



**SVSU**

---

***Board of Control  
Minutes***

***February 15, 2016***



## **SAGINAW VALLEY STATE UNIVERSITY**

MEETING MINUTES  
BOARD OF CONTROL  
REGULAR FORMAL SESSION  
Wickes Hall, Room 350  
February 15, 2016  
1:30 p.m.

**PRESENT:**

Scott Carmona, Chair  
Jeneé Velasquez, Vice Chair  
David Gamez, Secretary  
John Kunitzer, Treasurer  
Dennis Durco  
Cathy Ferguson  
Vicki Rupp  
Donald Bachand, Ex Officio

**ABSENT:**

Patrick McInnis

**OTHERS PRESENT:**

Shaun Bangert	David Lewis
Andy Bethune	James Muladore
JJ Boehm	Press
Joni Boye-Beaman	Linda Sims
Merry Jo Brandimore	Gerald Soloman
John Decker	Mamie Thorns
Craig Douglas	Carolyn Wierda
Jarroed Eaton	Joe Wojtkiewicz
Michele Gunkelman	
Frank Hall	
Deborah Huntley	
Cynthia Jolly	
Eddie Jones	
John Kaczynski	
Mary Kowaleski	

SAGINAW VALLEY STATE UNIVERSITY  
BOARD OF CONTROL  
FEBRUARY 15, 2016  
REGULAR FORMAL SESSION  
INDEX OF ACTIONS

RES-2164	RESOLUTION TO APPROVE FACULTY TENURE EFFECTIVE JULY 1, 2016 APPROVED .....	2
RES-2165	RESOLUTION OF THE BOARD OF CONTROL OF SAGINAW VALLEY STATE UNIVERSITY AUTHORIZING THE ISSUANCE AND DELIVERY OF GENERAL REVENUE BONDS AND PROVIDING FOR OTHER MATTERS RELATING THERETO APPROVED .....	3
RES-2166	RESOLUTION TO APPOINT A NOMINATING COMMITTEE FOR MAY BOARD ELECTIONS APPROVED .....	3
RES-2167	RESOLUTION TO APPROVE NEW MEMBERS TO THE SAGINAW VALLEY STATE UNIVERSITY BOARD OF FELLOWS APPROVED .....	4
RES-2168	RESOLUTION TO APPROVE THE DEVELOPMENT AND IMPLEMENTATION OF A NEW MARKETING CAMPAIGN APPROVED .....	4
BM-1174	MOTION TO ADJOURN APPROVED .....	6

**I. CALL TO ORDER**

Chair Carmona called the meeting to order at 1:35 p.m.

**II. PROCEDURAL ITEMS**

**A. Approval of Agenda and Additions to and Deletions from Agenda**

There were no additions to or deletions from the agenda. The agenda was APPROVED as distributed.

**B. Approval of Minutes December 18, 2015 Regular Formal Session of the Board of Control**

**It was moved and supported that the minutes of the December 18, 2015 Regular Formal Session be approved.**

The minutes were unanimously APPROVED as written.

**C. Recognition of the Official Representative of the Faculty Association**

Professor Shaun Bangert, President of the Faculty Association, commented on the tenure process at Saginaw Valley State University.

She stated that tenure status is achieved when a faculty member is recommended by the Professional Practices Committee and by the Administration. She noted that she is in full support of the individuals being recommended today.

**D. Recognition of the Student Association**

Jarrod Eaton, President of the Student Association, noted that the Student Association held a mental health awareness week, which was very successful. He stated that many students were engaged and learning about different mental health disorders.

**E. Communications and Requests to Appear Before the Board**

- Anne Acker, Assistant Director of the Student Counseling Center; Eddie Jones, Director of the Student Counseling Center; and Jennifer Stephens, Assistant Director of the Student Counseling Center; Staff Members of the Month for January, were introduced to the Board. (See Appendix One: January)
- Ms. Carolyn Wierda, Executive Director of STEM, noted that recently our region was recognized as one of twenty-seven "STEM Ecosystem Communities" in the nation. She announced that she was pleased to welcome two individuals from the national STEM Funders Network who are in the area visiting SVSU.

