

Chair Cioffi entertained a motion to approve the minutes from the November 14, 2011 meeting. The motion was made, seconded and it was voted to approve all minutes as presented.

Chair’s Report

Chair Cioffi began his report with an update on the progress of the Presidential Search and noted that information related to candidates would be discussed during the Executive Session portion of this meeting. The Presidential Search Committee met with candidates from November 30 - December 2. Chair Cioffi and the Committee were extremely pleased with the caliber of those interviewed. Starting January 18th, 4-5 candidates will be visiting campus, with each having a day and a half worth of opportunities to meet with various constituent groups. Chair Cioffi noted that a detailed email will be distributed to campus this week regarding the campus interviews.
schedule. At their February 4th meeting, the Board will have an opportunity to discuss finalists. The search process remains on schedule with the new President expected to be announced by the beginning of March.

Chair Cioffi also reported that the Annual Review Subcommittee met December 9 and received reports from governance leaders representing the Alumni Association, Graduate Student Senate and Staff Council, regarding comments they have received on presidential and executive compensation. The leadership of Faculty Senate and the Student Government Association (SGA) will be re-invited to submit comments as well.

**Interim President’s Report**

Interim President John Bramley began by reporting on his development-related visit to New York City last week. During this visit, a New York Regional Board reception was held and he was quite impressed that over 200 alums were present.

He was pleased to announce that yesterday, the University of Vermont student athletes were presented with the America East Academic Cup for the 2010-2011 academic year. The award is presented to the institution whose student athletes have the highest grade-point averages during the academic year. UVM athletes had a 3.17 grade-point average. This is the seventh consecutive year they received the honor.

In continuation of his visits around Vermont, Interim President Bramley will next be visiting Bennington. He has several ideas to share with his successor for the continuation of momentum that these visits have in strengthening the University’s relationship with the State.

Interim President Bramley next reported on applications received to date. The University has received approximately the same amount as last year, near 14,000. He noted that applications are up by 6% for Vermont students and down 2% from out-of-state. ALANA applications are up 4% and non-ALANA are down 1%. Vice President for Enrollment Management Christopher Lucier added that the quality of students applying is consistent with that of the last two years.

Interim President Bramley noted that Senator Bernie Sanders and Governor Peter Shumlin held a press conference earlier today announcing a $15 million, three-year partnership with Sandia National Laboratory to establish a center for energy transformation and innovation that will be housed at the University.

He next reported on the Naked Bike ride event that occurred last week. The event has become a University tradition, but over the years, has develop into a security concern as there have been accidents, degrading remarks, sexual assaults and other negative occurrences. In an effort to prevent even more serious incidents from taking place, the administration worked with the SGA to create an alternative event. The event was mostly successful and he noted that the SGA showed excellent leadership. The administration and the SGA will continue to work to improve the alternative event.
Concluding his report, Interim Bramley noted that preparations are ramping up for the December Commencement Ceremony. This year is the first with a new format that will have the ceremony modeled on the Commencement event held in May. The upcoming event will be the largest December ceremony held to date and there are approximately 2,000 attendees expected.

Chair Cioffi thanked Interim President Bramley for his report and also wished Trustee Kyle DeVivo an early happy 21st birthday.

**Action Items**

Chair Cioffi invited Vice President for Finance and Administration Richard Cate to introduce the resolution awarding contracts for marketing and public relations services. Vice President Cate noted the resolution covers four separate contracts that have typically related to summer programs and are now expanded to include services for online education. There are four different vendors that would be included in these contracts with each agreement ranging in value from $100,000 to $900,000. The total of the contracts will be approximately $1.4 million and had been $850,000 last year.

Trustee Bill Botzow inquired regarding the vendor review process and how satisfied the University is with their products. Vice President Cate noted that the review is an ongoing process between the staff in Continuing Education (CE) and the vendors and those adjustments are made as necessary.

Trustee Botzow also asked if the vendors have been deemed flexible enough. Vice President Cate affirmed that the University is satisfied with their flexibility. He explained that that the business of CE is similar to a commercial enterprise, and that the marketing and public relations vendors have brought significant revenue as a result of their services.

Staff Council President Ida Russin asked if any of the services these vendors provide could be completed in-house. Vice President Cate responded that almost 70% of these services relate to buying air time and that most services could not be accomplished in house.

Faculty Senate President Julie Roberts inquired where the money for these contracts is budgeted from. Vice President Cate indicated that it comes from the CE budget.

Chair Cioffi presented the following resolution for approval:

**Resolution Awarding Contracts for Marketing and Public Relations Services**

BE IT RESOLVED, that the Vice President for Finance and Administration, or his successor or designee, is authorized to execute contracts for the University’s marketing and public relations services with New Breed Marketing, Shark Communications, Kelliher Samets Volk, and Curve Trends Marketing. Each contract will cover services from January 1, 2012 through December 31, 2014, with the option of two 1-year renewals.
A motion was made, seconded, and unanimously voted to approve the resolution as presented.

**Executive Session**

At 1:18 p.m., the Chair entertained a motion to enter into executive session to discuss collective bargaining, a personnel matter, contracts and the appointment of a public officer. All in attendance were excused from the meeting with the exception of Provost Knodell, Vice Presidents Cate, Bazluke, Gustafson, and Derr. After the third item, Provost Knodell and Vice President Cate were excused.

**Adjournment**

At 1:56 p.m., the meeting was reopened to the public. There being no further business, the meeting was adjourned.

Respectfully submitted,

Robert F. Cioffi, Chair