

# UNIVERSITY OF CINCINNATI

## Official Proceedings of the

### Three Hundred and Thirty-Second Meeting of the Board of Trustees

(A Regular Meeting)

October 21, 2014

The Three Hundred and Thirty-Second Session of the Board of Trustees of the University of Cincinnati was opened at 10:37 a.m. on Tuesday, October 21, 2014, in the Russell C. Myers Alumni Center of the University of Cincinnati. Notice of this meeting was given in accordance with Section 121.22 of the Ohio Revised Code. The proceedings of the Board, when not otherwise provided for by its bylaws, are governed by *Robert's Rules of Order*.

Thomas H. Humes, Chairperson of the Board of Trustees, presided. Mr. Humes asked that roll be called.

**BOARD MEMBERS PRESENT:** Thomas H. Humes, C. Francis Barrett, Thomas D. Cassady, Carl H. Lindner III, William C. Portman, III, Ronald D. Brown, Robert E. Richardson Jr., Geraldine B. Warner and Margaret K. Valentine

**BOARD MEMBERS ABSENT:** None

**ALSO PRESENT:** Santa J. Ono, President;  
Robert F. Ambach, Senior Vice President for Administration and Finance;  
Christina Beer: Student Government President;  
Tom Boat, Vice President for Health Affairs, Dean College of Medicine;  
Beverly Davenport, Provost & Senior Vice President Academic Affairs;  
Kenya Faulkner, Vice President for Legal Affairs and General Counsel  
Ryan Hays, Executive Vice President;  
Troy Neat, Alumni Representative;  
Debra Burgess, Graduate Student Trustee;  
Ben Keefe, Undergraduate Student Trustee;  
Rod Grabowski, President of UC Foundation;  
Tracy Herrmann, Interim Faculty Senate Chair;

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Erin Ascher, Sr. Associate Vice President and Chief  
Human Resources Officer  
Bleuzette Marshall, Chief Diversity Officer  
Debra Merchant, Vice President for Student Affairs;  
Greer Glazer, Chair, Council of Deans;  
James D. Plummer, Vice President for Finance;  
Peter Stambrook, Faculty Representative;  
Greg Vehr, Vice President Government Relations  
and University Communications;  
Nelson Vincent, Vice President and Chief  
Information Officer;  
Nicole Blount, Executive Assistant to the Board of  
Trustees;  
and the public

*(Prior to the Board Committee Meetings and the Regular Board Meeting, Chairman  
Humes began the proceedings at approximately 8:31 a.m.)*

Mr. Humes:

Good morning everyone and welcome to our October 21 University of Cincinnati Board of Trustees meeting. We thank you very much for coming and we'll move through our agenda adroitly this morning. We have many of our faculty from A&S and hopefully the use of the word "adroitly" was used satisfactory there, but thank you all for coming and being here. We're glad that you're with us.

Before I introduce Dr. Ono for his remarks, I know that many of you were able to come and participate in the Memorial Service that was held on October 13 that honored our former president, Warren G. Bennis, for everything that he did for the university. It was truly a wonderful celebration. Warren's former wife and his oldest daughter were in attendance and in fact his daughter spoke and kind of brought the house down with her remarks. She was a remarkable young lady and they were extremely touched and honored to have the university take time out to honor Warren. I am privileged to ask our secretary, Tom Cassady, to read the Resolution that was presented in draft form to his family that day. And, with the Board's approval, we will actually have copies of this signed and sent out to all of the members of his family, so, Mr. Cassady.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Cassady:

Very good. Thank you, Mr. Chairman. I'd be happy to read this. I read it the night of the memorial service and it was truly a wonderful event and there were lots of personal stories about Dr. Bennis being the father of leadership. It was really an honor to participate in that. But, our declaration is so:

*WHEREAS, the University of Cincinnati is the only university in the nation to have benefited from the leadership of Warren G. Bennis, PhD, as a president, and while here, he led the University with the courage and foresight that transformed the institution into full membership in the State of Ohio higher education system, and*

*WHEREAS, that entrance into the state system built the solid foundation for UC's future growth and current acclaimed standing, and*

*WHEREAS, the theories of Warren Bennis and his more than 30 books on leadership, organizational change, and creative collaboration aptly earned him the title "father" of leadership and leadership education and opened our minds to the possibility that leaders are not "born;" they are "made;" and*

*WHEREAS, his teachings inspired hundreds of people to step to the fore, and he advised all manner of leaders from CEOs to four U.S. Presidents, including John F. Kennedy, Lyndon B. Johnson, Gerald R. Ford and Ronald Reagan, and*

*WHEREAS, his legacy as an educator at Harvard, Boston University, MIT's Sloan School of Management, University of Cincinnati, and University of Southern California shines on in the lives of the multitude of students he touched and those who touched him.*

*NOW, THEREFORE, let it be resolved that the Board of Trustees of the University of Cincinnati, a State University organized under Chapter 3361 of the Ohio Revised Code because of the vision and persistence of Warren Bennis, extends its deepest sympathy to the family of the late Warren G. Bennis and expresses its profound appreciation and admiration for his lifetime of achievements and his pioneering impact on the University, higher education, leadership theory and education, as well as leaders of today and tomorrow.*

*BE IT FURTHER RESOLVED, that this Resolution be spread upon the minutes of our Board Meeting and that a certified copy be presented to his family.*

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Humes:

Thank you very much, Mr. Cassady. Any discussion or questions? All those in favor of adopting said resolution, please say Aye.

Board:

Aye.

Mr. Humes:

Opposed?      None.

Thank you. And again, a copy of this will be sent to his family. And in the history of the university, many of you have been here for many years and observed the university. We have been very, very fortunate to have some great presidents over the years and they each provided a unique role and Warren Bennis was known and will always be remembered as the president who had the vision and the gumption to lead our university to become a full state university. And, that was about a three year process that made that happen and it happened during the worst financial crisis in the university's history.

So, Warren's leadership to take a stand that wasn't the most popular stand at that time because of our long history with the City of Cincinnati. There were some that thought that the City of Cincinnati would lose control and give away its university. As time has shown indeed, it was just the opposite and that the university has grown with the city and with the state in terms of growing. In fact it's been estimated that since we became a state university, the amount between the capital and the operating dollars that have come into the university is about three billion dollars. So, that between capital monies again, have gone to pay for many of our buildings and also our operations.

So, it was really a launching pad for our university to move into the great successes that we've had. Again, we thank Warren Bennis and forever shall hold him in esteem at our university.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

With that, I would now like to turn the meeting over to our president. And, actually, Santa, you are a lot like Warren. Warren was a very gregarious president that was open to listen and talk. And in fact he came to the university after a period of time where there was no talking and cooperation between students and the administration.

You have much in common because you love working with the students and the faculty, and you have a very unique and wonderful way about you. So with that, we've got to introduce our president, Dr. Santa Ono.

President Ono:

Thank you, Tom. Good morning, everyone. I have a lot of things that I want to discuss with you. It's really a great time at the institution. I'm going to walk through it step by step. First thing I want to say is that Warren Bennis is truly an incredible individual. He is known as an international leader in terms of leadership development of leaders and his thirty books are actually required reading in multiple business schools around the globe. So, he's an incredible person and you're right; his daughter--her remarks were simply remarkable.

I want to talk a little bit about the excellence of our faculty, staff, and students at this university. Almost every day there's a recognition of the excellence of the scholarship, research, and teaching of our faculty, and the accomplishments of our students. So, I just want to really use my time to highlight the work that's going on at the institution.

And, I'm going to start with this because this is freshest—just yesterday evening, I had the privilege of representing the University of Cincinnati at a major event at the Renaissance Hotel. Procter and Gamble, as you know, is a global institution that stays at the cutting edge of productivity because of its almost 9,000 scientists internally that are involved in R and D and they remain really in many different spheres as a dominant company because they are constantly innovating each of their products. They have an annual event where they invite their global partners; it used to be that the R and D was all done within the company and they realized about 30 years ago that to remain at the cutting edge that they needed to form connections with research and development activities in a corporate sector but also in academia.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

And, they have an annual event that occurred at the Renaissance Hotel and is still actually ongoing as we speak; it began yesterday evening and is continuing on today where hundreds of partners are invited from around the globe to convene in Cincinnati and while they recognize institutions and individuals that have been critical for their success primarily in the area of innovation. And this year, as was the case last year, the University of Cincinnati was honored with one of their awards and this time we received the distinguished service award for what they call a multitude of collaborations between the university and Proctor and Gamble that includes things such as the Pringles potato chip which was a collaboration between P&G and UC; but many other things that include a very active collaboration that involves multiple colleges in what we call the Simulation Center, which is now being mimicked in different sites around the globe including one in Singapore that was just recently launched that is really modeled after the collaboration between the University of Cincinnati and Proctor and Gamble.

So, here is the award. I think it's a lethal weapon because it has this little point here. [LAUGHTER] And, it says: *To the University of Cincinnati for its distinguished collaborations over a period of at least 30 years.* They say 30 years; but we actually think it's probably 80 years that we've been collaborating, but I hope you all are proud of this. This is the result of collaborations between UC and Proctor and Gamble involving both faculty and students and I'll tell you [I'll pass it around] that Proctor and Gamble is very selective in who they interact with. They used to interact with dozens of universities in the United States alone. They've decided, and I was sitting next to the Chief Technology Officer of Proctor and Gamble, decided to not only streamline their brand strategy but they've been streamlining institutions with whom they partner to the point where in the United States they accepted only two universities as their strategic partners and those two universities are the University of Cincinnati and the University of Michigan. And, they plan to grow the research collaborations with the University of Cincinnati.