She introduced Gerald Solomon, Executive Director of the Samueli Foundation of Corona Del Mar California who serves as the Co-Director of the Ecosystem Project along with Cynthia Jolly, Technical Consultant with TIES Teaching Institute for Excellence in STEM, Cleveland Heights, Ohio.

Ms. Wierda noted that the STEM Funders Network (SFN) is comprised of a diverse mix of more than 20 education-focused private and corporate foundations on the national level who are working together to increase the knowledge and expertise of STEM by leveraging their collective resources through collaboration on high-impact projects they could not undertake alone.

- Mr. David Lewis, Director of School and University Partnerships, introduced visitors from VAST Academy and they are in the process of becoming a public school academy. The school will be located in Southfield, Michigan and they are currently working with the SVSU Partnership Office.

### **III. ACTION ITEMS**

1. Resolution to Approve Faculty Tenure Effective July 1, 2016

**RES-2164 It was moved and supported that the following resolution be adopted:**

**WHEREAS, Faculty tenure provides continuous employment of a faculty member for at least a basic two-semester appointment during each fiscal year, and**

**WHEREAS, Tenure status is achieved when a faculty member is recommended by the Professional Practices Committee and by the Administration for continuous appointment henceforth,**

**NOW, THEREFORE, BE IT RESOLVED, THAT the following faculty members be granted tenure, as provided by the terms of the SVSU – Faculty Association agreement, effective July 1, 2016.**

<b>Emily</b>	<b>Beard</b>	<b>Assistant Professor of English</b>
<b>James</b>	<b>Bowers</b>	<b>Assistant Professor of Criminal Justice</b>
<b>Colleen</b>	<b>D’Arcy</b>	<b>Assistant Professor of Teacher Education</b>
<b>Sherrin</b>	<b>Frances</b>	<b>Assistant Professor of English</b>
<b>Melissa</b>	<b>Garmo</b>	<b>Assistant Professor of Criminal Justice</b>
<b>Dennis</b>	<b>Gray</b>	<b>Assistant Professor of Biology</b>
<b>Ellen</b>	<b>Herlache-Pretzer</b>	<b>Assistant Professor of Occupational Therapy</b>
<b>Kimberly</b>	<b>Lacey</b>	<b>Assistant Professor of English</b>
<b>Thomas</b>	<b>Mahank</b>	<b>Assistant Professor of Mechanical Engineering</b>
<b>Andrew</b>	<b>Miller</b>	<b>Assistant Professor of Geography</b>

<b>Rajan</b>	<b>Murgan</b>	<b>Assistant Professor of Physics</b>
<b>Emmanuel</b>	<b>Ncheuguim</b>	<b>Assistant Professor of Mathematical Sciences</b>
<b>Jean</b>	<b>Prast</b>	<b>Assistant Professor of Occupational Therapy</b>
<b>Sheruni</b>	<b>Ratnabalasuriar</b>	<b>Assistant Professor of Criminal Justice</b>
<b>Jennifer</b>	<b>Stinson</b>	<b>Assistant Professor of History</b>
<b>Rebecca</b>	<b>Toth</b>	<b>Assistant Professor of Nursing</b>
<b>Charles</b>	<b>Weaver</b>	<b>Assistant Professor of Health Sciences</b>

Provost Huntley stated that the qualifications of the candidates for tenure have been reviewed in depth by the Professional Practices Committee and by Administration and that she fully endorses this recommendation.

The motion was APPROVED unanimously.

