

MINUTES OF THE SPECIAL MEETING OF THE BOARD OF TRUSTEES
SOUTHERN ILLINOIS UNIVERSITY
JULY 19, 2012

Pursuant to notice, a special meeting was called by the Chair of the Board of Trustees of Southern Illinois University, and the meeting convened at 9:03 a.m., Thursday, July 19, 2012, in the Special Events Room of Birger Hall, Southern Illinois University Edwardsville, Edwardsville, Illinois. The meeting was called to order by Chair Simmons. The following members of the Board were present:

Mr. John Simmons, Chair
Dr. Ed Hightower, Vice Chair
Mr. Mark Hinrichs, Secretary
Mr. David Hamilton
Dr. Roger Herrin
Hon. Don Lowery
Dr. Donna Manering
Ms. Marquita Wiley

The following member of the Board was absent:

Mr. Jesse Cler

The Executive Secretary reported and the Chair determined that a quorum was physically present.

Also present for a portion of the meeting were Dr. Glenn Poshard, President; Dr. Rita Cheng, Chancellor, SIUC; Dr. Duane Stucky, Senior Vice President for Financial and Administrative Affairs and Board Treasurer; Ms. Phyleccia R. Cole, Senior Associate General Counsel; and Ms. Misty Whittington, Executive Secretary of the Board.

Chair Simmons announced that a request had been received for a person to speak to the Board. He went on to say that the speaker would be allowed five minutes to speak after the presentation of the Approval of Purchase: Marketing Communications Services, SIUC.

Chancellor Cheng made an electronic slide presentation regarding marketing communications for SIUC. The Chancellor fielded questions from Board members. Some members expressed concerns regarding recruiting of Southern Illinois students and quality of the product received from the marketing firm to date. Some members reported that in the past some of the same concerns regarding marketing strategy were shared regarding SIU Edwardsville's plans but by being built over time the strategies were successful. Another member expressed that he hoped to see some results from the investment in one year.

The following matter was presented to the Board:

APPROVAL OF PURCHASE: MARKETING COMMUNICATIONS SERVICES, SIUC

Purchase contracts, over the bid limit, require the approval of the Illinois Procurement Policy Board (PPB) before SIU Board of Trustees can approve the purchase. On June 4, 2012, SIUC sent the proposed extension to the purchase contract with Lipman Hearne for communications and marketing services to the PPB anticipating approval in time for it to be placed on the July 12, 2012, SIU Board of Trustees' agenda for consideration. The Board agenda was scheduled to be distributed the morning of June 29, 2012, to allow ten days' notice on the agenda. SIUC did not receive the PPB's notice of approval of the purchase contract until later on June 29, 2012, so the contract could not be included on the regular meeting agenda.

A request to consider the contract for discussion as a Current and Pending matter at its July 12, 2012, meeting was not approved by the Board of Trustees.

This matter is submitted for review by the full Board at this special meeting.

Summary

This matter seeks approval to purchase marketing communications services for Southern Illinois University Carbondale. The proposed services would begin on or about July 1, 2012. A July 1, 2012, award date is needed to perform work for the next Fall's recruitment cycle.

In its May 12, 2011, meeting, the Board of Trustees authorized the procurement of professional marketing and communications services including the design, production and implementation of a strategic, data driven, comprehensive marketing campaign. Services also included negotiating contracts on behalf of the University with media outlets for strategic positioning in television, radio, newspaper, billboards, web-based, mobile (smart phone) and display advertising.

Upon completion of a Request for Proposal process, Lipman Hearne Incorporated, Chicago, Illinois, was chosen to provide the services, and a one year contract was executed with options for renewal up to four additional one-year periods. SIUC wishes to exercise the option to renew the contract for an additional year at a cost of \$2 million. The services will be funded from existing resources including the University's marketing initiative fund and departmental advertising and marketing funds consolidated to support this coordinated recruitment initiative.

Rationale for Adoption

Prior to 2011, the University had significantly underinvested in an effective and comprehensive marketing plan, instead relying on inadequate, fragmented and often conflicting marketing messages. As a part of efforts to more effectively recruit students, the University is working to create stronger brand awareness and adopt proven recruitment strategies that are consistent with the University's mission of access and research. This effort incorporates a new, yet familiar visual identity as well as new messaging for prospective applicants.

This purchase is necessary to retain a marketing communications firm that can provide a range of communications services, including, but not limited to, the following:

- consulting on marketing, advertising, enrollment, public relations, and related strategies;
- developing marketing, advertising, and communications plans;
- conducting research on marketing, advertising, communication, and other related activities;
- designing websites and web architecture for academic and administrative units;
- developing strategies for web, social media, mobile applications and other emerging technologies;

- designing print publications, streetscape, products, displays, and other promotional or recruitment items;
- creating content and messaging for both electronic, mobile, web, and print materials;
- creating campaigns for recruitment, promotion, public relations and other related activities;
- creating and validating new concepts for marketing, recruitment, and advertising campaigns;
- creating advertisements for web, print, video, email, mobile, and other related media;
- producing video for web, mobile, television, movie theater, and other related media; and
- training staff on marketing, advertising, enrollment, and related strategies and initiatives; and
- negotiating and purchasing advertising on behalf of the University.

Considerations Against Adoption

University officers are aware of none.

Constituency Involvement

Not applicable in this matter.

Resolution

BE IT RESOLVED, By the Board of Trustees of Southern Illinois University in regular meeting assembled, That:

(1) The purchase of marketing communications services from Lipman Hearne Incorporated, Chicago, Illinois, for Southern Illinois University Carbondale for one year beginning on or about July 1, 2012 at an approximate cost of \$2 million be and is hereby approved.

(2) Funding for this purchase will come from the University's marketing initiative fund and reallocated funds.

BE IT FURTHER RESOLVED, That the President of Southern Illinois University be and is hereby authorized to take whatever action may be required in the execution of this resolution in accordance with established policies and procedures.

Trustee Marquita Wiley moved approval of the item. The motion was duly seconded by Trustee David Hamilton. The motion carried by the following recorded

vote: aye, Mr. David Hamilton, Dr. Roger Herrin, Dr. Ed Hightower, Mr. Mark Hinrichs, Dr. Donna Manering, Mr. John Simmons, Ms. Marquita Wiley; nay; Hon. Don Lowery.

Executive Secretary Whittington called on speaker Ms. Christi Turpin to make her presentation to the Board.

Ms. Turpin spoke to the Board regarding difficulties she had experienced with the Graduate School at SIUC in awarding her Ph. D. degree.

At 10:33 a.m., Trustee Wiley moved that the Board go into closed session to consider imminent and/or pending court proceedings against or on behalf of the Board. The relevant section of the Open Meetings Act Statute that allows for the closed session is 5 ILCS 120/2(c) (11). The motion was duly seconded by Chair Simmons. The motion carried by the following recorded vote: aye, Mr. David Hamilton, Dr. Roger Herrin, Dr. Ed Hightower, Hon. Don Lowery, Dr. Donna Manering, Mr. John Simmons, Ms. Marquita Wiley; nay, none.

Chair Simmons announced that the morning's Executive Committee meeting was cancelled.

At 11:20 a.m., a motion was made by Trustee Lowery and seconded by Trustee Herrin to adjourn the meeting. The motion passed by a voice vote.

Misty Whittington, Executive Secretary