So, the future is bright for that collaboration but also for the R and D that comes out of that partnership with Proctor and Gamble and I hope that you are very proud of that. Today, the hundreds of partners that are here in Cincinnati will actually be going at 3:30 pm to our Simulation Center where they will see all of the research projects that are underway there and elsewhere in the university involving our faculty and students and I fully expect that when all of those institutions see what's happening at this institution that that will also serve as a catalyst to

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

further collaborations between the University of Cincinnati faculty and these corporations that are worldwide. And, so it's a very exciting time for the university with respect to that. And they are very excited and happy with the University of Cincinnati in terms of our development of UCRI but also the quality of research that comes out of the laboratories of our faculty and our students.

On top of that, we are really in many ways at the high watermark as an institution and we do not intend in any way to rest on those laurels but it's good every now and then to pause and recognize where we are. Because there's that significant progress that has been made and I think that we are really set up to continue in that upward stretch. One of the things that you probably know is that we've received considerable attention in major newspapers around the country including the Washington Post that have tracked the upward ascent of institutions; there are now over 4,140 colleges and universities to be exact in the United States. And, a number of these newspapers have actually monitored the ranking of institutions and various different ranking schemes and the University of Cincinnati, in the one which is most monitored, US News and World Report, has risen 27 places in five years which is the largest climb of any institution in the top 130 national universities in this country. And, that's something that we should all be proud of and that's because of the tremendous hard work of the faculty primarily, but the staff and students that are in each of the colleges and each of the programs and that is something that we should be proud of and continue to build upon.

That ranks us in the top 3% of national universities and I think more important than just an overall national ranking, one thing that has really increased over the past several years is the number of programs that we have at UC that are in the top 50 and in fact even in the top 10. And, so I have this little miniaturized version of something that we have at CVG Airport. If you want one, we can give it to you. And this actually lists all 50 programs across the institution and the Academic Health Center; they're ranked in the top 50 in the nation. So, there are very few universities that can claim 50 programs in the top 50 in the nation in US News and World Report. And, what is even more impressive than that is that we now have 24 programs that are ranked in the top 10 in the nation and there are only a few schools that can claim that. So, you know, we talk about all sorts of things that we're proud of at the University of Cincinnati but we need to recognize that at the very core of what we do it is our core academic mission and research and we are in a very good situation right now but we intend to build upon that.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Some of you may know that our beloved bearcat mascot is going to be celebrating, actually the whole institution, the 100<sup>th</sup> birthday of the bearcat name and the student government has really been the driver behind that and I want to commend the student government and all the students for organizing something that I think is going to be a tremendous amount of fun. And, I've seen a picture of a bearcat cake that was designed by Servatti's Pastry and it's quite an impressive cake. I don't know, Christina, you want to talk a little bit about what's going to happen October 31 on the steps of TUC? Maybe you can talk a little bit about that because I'm looking forward to it myself.

Ms. Beer:

Yes, so it should be a great time. Just to highlight some of the things: the bearcat cake that he's talking about is actually a bearcat head, so the cake will be in the shape of the bearcat head. But, then there's also going to be some guest appearances—obviously Dr. Ono is going to be there; Chairman Tom Humes is going to be there; as well as cake, cookies, cupcakes; we have lots and lots of giveaways—t-shirts, color changing cups; a surprise gift that we're not telling anybody what it is yet; but there will be a dj; and the band will be there. It's going to be a huge celebration. If you walk past Tangeman University Center right now, you can already see that the band is out there to celebrate the 100<sup>th</sup> birthday and that's exactly where it will take place. So, we are really excited about—October 31 from 11 am – 1pm. It also falls on a Bearcat Friday and the Tulane game, so perfect timing.

President Ono:

Thanks for your initiative for the students of the university, not only with respect to this, but also the central role that you have played in bringing activities downtown. Some of you may not know that we've set records in terms of the number of students that have actually traveled downtown and rooted for the Bearcats Football team. We were actually worried that moving the football games downtown would result in a decrease in the number of student supporting the football team, but in fact, what, we've hit 10,000 students traveling downtown in the last game. If Mike Bohn is here, I think Mike Bohn said that we might be shooting for 11,000. Is that right? Fingers crossed.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

So, thank you for everything you're doing. I'm looking forward to that birthday party. Can you tell me something? I understand the bearcat is Binturong and we have one of these in the Cincinnati Zoo. Do you know the story about why the Bearcat was created? Can you tell us about that? Not everybody knows.

Ms. Beer:

Sure. So, the Bearcat was created obviously in 1914. We were playing the Kentucky Wildcats at the time and we were actually losing. So, all of a sudden, Teddy Baehr, who was one of our big players starts playing really well and is bringing us back into the game and the student section starting chanting, "You may be the wildcats, but we have the Baehrcat" and the name has stuck ever since. So, we actually created the Bearcat name and then the Binturong picked up the Bearcat name as an official animal.

President Ono:

So, we actually had a player called Teddy Baehr? But it wasn't bear spelled with "Bear" right?

Ms. Beer:

It was "Baehr." Yes.

President Ono:

Okay, but anyway, it's going to be a great celebration and I think you and some of the colleagues on the faculty and staff have created a website, that captures that story but also other fun facts about the Bearcat. That's at [www.uc.edu/bearcats](http://www.uc.edu/bearcats). So if you want to know the whole story about Teddy Baehr, and the name Bearcat, and the Binturong, and different photographs of the Bearcat over the past century, and how we are going to celebrate the Bearcats birthday, please go to [www.uc.edu/bearcats](http://www.uc.edu/bearcats). So thanks for that, Christina.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Another way we shine a spotlight on our faculty is by conferring the President's Award for Excellence on not only alumni and friends, but also on faculty. This year I want to talk about two faculty—one is an alumnus and the other is a faculty member that have played a very important role in the university's excellence. This Fall's President's Award for Excellence was conferred on Ira Abrahamson, a member of the College of Medicine faculty, and ophthalmic surgeon, and an alumnus; and the other went to Jim Kautz, a UC alumnus, a successful portfolio investment manager, and longtime UC supporter who is still very involved in supporting the institution but also who created the Kautz Lecture Series that brings to the institution several times a year very distinguished individuals to interact with the faculty and students of the university; a renowned professor of economics from Harvard University visited just several days ago supported by the Kautz Lectureship.

We will also present a Presidential Award for Excellence to the University of Virginia President Emeritus, John Casteen, who is a towering figure in higher education; who pioneered efforts to diversify the faculty, administration, and student bodies of the University of Virginia but also across the nation; and who is someone that has written extensively about shaping modern universities as the landscape changes. He will be giving the first presidential lecture of what will be an ongoing lecture series on Nov. 17, so I encourage you to attend President Casteen's lecture on Nov. 17; it will be free and open to the public. I think there will be a number of cavaliers, alumni from the University of Virginia that will be attending but because of its standing as one of the nation's deems of the presidency of universities, I recommend if you have an interest in the evolution of colleges and universities and his philosophy of how to shape the modern university I would encourage you all to attend.

I want to just quickly mention that Greg Vehr; I don't know if Greg is here; okay, Greg is over there. He has put together as he does regularly a booklet with clips about the university being mentioned in the global press, including the New York Times, Washington Post, US Today, Forbes Magazine, Bloomberg, US News, so forth and so on; and it is here if you want a copy; let us know. There are many, many mentions of the work of our faculty and students in the prestigious newspapers and magazines and please take a look at that when you get a chance.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

So I'd like to now move on to some actual formal presentations and the first presentation today is about the UC Foundation, the university advancement in general, and I'd like to welcome Bob Fealy, Chair of the UC Foundation Board, who will present about the work of the UC Foundation. Welcome, Bob.

[APPLAUSE]

Mr. Fealy:

You'll be happy to know I do not have a power point, so I'm not going to kill you with a lot of slides today. But, Chairman Humes, President Ono, Board of Trustees, thank you for the opportunity to be here to address you, bring you up to speed on what we are doing at the Foundation and I think now that we are into a new fiscal year, of course, you've seen the numbers from last year so you understand how last fiscal year 2014 finished up which was a good year for the Foundation, of course, raising about 171 million. It did include, incidentally, two extraordinary gifts—one of software that you know of; and another, a state gift. But it was a good year for the foundation last year. Now, we're into a new year of course, and so it begins again.

And Rod Grabowski, who's in the back of course; President Grabowski is with us today. He is and his staff, as I think all of you know, the entire staff now at the Foundation is relatively new. I think the entire senior staff has less than 18 months of experience. Recently, we did bring on board a new CFO for the Foundation. Tom Friedman joined us replacing Bill Hendrick, who is retired after 28 years of service with the Foundation. And so now we have a full staff of senior leadership and we are fired up and ready to go for a new year of raising money for the university.

I think under Tab 5 of your materials, you have a performance agreement that sets forth many of the measures that we use to understand how we're doing as a foundation and so hopefully you've had an opportunity to look at those data. I would like to point out that activity has picked up quite a bit in terms of what the foundation is doing to make contact with our donors out in the world and I would just point you to several statistics that really indicate the extent of the increase in activity.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Last year in 2014, 730 proposals were made to our donors aggregating 144 million dollars of asks. And of those, 547 were granted with a value of 101 million dollars. Now that compares with 2013 when we had 476 proposals aggregating 76 million so that's almost double in 2014 in to what we had versus 2013; and in 2013, we had 240 accepted for 30 million so you can see there's been quite a bit of activity to really try to increase the reach with our alumni and other donors around the world.

We had 240 first time gifts of \$10,000 or more; that's up from 170 the previous year. So, we are trying to really improve the efficiency and the effectiveness of our development officers and use the funding that you provided so generously to us as well as we possibly can.

