

Meeting No. 1,153

THE MINUTES OF THE BOARD OF REGENTS
OF
THE UNIVERSITY OF TEXAS SYSTEM

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October 11, 2016

Austin, Texas

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OF
THE UNIVERSITY OF TEXAS SYSTEM
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MEETING NO. 1,153

TUESDAY, OCTOBER 11, 2016.--The members of the Board of Regents of The University of Texas System convened a special called meeting at 9:05 a.m. on Tuesday, October 11, 2016, in the Board Room, Ninth Floor, Ashbel Smith Hall, 201 West Seventh Street, Austin, Texas, with the following participation:

ATTENDANCE.--

Present

Chairman Foster
Vice Chairman Hildebrand
Vice Chairman Hicks
Regent Aliseda
Regent Beck
Regent Cranberg
Regent Hall
Regent Pejovich
Regent Tucker
Regent Joseph, Student Regent, nonvoting

In accordance with a notice being duly posted with the Secretary of State and there being a quorum present, Chairman Foster called the meeting to order in Open Session.

1. U. T. System Board of Regents: Approval of Consent Agenda items

The Board approved the Consent Agenda, which is set forth on Pages 6 - 9. In approving the Consent Agenda, the Board expressly authorized that any contracts or other documents or instruments approved therein may be executed by the appropriate officials of the respective University of Texas System institution involved.

2. U. T. System: Discussion and appropriate action regarding request to a) approve a proposed contract with GSD&M and Interbrand, Omnicom sister companies joined as "Team Texas," to engage in a branding and marketing initiative to more effectively and consistently tell the U. T. System story (meaning "Systemwide") across all mediums; providing strategic communication assistance, market research, materials development, and training; and b) authorize expenditure of approximately \$1.46 million from Available University Funds

Vice Chancellor Safady provided introductory remarks on a proposed branding and marketing initiative for The University of Texas System, and Associate Vice Chancellor for Marketing and Communications and Chief Marketing Officer, Teri Lucie Thompson, made a presentation, which is [on file](#) in the Office of the Board of Regents.

In reply to a question from Regent Beck, Associate Vice Chancellor Thompson described a wide range of models used for branding promotions. In response to a question from Regent Hall, she explained the goal is to determine as a System what is additive and enriches the branding activities for each institution and to make sure the stakeholders understand the collective power of the U. T. System. Dr. Safady also explained that the two proposed companies would work as “Team Texas;” as partners in concert without duplication.

With Vice Chairman Hildebrand abstaining from discussion and vote on this item due to equity interests, the Board

- a. approved a contract with GSD&M and Interbrand, Omnicom sister companies joined as “Team Texas,” to engage in a branding and marketing initiative to more effectively and consistently tell the U. T. System story (meaning “Systemwide”) across all mediums, providing strategic communication assistance, market research, materials development, and training; and
- b. authorized expenditure of \$1,461,380 from Available University Funds for the one-year contract term.

GSD&M and Interbrand will engage in a branding initiative to complement the existing communications, marketing, and public relations initiatives of U. T. System institutions with oversight by a Brand Steering Committee currently composed of the communications and marketing leaders from all 14 U. T. System institutions.

This effort will complement, but not interfere with any of the communications efforts (advertising campaigns, logos, marks, art, brand guidelines) currently existing at the U. T. System institutions.

This effort was vetted for feedback and input in face-to-face meetings with the academic presidents, vice presidents for communications, vice presidents for development, and vice presidents for governmental relations at all U. T. System institutions. It was also vetted face-to-face with all U. T. System executive officers.

GSD&M and Interbrand were selected through a competitive Request for Proposal process. Reviewers of 13 proposals from national agencies included communications leaders from U. T. System Administration, The University of Texas at Austin, The University of Texas M. D. Anderson Cancer Center, and The University of Texas Southwestern Medical Center.

The Office of General Counsel and the System Contracts Office played critical roles in the process to ensure compliance with all legal and state procurement rules.

The work will be divided into six phases (all of which are included in the one-year contract price presented above):

Phase 1: Discovery & Assessment: Review of various branded materials; interviews with internal and external university and U. T. System stakeholders to

determine how the U. T. System is understood by the public; this offers a “brand health” perspective – a baseline that determines current perceptions and reveals current strengths, weaknesses, threats, and opportunities around the U. T. System brand.

Phase 2: Development of a brand framework: Outline a recommended plan based on information gleaned from Phase 1 activities; includes a multifaceted communication plan to strengthen the perception of the U. T. System, drive engagement, and enable the individual brands of the 14 institutions to participate in the context of a broader story.

Phase 3: Brand concepts: Development of creative concepts and testing each with internal and external audiences to determine effective concepts to engage key audiences.

Phase 4: Write and publish brand guidelines: Publishing of a reference document to describe the brand framework and to use as a toolkit to achieve consistency across all communications channels.

Phase 5: Brand training program: Training sessions for marketing and communications personnel in the U. T. System Administration on how to use the brand guidelines.

Phase 6: Materials development: Concepts for review and approval by the Chancellor and Board of Regents of newly branded materials intended for release (print publications, web pages, social media, outdoor advertising, etc.)

RECESS TO EXECUTIVE SESSION.--At 9:37 a.m., the Board recessed to convene in Executive Session pursuant to *Texas Government Code* Sections 551.071, 551.073, and 551.074 to consider the matters listed on the Executive Session agenda.

RECONVENE IN OPEN SESSION.--At 3:21 p.m., the Board reconvened in Open Session to consider action on the following Executive Session items.