2. Resolution of the Board of Control of Saginaw Valley State University Authorizing the Issuance and Delivery of General Revenue Bonds and Providing for other Matters Relating Thereto

**RES-2165     It was moved and supported that the attached resolution be adopted.  
(See Appendix Two: Bonds)**

Mr. Muladore, Executive Vice President for Administration & Business Affairs, stated that long-term interest rates have significantly moved downward which presents an opportunity for the university to potential advance nearly 70 million dollars of outstanding bonds. He commented that this is a great opportunity for the university to realize long-term savings on outstanding debt and to borrow at a low cost.

The motion was APPROVED unanimously.

3. Resolution to Appoint a Nominating Committee for May Board Elections

**RES-2166     It was moved and supported that the following resolution be adopted:**

**WHEREAS, Saginaw Valley State University Board of Control bylaws stipulate that the Board shall appoint a nominating committee to recommend candidates for each office; pursuant to Article II, 2.101.**

**NOW, THEREFORE, BE IT RESOLVED, That Jenee Velasquez, Patrick McInnis, and Vicki Rupp be appointed to serve as the Saginaw Valley State University Board of Control nominating committee to select a slate of officers to serve from July 1, 2016 to June 30, 2017.**

The motion was APPROVED unanimously.

4. Resolution to Approve New Members to the Saginaw Valley State University Board of Fellows

**RES-2167     It was moved and supported that the following resolution be adopted:**

**WHEREAS, The Saginaw Valley State University Board of Fellows shall consist of a minimum of twelve and a maximum of forty members who shall serve for four-year terms; and**

**WHEREAS, Heather Gallegos, Leslie Perry, Dirk DeBoer, Kathy Stewart, Maliha Shaikh, and Ryan Carley have been recommended for appointment as new members;**

**NOW, THEREFORE, BE IT RESOLVED, That the new members serve on the Saginaw Valley State University Board of Fellows as stipulated in the organization's bylaws.**

The motion was APPROVED unanimously.

5. Resolution to Approve the Development and Implementation of a New Marketing Campaign

**RES-2168     It was moved and supported that the following resolution be adopted:**

**WHEREAS, it is being recommended that Saginaw Valley State University engage The Image Group in delivering marketing and communications services; and,**

**WHEREAS, The Image Group partnered with Dartlet, a reputation management firm, to submit a proposal and was selected to perform the market research on behalf of Saginaw Valley State University in 2015; and,**

**WHEREAS, The Image Group and Dartlet completed the market research phase of the project and have provided the final market research report to the University; and,**

**WHEREAS, The Image Group already has gained a deep level of understanding of the final market research results and concurrently developed campaign ideas and strategy based on that research that could be launched immediately; and,**

**WHEREAS, Based on the qualifications of The Image Group as an established and professional marketing agency headquartered in Holland, Michigan, its past experience in working with higher education clients, and the competitive rates that it charges for its services, the recommendation is to move forward with contracting with The Image Group to complete the next phase of the University's marketing campaign; and,**

**WHEREAS, the administration is confident the The Image Group has the experience and qualifications to satisfy the goals of the market plan;**

**NOW, THEREFORE, BE IT RESOLVED, That the Board hereby authorizes the President or the Executive Vice President for Administration and Business Affairs to enter into a contract with The Image group to develop and implement a new marketing campaign to begin in February 2016 not to exceed \$600,000 with a project end date of June 2017.**

Linda Sims, Executive Director of Communications and External Affairs, noted that the proposed resolution would allow the university to move forward with the development and implementation of a new marketing campaign in collaboration with The Image Group, a communication and marketing firm based in Holland, Michigan, at a cost not to exceed \$600,000 through June 2017.

Ms. Sims stated that the campaign is aiming to attract more students and boost the university's reputation. She commented that latest market research and previous data reveals that public awareness of SVSU within the state of Michigan is low relative to other colleges and universities.

She further added that employers in our region rely heavily on SVSU to supply high-quality talent. SVSU has more than 400 alumni working for The Dow Chemical Co. and more than 300 at Nexteer Automotive. In addition, 84 percent of SVSU students participate in community engagement with regional businesses and organizations as part of their academic preparation through internships, co-ops and field placements.