Alumni participation—we had 20,700 alumni participants in our giving programs last year; that's 8.4% of our total active alumni as we count them. That is one area that we are working on hard. We need to get that number up. We are going to be doing a lot of work around technology. We have some new technology that's coming in to play thanks to the funding provided to us by the Board of Trustees. We appreciate the new software package that allows us to now go out and understand where our donors are and where our work needs to be; and so that's very important but we do need to get that up.

Another area of emphasis that we're working on is the entire area of planned giving, and legacy giving is an area that we think we can really increase significantly going forward. And so that's going to be an area of improvement. For the current fiscal year 2015, our goal is to hit a number that's 17.5 million of new commitments and planned giving and that is up substantially from the previous year. So, this is, as you look at the data, you'll see there's a lot of information there about all the activities that are underway.

The endowment as of June 30 for the university stands at 1.18 billion dollars. Last year, we added 33 million dollars to the endowment through the actual cash coming in to the endowment and so we are also looking at ways we can improve that and try to accelerate the actual cash funding that comes forth to the Foundation.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Last weekend, of course, we had our Board of Trustees Meeting for the Foundation; that meeting took place and I want to thank those of you who were able to join us on Friday evening. It was a fun and energizing time for all of us on our Board and thank you for supporting that event and we look forward to seeing all of you in the future.

The highlights from the weekend—there's a lot of activity in terms of what we're doing with the infrastructure around the foundation. One of the things that we did was we launched a program last year to look at our bylaws [the code of regulations] and those have not really been updated in many years and so we had a special committee that spent a great deal of time looking at the bylaws and updating those. That included particularly doing some work around the area of our committees and how our committees can be more effective and engaged with the work of the foundation. And so the bylaws, which were probably somewhere around 30 or 40 meetings among all of the subgroups, we really tried to make sure that they're modernized and reflect the work that we actually do at the foundation.

The second area that we spent some time on was our relationship with the university; our contracted services that we have with the university. I do want to once again thank you for the tremendous support in the new funding model that we have for advancement at the Foundation. In particular, the work that was done, I know Tom, that you were involved; President Ono; Bob Ambach; and the Provost. It was a real group effort to make that happen and it's going to provide a solid foundation for us as we go forward to be able to advance the university's needs. So once again, the budget that we have which we approved at our meeting, 18.5 million dollars, was approved at our meeting this last weekend. That includes the alumni association budget as well. We also approved the targets for fundraising for this current fiscal year at 135 million dollars, so that is our minimum goal that we are going to achieve in the current fiscal year and we are hopeful we can do even better than that.

We also elected three new trustees to our ranks at the Foundation. We had 5 trustees who were retiring this time and so we honored them at a luncheon this last weekend and they had over 100 years of combined service to the Foundation, just to tell what type of service we have from those individuals; so a tremendous group of individuals. We are recasting the Herschede Society to make sure that we don't lose all of that great experience and energy that we receive

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

from retiring trustees. So our retiring trustees will have the opportunity to move into a newly reformatted Herschede Society so that we can keep them involved as we go forward.

Now, what else is going on? A few things--we are working hard on developing our program for new campaigns. I don't think that's a secret to anyone. And President Grabowski and his team have been doing a lot of preliminary work that needs to be done in order to put forth a campaign for this university. It's going to be a big number, I'm sure, when we get down to it. Of course, the Board of Trustees will have to approve that once we've done our work. Right now the needs assessment is underway. Our Provost along with our Deans and others are working to try to identify the needs of the university for the next decade or so. As well as the third century initiatives and Bicentennial program that's coming up, so we are looking at that to put together a comprehensive program of needs for the university. After that, we'll then take a look at a planning process which again is underway and screen for our donors—a wealth screening to see what the capacity is for our donors on a worldwide basis to go forth with that. That's going to entail a lot of work between now and the middle of next year and then we'll be back with some more information about what we think this looks like going forward.

So, I think at this point, those are the key ingredients of what we are doing. I have just a couple of other things.

Our staff also has been trying to do work to improve the engagement of all of our Board of Trustee members of the Foundation so we had an orientation session this last week and we had a large number of our trustees, new ones as well as existing ones, who went through a program to really try to understand what their responsibilities are. We actually asked them then after our meeting on Saturday to sign a contract, not a legally binding contract necessarily, but a contract of what their responsibilities are to the Foundation as a board member. And likewise, the Foundation then committed certain things back to those trustees to say if you fulfill your commitments to the university and the foundation, here's what you get; most of it's nonmonetary, of course. But, I think a great step forward for our trustees to really understand what we need from them going forward.

We also have a new booklet that we provided to each one of our trustees and I think we'll give each of you a copy of this because it has information about the Foundation, our members,

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

our governance, and what our principle responsibilities are; so we'll provide a copy of this to you that you might find interesting.

We also had a presentation from President Ono about a new program that we have launched. It's called the President's Circle, and the President's Circle is targeted at our Board of Trustees to raise money for our President's Discretionary Fund and so we are launching that initiative with our Board of Trustees to provide some funding to the President so he can undertake the things that he needs to do as the President. So, we are launching that program as well. I think it's not just a way to raise money but also a way to provide additional input to our trustees from the President and the other way around. So, this is a new program that we have as well going forward.

So with that, I will stop and entertain any questions that you might have for me or for Rod Grabowski, who is in the room as well.

Mr. Humes:

Questions of Mr. Fealy? [PAUSE] Well, I will jump in for just a moment and this is kind of a question/statement, if you will. I've had the pleasure of being involved with the foundation for many years and watch it grow and develop and there are about 75 board members that are on that Foundation. They're very dedicated to helping to support the university. And, I appreciate you saying and thanking us for what we are doing in terms of investing the additional dollars into the Foundation. But, I must confess that we are selfish as heck. Because we're making that decision because that is an investment in you. It is not a gift; it is an investment and we believe that we will get at least a 5 to 1 return for every dollar we put in we'll get five dollars back and exponentially grow the Foundation.

You know, we have 49% of our alumni currently living outside of the Cincinnati area—a big change from 20-30 years ago. It takes more thinking, and more resources, and more time to reach out and touch those alumni. And, those alumni want to be touched. They have an identity with this university that needs to be nurtured and I think that by doing that, the work of the Foundation will continue to provide current income on an annual basis but will also really build for the long-term future of the university.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

So, thank you, Bob for all of your efforts and to Rod and your team. You guys are doing a wonderful job; Hercules in task but you guys will do a fantastic job. But remember, our decision to invest this money in you was very selfish on our part so we were happy to do it.

Mr. Fealy:

We certainly appreciate your selfishness. [LAUGHTER]

President Ono:

Bob, I just wanted to say there are some more questions.

Mr. Richardson:

No, I just wanted to make a statement that some of the work that you guys are doing, particularly with ideas like the Bow Tie Scholarship, I think those are the type of ideas that will engage more donors, get new donors in, and those type of creative ideas will continue to let us grow. So, I do appreciate the work that you guys are doing and understanding that there needs to be a different approach in order to engage more and new donors.

Mr. Fealy:

Thank you, Rob.

Mr. Cassady:

You've got a goal of 135 million dollars this coming year and you stated the two things in your speech; one is that you'd like to have some more legacy gifts through testamentary gifts; and two that you are trying to get more cash gifts to the endowment to build up the endowment. Can you break down of that 135 million how much you would expect to go into the endowment, how much would be legacy kind of gifts?

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Fealy:

Well, this is complicated, and I know you understand this, because the amounts that we have are really commitments that we receive which may be paid over a period of time. Even current commitments, not legacy gifts, but current commitments typically might stretch out over a period of time. Rod, I'm going to put you on the spot here for a minute in terms of the actual cash amounts that come into the Foundation. In the past, the number last year was about 33 million; prior to that, the number was actually considerably lower than that.

Mr. Cassady:

Going into the endowment?

Mr. Fealy:

Into the endowment itself; that's correct. And so, we are working to try to increase the current cash giving so that we can accelerate this.

Mr. Cassady:

Well, a lot of cash gifts come in but don't go to the endowment. They go into a specific college, or to a chair, or to a department, or things like that.

Mr. Fealy:

That's right. I believe in the budget for the current year, and I may not have this quite right as Mr. Ambach will correct me, but I believe it's a little over 50 million dollars to the university budget this year and about 53 million is budgeted to come off of the endowment to come back to the university so a little over 100. So, you're exactly right. Part of it comes directly into the colleges and university. As I said, the budget this year is a little over 50 I think for that. And, so the legacy piece of course will be long term.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Cassady:

But the legacy piece is a part of the 135 Million?

Mr. Fealy:

It would be a collection of the legacy, yes, because we obviously have legacy gifts that have been given historically which unfortunately will be collected this year due to events. Rod, do you have better information?

Mr. Grabowski:

Not at this time. I can get more specific information for Mr. Cassady. There is some information in the performance agreement booklet that talks about what type of endowment gifts we are expecting this year when we originally put the goal together. But, typically 20-30 percent is our goal for endowment gifts in the course year. We really want that to grow of the 135 but it all depends on the makeup of the gifts at the time that they're being committed.

President Ono:

So, Bob and Rod, while you're standing, I just want to thank both of you for the outstanding work that you've done this year and for the strategic methodical approach that you're taking to position the university for the future; especially Bob, because you do this as a volunteer and you're actually based in Chicago. I am personally very grateful for all the time that you spend in giving back to your alma mater and it's astonishing how much time you spend supporting us and Bob, thanks for your leadership.