- 1a. U. T. System: Discussion and appropriate action regarding individual personnel matters relating to appointment, employment, evaluation, compensation, assignment, and duties of presidents (academic and health institutions), U. T. System Administration officers (Executive Vice Chancellors and Vice Chancellors), other officers reporting directly to the Board (Chancellor, General Counsel to the Board, and Chief Audit Executive), members of the Board of Regents, and U. T. System and institutional employees

No action was taken on this item.

- 1b. U. T. Tyler: Discussion and appropriate action regarding individual personnel matters related to the presidential search, including individual candidate and spouse interviews and possible naming of finalist(s)

Regent Aliseda moved that Dr. Michael V. Tidwell, Dean of the College of Business at Eastern Michigan University, be named as the sole finalist for the position of President of The University of Texas at Tyler. A vote to name a President will be made after the expiration of at least 21 days at a future meeting.

The motion was seconded by Regent Pejovich and carried unanimously.

- 1c. U. T. Health Science Center - San Antonio: Discussion and appropriate action related to employment of the Dean of the Medical School

Regent Cranberg moved that the Board authorize the Vice Chancellor and General Counsel, with approval of the Chancellor or Deputy Chancellor, the Executive Vice Chancellor for Health Affairs, and the President of The University of Texas Health Science Center at San Antonio, to conclude negotiations and settle issues related to contractual matters and terms of employment for the Dean of the Medical School at U. T. Health Science Center - San Antonio as recommended to the Board in Executive Session.

The motion was seconded by Regent Aliseda and carried unanimously.

- 2a. U. T. System Board of Regents: Discussion with Counsel on pending legal issues

No action was taken on this item.

- 2b. U. T. Health Science Center - San Antonio: Discussion and appropriate action related to legal issues concerning contractual matters and terms of employment for the Dean of the Medical School

See Item 1c for action taken on this item.

3. U. T. System/U. T. Austin: Discussion and appropriate action regarding proposed negotiated gifts with potential naming features

Vice Chairman Hicks moved that the Board authorize the Vice Chancellor for External Relations, the Chancellor or Deputy Chancellor, and the President of The University of Texas at Austin to conclude negotiations necessary to finalize, approve, and accept gifts and to finalize and execute an agreement with potential

naming features for the benefit of U. T. Austin and The University of Texas System consistent with the terms and conditions outlined and recommended in Executive Session.

The motion was seconded by Regent Hall and carried unanimously.

ADJOURNMENT.--At 3:24 p.m., there being no further business, the meeting was adjourned.

/s/ Tina E. Montemayor
Assistant Secretary to the Board of Regents

November 9, 2016



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MEETING OF THE BOARD

1. Logo - U. T. System: New logo for Texas Oil and Gas Institute

The following new logo has been approved by the Chancellor, the Executive Vice Chancellor for Business Affairs, and the Vice Chancellor for External Relations and is submitted for approval by the U. T. System Board of Regents in accordance with Regents' *Rules and Regulations*, Rule 40801.

The Texas Oil and Gas Institute requests the approval of the U. T. System Board of Regents to use the new logo in marketing and branding. The new logo incorporates colors that represent both U. T. System and Texas A&M University System. In addition to the three words defining the mission, "Education, Engineering, Research," the drop of oil, framed in the representative colors, symbolizes the industry in which the Institute functions.

The logo colors are Pantone Matching System 7421 Maroon and 158 Orange.



ACADEMIC AFFAIRS COMMITTEE

2. Purchase - U. T. Austin: Authorization to purchase a total of approximately 0.2699 acre of land located at 1909 Comal Street and 2109 Comal Street, Austin, Travis County, Texas, from E-135 Properties, LLC, for future programmed campus expansion

Description: Purchase of two lots totaling approximately 0.2699 acre of land located with residences at 1909 and 2109 Comal Street, Austin, Travis County, Texas, all within the approved boundaries of the U. T. East Austin Campus Master Plan. This property will be used for future programmed campus expansion.

Seller: E-135 Properties, LLC, a Texas limited liability company

Purchase Price: Not to exceed fair market value as determined by an independent appraisal performed by Sayers & Associates; appraisal confidential pursuant to *Texas Education Code* Section 51.951

Source of Funds: Investment Funds

3. Other Matters - U. T. Tyler: Request to approve the honorific naming of the University Theater at the University Center as the Mabry Theater at the University Center

The Chancellor concurs in the recommendation of the Executive Vice Chancellor for Academic Affairs and the Vice Chancellor for External Relations that the U. T. System Board of Regents approve the honorific naming of the University Theater at the University Center at U. T. Tyler as the Mabry Theater at the University Center, which will be referred to as the Mabry Theater.

This is an honorific naming at the request of U. T. Tyler. While the designated space is considered less prominent in terms of size and scale, because it is in honor of the President, submission to the U. T. System Board of Regents is required by Regents' *Rules and Regulations*, Rule 80307, Section 5.2. If approved, the naming is expected to be announced at a November 3, 2016 gala event to be held at U. T. Tyler, but the official naming will not take effect until Dr. Mabry's retirement at a future date.

This recommendation is to honor the significant contributions of Dr. Rodney H. Mabry, third President of U. T. Tyler, who has served since 1998. Under his leadership, student enrollment and full-time faculty tripled. In addition, research funding grew substantially, and 22 new degree programs were added. The 2016 Almanac of *The Chronicle of Higher Education* lists U. T. Tyler at sixteenth in the nation for the fastest total enrollment growth among public master's level universities from 2004 - 2014. In addition, the Almanac of *The Chronicle of Higher Education* ranks U. T. Tyler as fifth among all universities of any size for greatest increase in total research spending, and fourth nationally in greatest increase in federal research spending.

The University Center was originally constructed in 1975 and was expanded in 2006 to include the University Theater, University Ballroom, atrium, retail shops, a café, and space for student support services. The University Theater is 4,542 square feet and has a room capacity of 370.