Ms. Sims outlined the three goals for the external creative campaign: 1) Increase awareness of SVSU in the state and region, 2) Increase engagement and strengthen the university's position in the state, and 3) Contribute toward a 10% increase in 2017-2018 freshmen enrollment.

She indicated that the primary audience for this new marketing campaign, aimed at increasing enrollment and public awareness, is prospective students and their families. She stated that employers and alumni also are important audiences.

(See Appendix Three: Marketing Campaign)

The motion was APPROVED unanimously.

#### **IV. INFORMATION AND DISCUSSION ITEMS**

##### **6. Report on Transition Semester Results**

Dr. Joni Boye-Beaman, Executive Assistant to the Dean of the College of Arts & Behavioral Sciences, gave a brief overview of the transition semester results, which was newly implemented last fall.



Dr. Boye-Beaman, noted that the program was designed for students who are conditionally admitted to the university. She stated that conditional enrollment includes students who have GPA or ACT scores that are slightly below SVSU admissions requirements.

She indicated that 95 students started in the program and 87 students remained in the program throughout the semester.

She commented that the program is the result of the student success committee's focus on retention and persistence. The goal of the program is to put students in the place where they have a positive experience their first semester, both in terms of inside and outside the classroom, thus creating a higher probability of them being successful.

Dr. Boye-Beaman concluded that the student success committee is continually working through all the literature, and with a number of other universities, to do as much as possible concerning best practices.

(See Appendix Four: Transition Semester)

**V. REMARKS BY THE PRESIDENT**

President Bachand made no formal remarks.

**VI. OTHER ITEMS FOR CONSIDERATION**

There were no other items for consideration.

**VII. ADJOURNMENT**


**7. Motion to Adjourn**

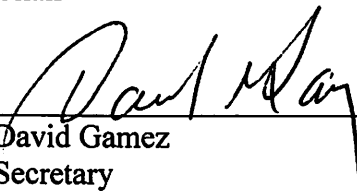
BM-1174      **It was moved and supported that the meeting be adjourned.**

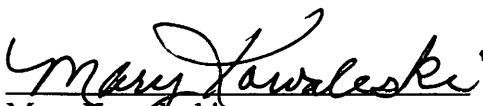
The motion was APPROVED unanimously.

The meeting was adjourned at 2:45 p.m.

Respectfully submitted:

  
\_\_\_\_\_  
Scott Carmona  
Chair

  
\_\_\_\_\_  
David Gamez  
Secretary

  
\_\_\_\_\_  
Mary Kowaleski  
Recording Secretary  
Secretary to the Board of Control

# Student Counseling Services

## January Staff Members of the Month

If you build it, they will come.

That's the mantra at SVSU's Student Counseling Services, where a growing office has resulted in an expanding clientele. That additional work isn't a burden on those who work there. The office's three full-time professionals — Eddie Jones, director; and Anne Acker and Jenny Stephens, assistant directors — hope even more people utilize their services.

"I love my job because we are contributing to student success and helping them realize their potential," said Jones.

Student Counseling Services' clients increased by 5 percent between the 2013-14 and 2014-15 academic years. In 2015-16, the office is on pace to top the 1,617 clients served during the previous academic year.

In recent years, additional resources have allowed the staff to focus on outreach efforts aimed at raising awareness about the office's services as well as erasing the stigma that prevents people from seeking counseling.

"A big challenge is deciding to come in for counseling the first time," Stephens said. "But, once a student has been here to see one of us, they say it's not what they expected. Coming in helps erase that stigma."

Some of that successful outreach came courtesy of a suicide prevention grant in 2011 that helped Student Counseling Services

secure guest speakers. The office also has hosted prevention programs dealing with topics such as eating disorders, bipolar disorders and anxiety. And counselors have worked with Active Minds, an SVSU student organization that educates peers about mental health, to connect with those in need of help.

"Mental health and wellness affects every area of a student's life," Acker said. "If we can help them here, it can have an impact on all areas of their lives."