Mr. Fealy:

You're welcome. I love it. [APPLAUSE]

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

President Ono:

Before I go to the last presentation that's meant to shine a light on something that the academic master plan funded, and which shines a light on our faculty and our students, I want to actually ask somebody to stand and come to the mic. One of the biggest news items that came out of the university in the intervening period between the last Board meeting and this Board meeting was a major study that was led by the Urban Serving Universities Health Strand, and I see Greer Glazer here and she doesn't know that I was going to call on her, but I think that it would be a mistake not to recognize her leadership and Karen Bankston's leadership in this major report which was reported at the National Press Club and where there was a congressional hearing of which Greer Glazer was the principle investigator.

This was a news item that was carried in hundreds of publications around the globe and has repercussions about how we shape the health care workforce moving into the future. It was a study that was also co-sponsored with the Association for Public and Land Grant Universities and the AAMC, and the National Institute of Health [NIH]; and a number of different health organizations have really contacted me about how transformative the data from the study had been in thinking about how we diversify and train the healthcare workforce of the future even as having repercussions on how the National Institutes of Health thinks about the development of our biomedical research taskforce. I was on a conference call just yesterday with the director of the NIH who talked about how important this study was, so Greer, you didn't know this, but could you just come up to the microphone and talk to us a little bit about what you found in this national study and why you think it's important for developing the healthcare workforce of the future. Greer?

Dr. Glazer:

Thank you very much. I do want to say I am on the agenda in a few minutes and I've got a presentation where I'm going to be very happy to share the results but thank you for the recognition. It was great for UC and I do believe it's a landmark study that's going to have a lot of influence on how we admit students and how we actually diversify the workforce. But, I'll be glad to speak about it when I have my time.

Thank you.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

President Ono:

Okay. Thanks for your leadership.

Mr. Humes:

Thank you very much. President Ono, I just want to recognize, too, Richard Harknett, one of our faculty representatives, has to leave and teach a class and he informed us that this is the last time that he'll have to leave early and go teach class, but we can't give a better reason for you to leave than to do what you do. And, while you're here and again to all of the faculty, you guys are the heart and soul of our university and we thank you for everything you're doing and hopefully I think our university has been and continues to move to a high level of collaboration whether it's with the faculty or with the UC Foundation; and the Foundation also working with the colleges to further enhance our university. So, Richard, thank you for your help here.

President Ono:

Alright, so I mentioned that the last presentation today in the President's Report was really to bring to life something that the university has funded for the past several years in the Academic Master Plan through a platform called UC Forward. And, as many of you will recall, that was an effort to rethink and to create a different kind of classroom. You've seen the billboards around town called the UC Classroom; a new kind of classroom that shows students involving experiential learning and cooperative education. But one of the innovations that the University of Cincinnati has really pioneered over the past several years is to create a new kind of classroom where the classroom is taught not in an experiential setting but where there are at least two professors—one from one college and one from another; often from two very different disciplines and that students are coming from multiple colleges and multiple majors and they're working on an actual real life project. And so the second presentation is about a course; one of these UC Forward courses. It's from the College Conservatory of Music with a representation from a number of different colleges focusing on the Gold Rush Expedition Race, a student-produced documentary that is actually being aired on Cable TV on Universal Sports Network (an

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

NBC affiliate). The 2012 documentary aired on October 16 and the 2013 documentary will air this Friday, October 24, at 6:30 pm.

A team of 16 students filmed the 2014 Race. Our presentation will begin with Electronic Media Division Head, John Owens, and you might also recognize him as a long time voice of the Faculty Award Ceremony; and Kevin Burke, Professor Electronic Media, who is Co-Executive Producer of the project. I should say that one thing that's made this project especially unique is that Brian Lighten, who won the 2014 Outstanding Young Alumni Award was also a Co-Producer and was really instrumental in bringing this project forward. John and Kevin, could you please introduce also not only the project, but also at the appropriate time, the students that were involved in this project. Thank you.

Dr. Owens:

Thank you, President Ono. Good morning, everyone. My name is Dr. John Owens. I'm the head of the Electronic Media Division with the College Conservatory of Music. It is my pleasure to join you here representing over 200 students, 7 full-time faculty members, 7 outstanding industry professionals who serve our program as adjunct faculty, and 4 dedicated staff members.

The Electronic Media Division provides a Bachelor of Fine Arts degree that is student-centered, professionally relevant, artistically stimulating and focused on creative storytelling.

Our curriculum is designed to develop media content creators who are comfortable telling stories across multiple media yet have expertise in either video production, audio production, interactive media production or media journalism.

The University of Cincinnati and the Electronic Media Division believe in experiential learning; that hands-on experiences are both practical and memorable. The project we are presenting to you today is easily one of the finest experiential learning opportunities that I've witnessed in my 15 years at UC and its impact on student learning extends well beyond E-Media or CCM.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

To tell you more about The Gold Rush Expedition Race documentary project, I'd like to introduce Kevin Burke, Professor of Electronic Media, our division's video production expert, and Executive Producer of this incredible series. Kevin..... [APPLAUSE]

Good Morning. I'd like to first of all express our sense of honor and appreciation for having the opportunity to present the Gold Rush Documentary Project to you all. I'd like to provide you with an overview of the project and its pedagogic use of Social Media and Alumni Connections to Enhance Experiential Learning and Interdisciplinary Collaboration.

Social media has changed the way digital films and television can be produced.

Producers now in New York can interactively discuss scripts, storyboards, and view uploaded video edits with their contacts in Los Angeles via social media applications.

The implications for integrating this methodology into higher education curricula are equally transformative. And for faculty like myself, teaching digital media production, social media can provide students with access to an infinite number of resources that exponentially expand what can be taught, who can teach it, how it can be conveyed, and where learning can take place.

As President Ono said, this fundamentally redefines the notion of the traditional college classroom, allowing interdisciplinary teams of faculty and students to interact with alumni and industry professionals while focusing on real world projects that emphasize experiential learning.

Since Fall Semester of 2012, over 70 UC students from eight different programs at CCM, DAAP, and A&S have utilized a variety of social media technologies to experience an interdisciplinary course that has been "team-taught" by two UC Professors, myself from CCM and professor who you'll meet from DAAP, and a former UC alumnus who is a professional producer/director who works in New York and happens to be my former student in the creation of an award winning, documentary film series that is now airing nationally on NBC's Universal Sports Network. This is the first and only documentary series produced by university students to air on national television.

This experiential project became an ongoing academic course, sponsored by the UC Forward Collaborative whose focus was creation of a three-year documentary series about the

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Gold Rush Expedition Race, which is held annually in the Sierra Nevada Mountains of California and is part of the Adventure Racing World Series.

The alumnus is Brian Leitten, whose work on this project was recognized last April when he was named the 2014 UC Outstanding Young Alumni by the UC Alumni Association. Over the past three years, over 30 students have traveled to California to work with Brian, myself, and a number of film and television professionals to film the race.

The Gold Rush Expedition Race involves fast packing/trekking, mountain biking, paddling, and cliff rappelling and is part of the Adventure World Racing Series. Once we returned to the UC campus, we've used video conferencing apps like Google Hangouts that allow Brian to attend every class session. Other social media apps like Twitter, Facebook, Vimeo, YouTube, and Google Docs have enabled Brian and the other film and television professionals to work "one-on-one" with the students, critiquing their work in a manner that emphasizes professional practices and helps better prepare them for the "real world."

I'd now like to introduce you to some of our students, Alyssa, Adam and Tori, who will talk about the digital media storytelling techniques and the experiential learning process that was involved in the first documentary that we did the 2012 Gold Rush Documentary.

Ms. Ahrens:

Hello. My name is Alyssa Ahrens and I am a fourth year electronic media student. So, in August of 2012, a grant from the UC Forward Collaborative allowed five Electronic Media Division students to travel to California and join Brian and another professional film crew member to document the 2012 Gold Rush Race. The students used over 12 different cameras to cover the grueling four-day event. And only a few days ago on October 16, the documentary series finally premiered on NBC's Universal Sports as the first ever nationally televised student documentary.

Mr. Wilke:

Good morning. I'm Adam Wilke. I'm a senior at the electronic media division at CCM. The storytelling techniques employed by the students on the 2012 documentary were recognized

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

with four national awards that include two professional Telly Awards and the prestigious Best of Festival award from the Broadcast Education Association's Media Arts Festival in April 2014.

Ms. Roloson:

Hi. I'm Tori Roloson, a fourth year electronic media student. The skills that the students learned from Brian, Kevin, and the other professionals on the project helped them immensely in their postgraduate career. Steve Dickman, a 2013 UC graduate who served as a Student Supervising Producer for the 2012 Race documentary and now works as an assistant television editor in Los Angeles writes, "The Gold Rush documentary was the most rewarding project that I worked on at the collegiate level. The guidance I received, and professional standard to which the students were held, has helped me make my transition into the professional world much easier."

*Audio/Video plays: One minute video clip of open of 2012 Gold Rush documentary.*

Mr. Burke:

So, that was what we call the Super Tease of the first 60 seconds of the 2012 race that aired this past Thursday. I'd like to now introduce Brooke, Josh, and Zach to talk about how the grant from the UC Forward Collaborative allowed us to redefine the idea of the traditional classroom experience during the production and editing or postproduction process during the 2013 Gold Rush documentary.

Ms. Beery:

In September 2013, nine UC students from five different programs at three different colleges traveled to California to join Professor Burke, Brian, and four professional film crew members in shooting the 2013 Gold Rush Expedition Race. Filming the project involved a "hands-on" approach to learning and challenged students from different disciplines during the production.