Student Counseling Services also has expanded to include group counseling sessions and mental health workshops.

Along with the trio of counselors, the office staff includes four student interns and Travis Pashak, an assistant professor of psychology who volunteers part time in the office as part of his work to attain full state licensure as a clinical psychologist.

Merry Jo Brandimore, associate provost for Student Affairs and dean of students, called the Student Counseling Services team a "critical" component of SVSU student success that often goes unrecognized because of the confidential nature of the work.

"Thank goodness they do the work they do," Brandimore said. "They spend their days behind doors, talking to students who are struggling to find hope and optimism."

"The counselors quietly help them find that, and help them create internal motivations."



*Action Item No. 2*

**RESOLUTION OF THE BOARD OF CONTROL OF  
SAGINAW VALLEY STATE UNIVERSITY  
AUTHORIZING THE ISSUANCE AND DELIVERY OF GENERAL REVENUE BONDS  
AND PROVIDING FOR OTHER MATTERS RELATING THERETO**

WHEREAS, the Board of Control of Saginaw Valley State University (the "Board") is a constitutional body corporate established pursuant to Article VIII, Section 6 of the Michigan Constitution of 1963, as amended, with general supervision of Saginaw Valley State University (the "University") and the control and direction of all expenditures from the University's funds; and

WHEREAS, in the exercise of its constitutional duties and in order to properly serve the needs of students attending the University, the Board has authorized the acquisition, construction, furnishing and equipping of the capital project described in Exhibit A attached hereto (the "Project"); and

WHEREAS, the Board has previously issued and has outstanding certain series of General Revenue Bonds payable from and secured by a lien on General Revenues (as hereinafter defined) (the "Prior Bonds"); and

WHEREAS, it may be appropriate and economic to refund all or portions of the outstanding Prior Bonds as shall be determined by an Authorized Officer (hereinafter defined) (the portions of the Prior Bonds to be refunded, if any, as determined by an Authorized Officer, is referred to herein as the "Bonds to be Refunded"); and

WHEREAS, the financing of all or a portion of the costs of the Project and the refunding of the Bonds to be Refunded, if any, through the issuance of General Revenue Bonds of the Board will serve proper and appropriate public purposes; and

WHEREAS, in the exercise of its constitutional duties, and in order to prudently control and direct expenditures from the University's funds, the Board determines it is necessary and desirable to authorize the issuance of General Revenue Bonds (the "Bonds"), payable from and secured by a pledge of General Revenues, in order to provide funds that, together with other available funds, will be used to pay all or part of the costs of the Project, to pay all or part of the costs of refunding the Bonds to be Refunded, if any, and to pay costs incidental to the issuance of the Bonds and the refunding; and

WHEREAS, one or more trust indentures (collectively, the "Trust Indenture") or loan agreements (collectively, the "Loan Agreement") must be entered into by and between the Board and a trustee (the "Trustee") or a direct placement lender, in either case to be designated by an Authorized Officer, pursuant to which the Bonds will be issued and secured; and

WHEREAS, it is necessary to authorize the Authorized Officers, or either of them individually, to negotiate the sale of the Bonds with an underwriter or group of underwriters to be selected by an Authorized Officer (collectively, the "Underwriter") or with a direct placement lender to be selected by an Authorized Officer (the "Purchaser"), and to enter into one or more

bond purchase agreements with the Underwriter or Purchaser (collectively, the “Bond Purchase Agreement”) setting forth the terms and conditions upon which the Underwriter or Purchaser will agree to purchase the Bonds and the interest rates thereof and the purchase price therefor, or, in the alternative, to select the Underwriter for all or any portion of any series of the Bonds and to establish the terms for such Bonds through a competitive sale or bidding process pursuant to a Notice of Sale; and