Mr. Hamester:

Good morning. My name is Josh Hamester. I'm a fourth year electronic media student. I was the lead editor on the 2013 documentary and today I wore a tie. [LAUGHTER]

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

This learning process continued during the editing stage of the 2013 documentary. We utilized social media applications like YouTube and Vimeo to upload the edited video sequences for our producer Brian to critique.

Mr. Mueller:

Good morning. My name is Zachery Mueller. I'm a fourth year student in the electronic media department. During the race the students shot a lot of "behind-the-scenes" footage to document the unique educational aspects of the Gold Rush project. I tried to capture that experience in 2013 with a short video that I helped produce about the Gold Rush Race Project.

*Audio/Video plays: One minute thirty second video clip of "behind the scenes" promotional video from 2013.*

Mr. Burke:

That's just a small excerpt and they both survived the experience. [LAUGHTER].

I'd like to now introduce—this is a project that crosses college campuses—and I'd like to introduce Professor Yoshiko Burke who is my wife and who also teaches in the Graphic Communication Design program at DAAP and one of her students, Jay Jansen, who helped create some of the motion design elements for the 2013 Gold Rush Expedition Race that will premiere this Friday, October 24, at 6:30 pm.

Ms. Burke:

Good morning. I'm Yoshiko Burke, Associate Professor with the Graphic Communication Design program at DAAP. In 2013, the project receive additional funding from UC Forward that enabled us to formalize the interdisciplinary process across colleges on the UC campus. I created and taught a separate independent study class that allowed 10 design students to work on this project. They actually took care of graphic and motion design components for the documentary and one of the design students who worked on the project is Jay Jensen.

UNIVERSITY OF CINCINNATI  
THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES  
OCTOBER TWENTY-ONE TWO THOUSAND AND FOURTEEN

Mr. Jensen:

Good morning. As she just said, I'm Jay Jensen. I'm a fourth year GRCD student at DAAP and I'm just going to talk a little bit about the process. It involved creating title design as well as motion graphics that were rotoscoped into the opening of the 2013 Race which I'll show after this. And then it also involved creating map animations and lower third animations to orient the audience as to where the action was going throughout the documentary. And all of these designs were created under the guidance of Yoshiko and the approval of Kevin Burke and Brian Leitten.

*Audio/Video plays: One minute video clip of open of 2013 Gold Rush documentary.*

Mr. Burke:

So that's the first 60 seconds of the project that will air this Friday and I think it shows how our collaboration expanded the scope of the project.

Finally, I'd like to introduce Nick, Jack, and Brittany to talk about their personal experience and the transformative learning environment that we created this year in California in the filming of the 2014 Gold Rush documentary which was just over a month ago in the Sierra Nevada Mountains near Yosemite California.

Mr. Bartleme:

Good morning. My name is Nick Bartleme. I'm a fourth year student studying electronic media. Our professional complement to our documentary team has been an invaluable asset to this capstone experience. Leading up to the race, our professionals took on a teaching role and we workshoped with them daily to learn proper technique and operation of all of our equipment, documentary story structure, and in field data and meeting management. During the race, the professionals took on a supporting role. They encouraged us to lead our own film teams where one student would run audio, another student would act as a camera man, and another student would produce an interview. Our professionals picked us up when we were stuck on the next interview question, kept us on schedule, and constructively critiqued our shots, locations, and decisions.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Upon returning from the Sierra Nevada, our professional team has continued to aid us for support in our documentary while videoconferencing within Google Hangouts from as far away as Sidney Australia as they fill in pieces of our story. They'd give us notes and opinions on the decisions we make in the edit suite. The project could not reach its potential without these talented people.

Mr. Fitzgerald:

Good morning. My name is Jack Fitzgerald. I'm from the Communication program in McMicken Arts and Sciences. I'm a sophomore. I'd like to start by saying what an honor it is to have been selected by McMicken College of Arts and Sciences and the Communication program to represent the college in working on this documentary.

One of the main purposes of this project is cross college collaboration. My perspective on this is not just working together, but learning together. Last year I enrolled in a media program at McMicken and developed an interest in media studies. A few months later I would of never thought I would be working on the largest digital media collaborative at the University of Cincinnati. By the end of our trip to California, I worked as one of the cameras on the entirety of the Gold Rush Expedition Race. This has not been just a college shaping experience, but also a life changing one. I hope that others will have the same opportunity I've had in future years.

Ms. Morgan:

Hello everyone. My name is Brittany Morgan and I'm a fifth year electronic media student at CCM. And the moment we came back from an intense 10 days out in California, we immediately began organizing all the footage that we took. It started with transcribing all the footage and that's where you go and you type out word for word everything that was said in the interviews or all of the clips; and the next step was logging it all and that's where we imported into our edit software and we watched and we labeled everything. And currently, we are going over the story structure right now so when Brian flew in last week, we got together and just listed everything that happened from start to finish of the race and with that process that's going to help us figure out a great story to air in May of the 2014 Documentary Race.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

And, now we are going to give you a little glimpse of our time out in California this past September.

*Audio/Video plays: One minute thirty second "behind the scenes" video clip from the filming of the 2014 race.*

Mr. Burke:

So in summarizing, by reaching out to alumni who bring a wealth of professional experience and embracing social media as a "collaborative" technology, digital media educators can expand their pedagogic methods and transcend the limitations of the traditional classroom and it connects programs that are often kept separate on college campuses. This mirrors emerging industry practices that also converge related disciplines into virtual collaborative studios, while also creating meaningful and transformative educational experiences for the students.

As I've said before, don't miss the 2013 Gold Rush Expedition Race this Friday, at 6:30pm on Universal Sports Network. And the 2014 race that we just filmed will air in May of 2015 and we will be screening its premiere at Main Street Cinema to UC. We're going to work with the UC Alumni Association on a pre-screening event with the student production team and alumni from the first two documentaries and we hope you all can attend.

We'd like to thank you for this opportunity and if you have any questions for myself, Professor Burke, Dr. Owens, or the students, please feel free to ask them.

President Ono:

Questions? [PAUSE] Well, let me thank all of you. You, know, when UC Forward was conceived in 2011, and the request for proposals went out, we had no idea what would come forward and we're very gratified that multiple pioneering projects have come forward and this is really a shining example. You have exceeded all expectations in what all of you together have designed. You really have pioneered, innovated again, and put the University of Cincinnati at the forefront of how the classroom is designed and how to bring together faculty and students from different colleges and different disciplines. I just salute all of you for what you've created. You bring great pride to the institution and I'm so pleased that this has provided not only a new

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

educational experience that the students will never forget, but a life changing experience for them.

And, you know, one of the things I'm excited about is that this is the foundation for more that's yet to come. As you know, because of your work, the third century plan with investments that are actually being disbursed now will continue to build upon this with a strategic investment in digital media. This was clearly a compelling reason that illustrated the wealth of experience that we have across multiple colleges that will really position the University of Cincinnati to build yet another premiere program in this area. So, I salute you and I salute the students for all that you've done to bring this university tremendous credit on national landscape. Thank you very much for everything you've done. [APPLAUSE]

Mr. Humes:

Our thanks to all of you and congratulations on a fantastic project, and congratulations also for being an example of what UC education, collaboration between colleges, and wonderfully motivated students can do and what our future holds for us in UC's third century. So, thank you very much.

I'd like to thank all of the presenters. We appreciate it very much. I do have to go back to just a quick comment on Christina's comment about the history of the Bearcat and Teddy Baehr. This will let you know how old this person is, but I actually met Teddy Baehr and knew Teddy Baehr and actually met him quite a number of times. And, if you can picture a person that should be named Teddy Baehr, that's exactly what he looked like. He was a bigger than life person who lived up to every expectation that you would think. A very gracious man and loved to talk to students. I first met him in 1969 and he would just sit there and regale stories about history to the students and it was highly educational, but the memory of Teddy Baehr indeed lives on forever. But he really was a real live person that actually looked like a Bearcat.

Mr. Barrett:

Is there a picture of him around here, Tom?

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Humes:

I'm sure there is. Okay, it's now time to move into our committee meetings, so the first meeting will be the Academic & Student Affairs Meeting chaired by Rob Richardson. Rob?

**THE BOARD COMMITTEE MEETINGS**

*(Proceedings of the Board committee meetings are contained in the respective committee meeting minutes, which are on file in the Office of the Board of Trustees.)*

The Academic and Student Affairs; Health Affairs Subcommittee; Finance and Administration Committee; and Governance and Audit committee meetings began at 10:05 a.m. and concluded at 10:37 a.m.

**THE REGULAR MEETING OF THE BOARD OF TRUSTEES**

The Regular Meeting of the Board of Trustees was convened at 10:37 a.m. and, as noted on the first page of these minutes, roll call was taken.

**Approval of the Minutes from the Regular Meeting of the Board of Trustees**

Mr. Humes:

Are there any additions, corrections, or deletions to the minutes that were presented?

Hearing none, may I have a motion to adopt and second to approve the minutes?

Mr. Cassady:

Mr. Chairman, I did have one. I noted that I don't think Mr. Brown was here and he voted no on one motion that I think was supposed to be absent. But, I'm trying to find it when I was reading it last night. Did you notice that, Ron?

Mr. Brown:

I don't recall voting no when I wasn't here. [LAUGHTER]

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Cassidy:

I think it's just a typo, but I can't find it now. Sorry.

Mr. Humes:

Nicole, could you check on that? Thank you. Good catch, Mr. Cassidy. Although, Mr. Brown is a man of many talents so he could of surprised us somehow. But, please check and confirm that.

Upon proper motion by Mr. Barrett and seconded by Mr. Portman, the minutes were approved as distributed.

**Approval of the Items Recommended by the Board Committees**

Listed below are the items recommended to the Board of Trustees for approval by the Academic and Student Affairs Committee, the Finance and Administration Committee and the Governance and Audit Committee at their respective meetings held on October 21, 2014, prior to the Regular Meeting of the Board of Trustees.

**Academic and Student Affairs Committee Recommendation**

**14.10.21.01**

**ACADEMIC APPOINTMENTS**

**Synopsis:**

Appointments of Faculty and Academic Administrators

It is recommended that the Board of Trustees approve the appointments of faculty and academic administrators identified in the attached document. These recommendations have been reviewed and approved by the appropriate authorities.

**Emeritus Status**

Thomas F. Boat, MD

Dean Emeritus  
College of Medicine  
Effective November 1, 2015

Saad Ghosn, M.D., M.P.H.

Professor Emeritus  
Pathology and Laboratory Medicine  
College of Medicine  
Effective January 1, 2015

Trena Goodwin, M.S.N.

Associate Professor Emerita  
Psychiatry & Behavioral Neuroscience  
College of Medicine  
Effective October 1, 2014

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Joel Hoffman, DMA Professor Emeritus  
Composition, Musicology & Theory  
College-Conservatory of Music  
Effective December 31, 2014

Stewart Krug, M.D. Associate Professor Emeritus  
Ophthalmology  
College of Medicine  
Effective August 2, 2014

IvaDean Lair-Adolph Associate Dean Emerita  
College of Medicine  
Effective September 1, 2014

**Department Chair Reappointment**

John McNay, Ph.D. Department Head  
Department of History  
UC Blue Ash College  
Effective August 15, 2014 through August 14, 2017

Julie Gill, Ph.D. Department Head  
Department of Allied Health  
UC Blue Ash College  
Effective August 15, 2014 through August 14, 2017

Mary Kaye Scaramucci, RDH Department Head  
Department of Dental Hygiene  
UC Blue Ash College  
Effective August 15, 2014 through August 14, 2017

**Endowed Chair Appointment**

James P. Herman, Ph.D. Appointment as Donald C. Harrison Endowed Chair  
College of Medicine  
Effective September 1, 2014 through August 31, 2019

**RECOMMENDATIONS FOR TENURE OR PROMOTION**

**Tenure at Professor Level**

College of Medicine  
Lubov Timchenko, Ph.D. Pediatrics

**From Instructor of Clinical to Assistant Professor of Clinical**

College of Medicine  
Edward Nehus Pediatrics

**From Assistant Professor of Clinical to Associate Professor of Clinical**

College of Medicine  
Jilda Vargus-Adams Pediatrics  
Berkeley Bennett Pediatrics

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

**From Associate Professor of Clinical to Professor of Clinical**

College of Medicine

Barbara Chini	Pediatrics
Alexandru Costea	Internal Medicine
Olugbenga Olowokure	Internal Medicine
Anna Varughese	Anesthesiology

**From Research Instructor to Research Assistant Professor**

College of Medicine

Lisa Privette Vinnedge	Pediatrics
------------------------	------------

**Finance and Administration Committee Recommendations**

**14.10.21.02      APPROVAL OF THE TENTATIVE AGREEMENT BETWEEN THE UNIVERSITY AND THE FRATERNAL ORDER OF POLICE, OHIO LABOR COUNCIL, INC., SECURITY OFFICERS UNIT**

**Synopsis:** It is recommended that the Board of Trustees approve the tentative agreement between the university and the Fraternal Order of Police, Ohio Labor Council, Inc., Security Officers unit.

**14.10.21.03      SALE OF REAL PROPERTY AND TEMPORARY EASEMENTS TO THE OHIO DEPARTMENT OF TRANSPORTATION**

**Synopsis:** It is recommended that the Board of Trustees authorize the Senior Vice President for Administration and Finance to execute documents for the sale of certain parcels and the granting of certain easements to the Ohio Department of Transportation (ODOT) as part of the improvement project of Interstate 71 and Martin Luther King Drive (Project HAM-71-3.81).

**Governance and Audit Committee Recommendation**

**14.10.21.04      ACCEPTANCE OF THE UNIVERSITY'S EXTERNALLY AUDITED FINANCIAL STATEMENT**

**Synopsis:** The University's 2014 externally audited annual financial statements and BKD, LLP's independent auditor's report is recommended for acceptance.

**Non-Committee Items**

**14.10.21.05      HONORARY DEGREE**

It is recommended that the Board of Trustees approve the nomination of Robert "Bob" Herbold for the Honorary Degree. This nomination has been reviewed and recommended by the University of Cincinnati Honors Committee.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

**14.10.21.06      HONORARY DEGREE**

It is recommended that the Board of Trustees approve the nomination of Dean Kereiakes for the Honorary Degree. This nomination has been reviewed and recommended by the University of Cincinnati Honors Committee.

**14.10.21.07      HONORARY DEGREE**

It is recommended that the Board of Trustees approve the nomination of Andrew Young Jr. for an Honorary Degree.

**Consideration of Honorary Degree Candidates**

We also have three recommendations of candidates to approve for nomination to an Honorary Degree. Copies of those recommendations are also in your binders behind the Miscellaneous Tab.

Before we vote on those, President Ono could you please give us a summary of the honorary degrees?

President Ono:

Well, we're very excited to have three nominees for honorary doctorates. Robert "Bob" Herbold, who as you know was Chief Operating Officer of Microsoft; Dean Kereiakes, who is a renowned Cardiothoracic Surgeon; and Andrew Young Jr. (Andy Young he calls himself) who was Mayor of Atlanta during the building of the Atlanta Hartsfield International Airport, who was responsible for bringing the Olympics to Atlanta in 1996, and was named the Ambassador of the United Nations during the Carter Administration, and won the Presidential Medal of Freedom from the United States; are the three nominees for honorary doctorate.

I couldn't be more pleased of the work of the Honorary Degree Committee, headed by Sandy Heiman and Ryan Hays, who have really considered a large number of

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

nominations for honorary doctorates and come forward with three really eminent individuals that will I think really enhance the wonderful moment of graduation on December 13.

Mr. Humes:

I would echo the congratulations to the Honors Committee. A great deal of work goes into sorting through and trying to determine who we really should celebrate and we are fortunate to have three really outstanding people this time. One a world known name and great individual—Andy Young; Bob Herbold was a graduate of the College of Engineering who went on to a great career at Proctor and then was hired away to be the Chief Operating Officer of Microsoft during the really explosive days of Microsoft and was the number two at Microsoft for years; and then Dean Kereiakes, who is one of the most renowned heart surgeons in the country and has been a mainstay at our city for many years.

### **Consideration of Action Items**

Mr. Humes:

The full Board has been present at the Committee Meetings held today and has received the recommendations of the Academic and Student Affairs Committee and the Finance and Administration Committee. The items reviewed and recommended by the committees are named in the Action Items listed at your place. I would like to approve all of these items in one vote. May I please have a motion to approve all of the recommended items?

Upon a motion by Mr. Barrett, seconded by Mr. Richardson, the Board of Trustees approved the items by the roll call vote.

### **Recommendations Nos. 14.10.21.01 through 14.10.21.07**

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

**AYE:** C. Francis Barrett, Gary Heiman, Thomas H. Humes, Robert E. Richardson, Jr, Thomas D. Cassady, William C. Portman,. and Geraldine B. Warner, Carl H. Lindner, Ronald D. Brown.

**NAY:** None

**ABSENT:** None

The motion passed and all items were approved unanimously.

**Unfinished Business and New Business**

Mr. Humes:

Is there any unfinished business to come before the Board? Okay we now move to new business and will begin by having the reports of the Board representatives. Leading off today, batting first, is a 6 foot 3, 210 pound native of Cincinnati, Troy Neat, who happens to be President of our Alumni Association.

**Alumni Report**

Mr. Neat:

Thank you, Mr. Chairman. Thank you for not quoting my 40 yard dash. Appreciate that. We are pleased to announce that our Operational Plan is complete at the Alumni Association. We are in the process of hiring four key positions:

- COO and Director of Alumni Relations
- Director of College and Constituent Relations
- Director of Member Services and Engagement, and
- Director of Development

So, we are excited about what this means for the Alumni Association, what it means for our overall UC Advancement efforts, and obviously the staff is excited, the Board is excited, and

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

we really have a new level of energy with our new Executive Director in Jen Heisey. She's been aboard I think a little over six months and has had a tremendous impact already.

We have some upcoming research. We are participating in a national Alumni Attitudes Survey that will give us feedback from our alumni about their student and alumni experience and perceptions about the university as well as our current alumni relations efforts. This will allow us to compare our results against 200 peers and will give us a lot to work with.

We also have some web site survey findings pending as part of the Blackbaud ramp-up and the reconstituted alumni association web site.

So, everybody knows the Hottest College in America Tour is alive and well. We had a stop in Washington D.C. on September 16 with over 100 attendees. Louisville is pending for October 30 and we expect more than 100 there as well with 12 additional stops scheduled. And, special thanks to President Ono for his leadership there and he and Athletic Director, Michael Bohn, are splitting the stops this year, so a well-deserved break I think for Dr. Ono.

Where, our goal is over 75 per event, we really see a ripple effect from these tours—increased vibrancy in our regional networks and I think the Foundation can speak to vibrancy from their perspective as well.

On the topic of the networks, our Pittsburgh network is newly up and running; St. Louis is restarted; we're currently working to streamline communication and event processes for these, but also dovetailing with that, we had over 30 attendees at our Network Leaders Conference back on Homecoming Weekend. So our alumni representatives from Pittsburgh and St. Louis and as far as San Francisco attended. And, we shared a teambuilding, best practices, and logistical assistance that is staff to volunteers as well as peer to peer.