WHEREAS, in order to be able to market the Bonds at the most opportune time, it is necessary for the Board to authorize the President and the Executive Vice President for Administration and Business Affairs (each an “Authorized Officer”), or either of them individually, to negotiate the terms of and to execute and deliver on behalf of the Board the Trust Indenture or Loan Agreement, the Bond Purchase Agreement, and other related documents, to publish any Notice of Sale required for the sale of any portion of the Bonds, to establish the specific terms of the Bonds and to accept the offer of the Underwriter or Purchaser to purchase the Bonds, all within the limitations set forth herein; and

WHEREAS, the trust indentures authorizing the Prior Bonds create certain conditions for the issuance of additional obligations payable from and secured by a pledge of General Revenues on a parity basis with the Prior Bonds; and

WHEREAS, the Executive Vice President for Administration and Business Affairs shall, on or prior to the date of delivery of the Bonds, certify that the conditions for issuing the Bonds, secured by General Revenues on a parity basis with the Prior Bonds, have been met; and

WHEREAS, the Board has full power under its constitutional authority for supervision of the University, and control and direction of expenditures from the University’s funds, to acquire, construct, furnish and equip the Project, to refund the Bonds to be Refunded, if any, and to pay all or a part of the costs of the Project and the costs of the refunding by issuance of the Bonds, and to pledge General Revenues for payment of the Bonds.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF CONTROL OF SAGINAW VALLEY STATE UNIVERSITY, AS FOLLOWS:

1. The Board hereby approves the definition of the term “Project” as set forth on Exhibit A attached hereto, and authorizes the Authorized Officers, or either of them, to select the portion of the Project to be financed, in whole or in part, from the proceeds of the Bonds, and to fund, as appropriate, the remaining portion of the costs of the Project from available funds of the University or other available funds. The Board further approves the refunding of all or any portion of the Prior Bonds, and authorizes the Authorized Officers, or either of them, to select the portion, if any, of the Prior Bonds to constitute the Bonds to be Refunded, based on whether such refunding would produce interest or other cost savings or a more favorable debt service structure, or would provide more favorable terms and covenants, and to fund, if deemed appropriate, a portion of the costs of the refunding from available funds of the University and the balance of such costs from the proceeds of the Bonds, and to proceed with the refunding.

2. The Board hereby authorizes the issuance, execution and delivery of the Bonds of the Board, in one or more series, to be designated GENERAL REVENUE BONDS, with

appropriate series designations, in the aggregate original principal amount to be established by an Authorized Officer, but not to exceed the principal amount necessary to produce proceeds of TEN MILLION ONE HUNDRED FIFTY THOUSAND DOLLARS (\$10,150,000), plus the amount necessary to accomplish the refunding of the Bonds to be Refunded and to pay costs related thereto. The Bonds shall be dated as of the date or dates established by an Authorized Officer, and shall be issued for the purpose of providing funds which, together with other available funds, will be used to pay all or a portion of the costs of the Project, including, if determined to be appropriate by an Authorized Officer, capitalized interest related to all or a portion of the Project for a period specified by an Authorized Officer, to pay all or a portion of the costs of refunding the Bonds to be Refunded, if any, and to pay costs related to the issuance of the Bonds and the refunding, including the costs of bond insurance premiums, if an Authorized Officer determines such insurance to be appropriate. The Bonds shall be serial bonds or term bonds, which may be subject to redemption requirements, or both, as shall be established by an Authorized Officer, but the first maturity or mandatory redemption date shall be no earlier than July 1, 2016 and the last maturity shall be no later than December 31, 2039. The Bonds may bear interest at stated fixed rates for the respective maturities thereof as shall be established by an Authorized Officer, but the weighted average yield of the Bonds (computed using the stated coupon and the stated original offering price) shall not exceed 5.5% per annum for tax-exempt bonds and 8.0% per annum for taxable bonds, subject, in the case of Bonds sold to a Purchaser, to adjustments for increased costs of the Purchaser, rating changes and defaults and other specified factors, but in no event in excess of the lesser of 25% per annum, the maximum rate permitted by law or the maximum rate, if any, specified in the Trust Indenture or Loan Agreement. Alternatively, all or part of the Bonds may bear interest at a variable rate of interest, determined on the basis of an index or a spread to an index or through market procedures, or both, for all or a portion of their term, and the variable rate of interest shall not exceed the lesser of 25% per annum, the maximum rate permitted by law or the maximum rate, if any, specified in the Trust Indenture or Loan Agreement. The Bonds may be subject to redemption or call for purchase prior to maturity at the times and prices and in the manner as shall be established by an Authorized Officer, but no redemption premium shall exceed 3% of the principal amount being redeemed, unless the redemption price is based on a "make whole" formula, in which case the redemption premium shall not exceed 25% of the principal amount being redeemed. Interest on the Bonds shall be payable at such times as shall be specified by an Authorized Officer. The Bonds shall be issued in fully registered form in denominations, shall be payable as to principal and interest in the manner, shall be subject to transfer and exchange, and shall be executed and authenticated, and may be issued in book-entry-only form, all as shall be provided in the Trust Indenture or Loan Agreement. The Bonds shall be sold to the Underwriter or Purchaser for a price to be established by an Authorized Officer (but the Underwriter's or Purchaser's discount, exclusive of original issue discount, shall not exceed 2.00% of the principal amount thereof) plus accrued interest, if any, from the dated date of the Bonds to the date of delivery thereof.