As everyone is aware, Homecoming Zinzinnati was a huge success. It was an unprecedented effort; great collaboration, logistics, and reach. We partnered with Cincinnati USA Regional Chamber as well as Oktoberfest. We had a pep rally on Friday night, a parade and homecoming at the Banks. Thank you to Tom and Marty Humes for serving as Grand Marshalls; and President Ono, thank you for your participation. We had roughly 60 entrants in the parade—not a lot different than on campus; we estimate we had 2,000 observers along the

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Banks with probably 1,000 folks hovered around the Holy Grail; record student attendance at the homecoming game of over 10, 000 so shout out to Student Alumni Council there; and total attendance at the homecoming game was nearly 42,000 and that is also a homecoming record; so very proud of that.

Looking ahead, we have Alumni Weekend so save the date, April 9-12, 2015; that's Spring's counterpart to homecoming. We have the Distinguished Alumni Celebration Thursday, April 9. Please mark your calendars for that. That is one of our premiere opportunities for outreach and advancement for the university. And you now have a personal invitation from the President of homecoming and President of the alumni association for everybody to attend. We love to have you. We will have UC Foundation Board meetings on Friday and Saturday of that weekend as well.

The 2015 edition of the UC Distinguished Alumni Celebration will be all inclusive with a full partnership with all the colleges and the deadline for nominations for awards is October 31 and you can do that at [uc.edu/alumni](http://uc.edu/alumni).

Looking ahead, as well, we've had high school senior send offs to UC around the mid-west. The events were Cleveland, Columbus, and Dayton, with an add on in Dallas. We look ahead at 2015 where we're hoping to host from the New York/New Jersey area as well as Washington D.C, and Indianapolis where we get alumni together to send off their local kids to UC.

We're looking forward to the Return of the Alumni Worldwide Travel Program in Fall of next year and our Corporate Alumni Networks really begun in earnest this spring with early success at Turner Construction, Fidelity Investments, and Deloitte. And looking ahead, we have Duke Energy and Ernst & Young.

So along the way as far as football pre-game activities, we had 240 folks in Columbus, 95 in Miami, and more than 100 registered in Dallas so great success there. We're proud to partner with Athletics on those.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

That concludes my report. On behalf of nearly 300,000 alumni, I want to thank President Ono for your leadership and the Board of Trustees for your leadership and hard work as well. Thank you.

Mr. Humes:

Thank you, President Neat. There are some really exciting things happening at the alumni association, so thanks to all of you for your work. Next report is our graduate student trustee, Debra Burgess.

**Graduate Student Trustee**

Ms. Burgess:

Good Morning, everyone. The Graduate Student Governance Association has been very productive so far this year.

Over the summer months, GSGA was proactive in reaching out to graduate students for community building events that were structured around the 2014 World Cup soccer tournament. As the start of the school year approached, however, the focus turned to preparing new and returning graduate students for the year ahead.

Two meetings of the General Assembly have been held to date—one on September 3, 2014; the second on October 1. At the October 1, 2014 meeting, GSGA officers provided an update to the community on the University's Diversity and Inclusion initiatives and as a result, would like to make three recommendations:

**First:** The Graduate Student Community suggests that diversity, inclusion, and curriculum infusion become a universal part of the graduate student education with mandatory teacher training across colleges. Issues surrounding diversity and inclusion can be integrated into the welcome orientation for international graduate students and emphasis on the university's continued commitment to undergraduate student education and awareness to prepare them to interact positively with the international graduate student.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

**Second:** The Graduate Student Community proposes that more diversity and inclusion-oriented events take place on campus by establishing minority and international culture days on campus, using them to create opportunity for conversations with support of the administration and President Ono.

**Third:** Graduate students are often future faculty. This last suggestion is to have a Graduate School Career Day where information is provided to targeted undergraduate students on UC's graduate programs and on academic career options as well as outreach programs at the high school level in order to increase diversity within the undergraduate student body.

Finally, I would also like to take a moment to thank the university, the Graduate School, and UC Forward for their support and in the case of the graduate school and UC Forward, for funding of a research trip to the U.S. Virgin Islands' island of St. Croix on the 25<sup>th</sup> anniversary of Hurricane Hugo.

The week-long trip for 18 graduate and undergraduate students was part of a UC Forward course called, "Natural Disasters," taught by five faculty members from the McMicken College of Arts & Sciences and the College of Design, Art, Architecture & Planning (led by Dr. Arnold Miller – from Geology, Dr. David Stradling – from History, Dr. Jeff Timberlake – from Sociology, and Associate Professors Elissa Yancey – from Journalism and Brian Davies – from Interior Design). Graduate and undergraduate students from the fields of Geology, History, Journalism, Sociology, Interior Design, Environmental Studies, Biological Sciences, and Nursing conducted discipline-crossing research on-island and connected with peers from the University of the Virgin Islands as well as scholars and Cruzan citizens in the public and private sectors. Projects documenting Hugo's lasting imprint – socially, culturally, financially, historically, and physically on the people and marine/land environments of St. Croix will be featured in upcoming research conferences and shared with new colleagues in the U.S. Virgin Islands as well as the general public, online.

Speaking for all of us involved in the course, we hope that the university recognizes the importance and transformative value of continued support for such trans-disciplinary work.

Thank you Chairman Humes, that concludes my report.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Humes:

Thank you very much, Ms. Burgess. We appreciate all of the work that you are doing. Very excellent recommendations and I'd like to ask Provost Davenport and the appropriate people from the Student Affairs Office, Bleuzette Marshall, and others to help follow up on those recommendations to make sure that we are doing what we can to appropriately implement those. They certainly sound like sound thinking and very good recommendations.

Mr. Barrett:

Chairman Humes, Deborah mentioned Hurricane Hugo. You want to comment on that at all? [LAUGHTER]

Mr. Humes:

My old nickname is Hugo, so I did get a little bit of grief when that occurred and I've also been banned from South Carolina for the rest of my life. [LAUGHTER]

Let's now move on to report of the undergraduate student trustee, Ben Keefe.

**Undergraduate Student Trustee Report**

Mr. Keefe:

Thank you, Chairman Humes. It is hard to believe that fall semester is at its midway point. Students are in the middle of the midterm exam period. Just two weeks ago, we observed "Fall Reading Days" in which classes were cancelled and students were encouraged to use the days off to prepare for midterms and catch up on coursework. Again, we would like to thank President Ono and the rest of the administration for those days off.

A lot has happened since our last meeting. Homecoming was during the week of September 20<sup>th</sup>. It was quite a successful week on campus as various organizations, headed by

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

an effort by the Student Alumni Council, held events for all students to enjoy. As I mentioned in my last report, this was a special Homecoming. Due to the renovations of Nippert Stadium, the

Game Day festivities were held in downtown Cincinnati. The parade was held at the Banks to the theme of “Zinzinnati” to go along with Oktoberfest Zinzinnati. As you know, the Bearcats prevailed against our rivals Miami.

During halftime, the Homecoming King and Queen Winners were announced. And well, let me just say I am honored to be sitting next to the Homecoming Queen so congratulations to Christina. Shivam Shah, Student Body Vice President, was selected Homecoming King. [LAUGHTER]

Fall semester is also football season. Two weeks ago, three busloads of UC students went down to Miami to watch the Bearcats play against the University of Miami. As I have mentioned, it is a different experience for football games this year but student engagement at games has been sufficient and exceeding all expectations as we break all these records. Christina will talk about a productive meeting that many student leaders had with the Athletics Department during her report.

On Thursday, October 29, Christina, Shivam, Ayca and I were lucky enough to have lunch with Chairman Humes, Vice Chairman Richardson, and Secretary Cassady. We were able to articulate many of the students’ perspectives on issues in an effort to better the University.

It has been a great fall semester and I look forward to the rest of the school year. On a personal note, I would like to inform you that tomorrow I will venture to Washington D.C. for the remainder of the week to represent the University of Cincinnati as a Presidential Fellow for the Center for the Study of the Presidency & Congress. For the remainder of the year, I will be conducting an independent research where I (in a nutshell) will be focusing my research on the monetary policies of the Federal Reserve. I will present my thesis in Washington D.C. in April.

Thank you, and that concludes my report.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Humes:

Mr. Keefe, that's fantastic. And, I tell you what; I'm glad to see that somebody who understands economics can go and talk some sense into the Federal Reserve. [LAUGHTER] We hope to see great impact from you. Santa?

President Ono:

I have a request of the both of you and it has to do with Reading Days. I got quite a bit of correspondence about Reading Days from students as well as parents; many of whom were out of state students and the comments that I got were that they appreciated the Reading Days but what the out of state students experienced were that in the in state or the tri-state area, everybody went home and that the residence halls were deserted and that if they had known in advance that was going to happen, the parents might of actually figured out a way to bring their kids back home. There was also a suggestion that those reading days could be adjusted to Thanksgiving so they could have a longer period of time at home.

If you could look into that, and advise us as to whether that would make more sense, let us know. Did you hear anything like that? Or is that just me?

Ms. Beer:

I honestly haven't heard much of that. I know when we originally discussed the reading days, that was something that came up, but I also know if you have a whole week off with Thanksgiving, you come back to school for a week and maybe a couple more days for exams and so that was some of the discussion that took place. But yes, we can definitely look into it and see what other students are thinking.

President Ono:

You might want to make sure that you get the input from the out of state students as well as from the Parent's Council as to how we might best think about those days. Thank you for your input.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Mr. Humes:

Ben, congratulations again on that wonderful honor of representing our university in Washington. We will now move on to the report from faculty senate, Tracey Herrmann.

**Faculty Senate Report**

Ms. Herrmann:

Thank you. And, Christine, I want to say that the faculty is interested in the conversation about the Reading Days as well, so perhaps that's one thing that we can discuss.

As Faculty Chair, I continue to promote the value of faculty teaching, service and research. And, today, I would like to thank and recognize our faculty senators and standing committees for all the work that they have already accomplished this year.

Our Budget & Priorities committee had written a white paper published this past spring and they are initiating discussions with administrative representatives regarding the recommendations in their paper.

Our Human Relations Committee initiated the process for the selection of faculty service awards and is also looking at the Diversity Climate survey results to see how we should utilize those.

Our IT Committee is reviewing policies that were brought to us from the UCIT governance structure with regard to the Teach Act and fair use policies and are also considering all the eLearning resources that are available to faculty today. In addition, we have a task force related to eLearning that's considering the role of faculty in eLearning.

Our Governance Committee is making plans to propose modernized by-laws and investigate shared governance at UC.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

Our Research & Scholarship Committee is hosting a cross-disciplinary research roundtable discussion at the All University Faculty meeting which will be held on Thursday, on October 23, 2014.

Our Academic Affairs committee is looking at proposed legislation that's related to the use of proprietary textbooks and it is also looking at college residency requirements.

And our Planning committee plans to look at the role of faculty in the Third Century plan, and to also provide input into the Bicentennial Celebration and the Life of Mind series.

So, in addition, we have many faculty that serve in many other roles related to shared governance here and they're part of the integrated decision making process so I would like to thank them for their work as well. I hope to be back as the elected chair in December. We'll see how the election turns out in a week or two here.

And I thank you, Chairman Humes, for this opportunity to speak on behalf of the faculty.

This concludes my report.

Mr. Humes:

You're very welcome. You are doing a wonderful job. We also hope to see you back in December and thank you for your participation to the students. You guys do a wonderful job of representing your constituencies and your attendance at the various events at the university means a great deal, so thank you all very much.

Well, I guess we now come to our final report. It's Queen Beer. [LAUGHTER] so we have the student government report from our new homecoming queen, Christina Beer.

UNIVERSITY OF CINCINNATI  
THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES  
OCTOBER TWENTY-ONE TWO THOUSAND AND FOURTEEN

**Student Government Report**

Ms. Beer:

Thank you, Chairman Humes. And I have to say it was probably one of the funniest things walking down Main Street and getting bowed at by students. I have never had that happen before so that was quite the experience. [LAUGHTER]

Another fun fact that I wanted to share in regards to the bearcat mascot that I forgot to mention—and correct me if I’m wrong---but I believe that we did not have a mascot before we were named the bearcats as well, so the bearcat mascot is our only mascot but we didn’t have one before.

Mr. Humes:

The mascot came many years later actually.

Ms. Beer:

So to get started on one thing that took place yesterday. We had our First Year Leadership Program and I mentioned this at the last meeting. But it is an opportunity for first-year students to get a first-hand look at what it’s like to be in Student Government. They also have the opportunity to learn the ins and outs of how to plan events and programs at UC. This year we had a record-breaking 182 applications. This is double the amount that applied last year. Because of the exponential increase of interest in the program, we accepted 88 freshmen. Yesterday, each FYLPer was paired with a SG member to begin working on projects. I, myself, have three interns that are going to be helping me out with a lot of the projects that are coming up in the next few months. We are so excited to see all of the new ideas and projects that are produced from this extremely talented class.

On Wednesday, October 15<sup>th</sup>, Mick Cronin and fellow Bearcats launched the It Can Wait Campaign along with AT&T. This event included a texting and driving simulator and not to mention cookies and refreshments because you have to have food at everything. Look out for more information on It Can Wait during the upcoming basketball season and don’t forget to pledge not to text and drive!

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

October 15 was also a very busy day because Student Government welcomed nationally recognized Jamie Utt for a diversity & inclusion training. This inspiring and incredible training challenged student leaders about the importance of diversity and inclusion, but also how hard it can be to change the way that we understand and think about various things. Later that evening, Jamie Utt also did a workshop on Positive Sexuality and Sexual Violence Prevention, again challenging the audience to think about the messaging we receive in regards to sexuality and sexual violence. We were very thankful to have such a powerful leader and speaker come to UC's campus.

Earlier this month, the Student Government, the Women's Center, and Women in Leadership and Learning or other known as (WILL) hosted the Women's CONNECT Conference. This provided first and second year women the opportunity to meet upper-class women and administration. Thank you to all of those in the room who attended. I know we had a few. On November 8<sup>th</sup>, we will also be hosting Elect Her, which is an opportunity for students to learn about how to run for office. I attended this twice before I ran for Student Body President.

On October 8<sup>th</sup>, as Ben mentioned earlier, Tommy Tuberville and Mike Bohn welcomed about 15 students to lunch to talk about how we can improve the student experience at football games. As a result, this week, Athletics is celebrating Student Appreciation Week. Each day, there is a new promo event to excite students about the game this Friday, which includes food, player appearances, and the opportunity to buy tickets. And also as an added bonus, guest tickets are offered at just \$5, and there will be tremendous prizes raffled off during the fourth quarter at the game itself including court-side tickets to a basketball game, including running out with the football team in one game; so there are some pretty awesome prizes for students that stay until the fourth quarter. Definitely hope to see you there. I know I'm going and I also get the chance to be on the field. And Go Cats!

Finally, it's been a very, very busy semester! After much hard work, our Web Director finally has launched the Student Government Project Portal. This is a new system that student government is using to allow members to track various projects and provide updates to team members. We have over 70 projects listed. To highlight a few, one team is looking into how to provide students a free ride to the airport at the end of the semester to get back home. They are

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

piloting it this fall. And then another project is creating Cincinnati Bus Tour that allows non-Cincinnatians a chance to view our great city. And this is taking place this Saturday. These are just a couple of the ideas but we have tons and tons of opportunities that are coming up and I look forward to providing more updates the next meeting.

That concludes my report. Thank you, Chairman Humes.

Mr. Humes:

Thank you very much Madam Queen. [LAUGHTER]

Mr. Barrett:

Christina mentioned the football game Friday night. Are we supposed to wear red or black? Is there particular color for this Friday night?

Mr. Humes:

Nicole, could you get a note out to us so we know what to wear?

Ms. Blount:

I will.

Mr. Humes:

She'll go to work on that for us. Do any of our other Board members have any comments they'd like to make before we close the meeting?

Well I'd like to thank everybody and one of the most exciting things to me is to hear presentations and reports of continued collaboration and people coming together—the students, the faculty, the deans, the administration—really coming together; the alumni work, and that's what our university is about and that's how we're going to continue this wonderful upward trajectory we're on.

So, with that, I will now call for an Executive Session.

**UNIVERSITY OF CINCINNATI**  
**THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES**  
**OCTOBER TWENTY-ONE** **TWO THOUSAND AND FOURTEEN**

**Executive Session**

The members of the Board will not return to conduct further business after the Executive Session is concluded.

Our next Regular Board Meeting will be held on Tuesday, December 16, 2014 right here. Thank you for being with us today.

May I have a motion to enter Executive Session for the purpose of considering real estate and the appointment, employment, dismissal, discipline, promotion, demotion, or compensation of a public employee; to consider matters required to be kept confidential by federal law or regulations or state statutes; and conferring with counsel concerning disputes involving the University?

Upon motion of Mr. Barrett and seconded by Mr. Brown, the Board voted to enter Executive Session by the following roll call vote:

**AYE:** C. Francis Barrett; Thomas H. Humes; Thomas Cassady; William C. Portman, III; Carl H. Lindner III; Ronald D. Brown; Robert E. Richardson Jr.; Geraldine B. Warner and Margaret K. Valentine.

**NAY:** None

**ABSENT:** None

The Board of Trustees went into executive session at 10:44 a.m.

Chairman Humes:

With no further business for the executive session, may I have a motion to adjourn the executive session?

**UNIVERSITY OF CINCINNATI**  
THREE HUNDRED AND THIRTY-SECOND MEETING OF THE BOARD OF TRUSTEES  
OCTOBER TWENTY-ONE TWO THOUSAND AND FOURTEEN

Upon a motion from Mr. Barrett, seconded by Mr. Richardson, the roll call vote was taken.

AYE: C. Francis Barrett; Thomas H. Humes; Thomas Cassady; William C. Portman, III; Carl H. Lindner III; and Ronald D. Brown; Robert E. Richardson Jr.; Geraldine B. Warner and Margaret K. Valentine.

NAY: None

ABSENT: None

**Reconvene Meeting**

The meeting of the Board of Trustees of the University of Cincinnati will now be reconvened. *(Meeting was reconvened at 10:51a.m.)*

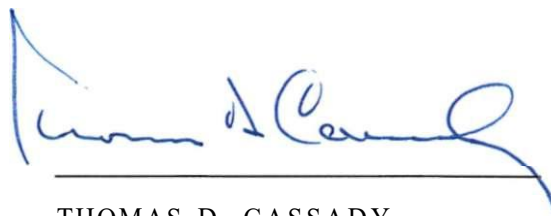
**Adjournment**

There being no further business before the Board and upon proper motion by Mr. Barrett, seconded by Mr. Richardson, Mr. Humes adjourned the meeting at 10:51 a.m.



---

THOMAS H. HUMES  
CHAIRPERSON



---

THOMAS D. CASSADY  
SECRETARY