Any or all of the Bonds purchased by a Purchaser may be made subject to tender for purchase at the option of the holder thereof or to mandatory tender for purchase. The obligation of the Board to purchase any Bonds subject to tender for purchase may be limited to the remarketing proceeds of such Bonds, or may be made payable from General Revenues or from available cash reserves of the University, subject to such limitations as may be specified in the Trust Indenture or Loan Agreement, all as shall be determined by an Authorized Officer and provided for in the Trust Indenture or Loan Agreement.

3. The Bonds shall be limited and not general obligations of the Board, payable from and secured by a lien on the General Revenues of the Board (as shall be defined in the Trust Indenture or Loan Agreement in a manner generally consistent with the definition thereof contained in the trust indentures pursuant to which the Prior Bonds were issued). The lien on General Revenues shall be on a parity basis with the liens on General Revenues securing the Prior Bonds and other previously issued obligations of the Board secured by a first lien on General Revenues. The Bonds may also be payable from and secured by a lien on moneys, securities or other investments from time to time on deposit in certain funds created pursuant to the Trust Indenture or Loan Agreement.

No recourse shall be had for the payment of the principal amount of or interest or premium on the Bonds, or for any claim based thereon, against the State of Michigan, or any member or agent of the Board (including, without limitation, any officer or employee of the University), as individuals, either directly or indirectly, nor, except as specifically provided in the Trust Indenture or Loan Agreement, against the Board, nor shall the Bonds and interest or premium with respect thereto become a lien on or be secured by any property, real, personal or mixed, of the State of Michigan or the Board, other than General Revenues and the moneys, securities or other investments from time to time on deposit in certain funds established as pledged pursuant to the Trust Indenture or Loan Agreement.

The pledge of General Revenues and of funds specified in the Trust Indenture or Loan Agreement shall be valid and binding from the date of the issuance and delivery of the Bonds, and all moneys or properties subject thereto that are thereafter received shall immediately be subject to the lien of the pledge without physical delivery or further act. The lien of said pledge shall be valid and binding against all parties (other than the holders of any other bonds, notes or other obligations secured by a parity first lien on General Revenues) having a claim in tort, contract or otherwise against the Board, irrespective of whether such parties have notice of the lien.

4. The right is reserved to issue additional bonds, notes or other obligations payable from General Revenues and secured on a parity or subordinated basis with the Bonds, the Prior Bonds and other obligations of the Board so secured by a lien on General Revenues, upon compliance with the terms and conditions therefor as shall be set forth in the Trust Indenture or Loan Agreement.

5. Either Authorized Officer is hereby authorized and directed, in the name and on behalf of the Board, and as its corporate act and deed, to select the Trustee, if any, and to negotiate the terms of and execute and deliver the Trust Indenture or Loan Agreement. The Trust Indenture or Loan Agreement may contain such covenants on behalf of the Board and terms as either such officer deems appropriate, including, but not limited to, covenants with respect to the establishment of General Revenues at levels expressed as a percentage of debt service on the Bonds or all General Revenue obligations of the Board, and with respect to the issuance of additional bonds, notes or other obligations payable from and secured by General Revenues. The approval of the Trust Indenture or Loan Agreement and the terms thereof shall be conclusively evidenced by the execution of the Trust Indenture or Loan Agreement by an Authorized Officer. In addition, either Authorized Officer is hereby authorized, empowered and directed to negotiate, if deemed appropriate by an Authorized Officer in connection with the

issuance of the Bonds, for the acquisition of bond insurance and to execute and deliver an insurance commitment or other documents or instruments required in connection with such insurance.

6. Either Authorized Officer is hereby authorized and directed, in the name and on behalf of the Board and as its corporate act and deed, to select the Underwriter or Purchaser and to negotiate, execute and deliver the Bond Purchase Agreement with the Underwriter or Purchaser setting forth the terms of the Bonds and the sale thereof, and containing such other covenants and agreements of the Board as may be required by the Underwriter or the Purchaser in connection therewith, in the forms as an Authorized Officer may approve, all within the limitations set forth herein. In the alternative, if determined appropriate by an Authorized Officer, selection of the Underwriter and setting of the terms for all or any portion of any series of the Bonds may be made through a competitive sale or bidding process, and either of the Authorized Officers is authorized to accept the winning bid or offer of the Underwriter for the purchase of the Bonds.

7. Either Authorized Officer is hereby authorized, empowered and directed, in the name and on behalf of the Board, and as its corporate act and deed, to execute the Bonds by manual or facsimile signature, and to deliver the Bonds to the Underwriter or Purchaser in exchange for the purchase price therefor.

8. Either Authorized Officer is authorized to solicit ratings on the Bonds from any national rating services that the Authorized Officer deems appropriate and, if necessary, to cause the preparation of a Preliminary Official Statement and an Official Statement with respect to each series of the Bonds, to deem such official statements "final" in accordance with applicable law, and to execute and deliver the Official Statements. In the event that all or a portion of any series of the Bonds is to be sold by means of a competitive sale or bidding process, as provided in this Resolution, either Authorized Officer is authorized to prepare and publish or cause to be published, or otherwise distribute, in such manner as an Authorized Officer shall determine, a Notice of Sale for such Bonds. Either Authorized Officer, or the Underwriter or the University's financial advisor, as appropriate, is authorized to circulate and use, in accordance with applicable law, the Notice of Sale, the Preliminary Official Statements and the Official Statements in connection with the offering, marketing and sale of the Bonds.

9. The President, the Executive Vice President for Administration and Business Affairs, the Secretary and any other appropriate officer or representative of the Board or the University are each hereby authorized to perform all acts and deeds and to execute and deliver for and on behalf of the Board all instruments and documents required by this Resolution, the Trust Indenture or Loan Agreement, the Bond Purchase Agreement or the Notice of Sale, or necessary, expedient and proper in connection with the issuance, sale and delivery of the Bonds, as contemplated hereby, including, if deemed appropriate, one or more escrow deposit agreements with an escrow agent to be selected by an Authorized Officer as may be necessary to accomplish the refunding of the Bonds to be Refunded. Either Authorized Officer is authorized to designate and empower the escrow agent to subscribe for United States Treasury Securities – State and Local Government Series, on behalf of the Board, as may be necessary in connection with any refunding authorized hereby. Either Authorized Officer is further authorized to execute and deliver all instruments and documents for and on behalf of the Board or the University



required, necessary or appropriate for the ongoing administration or operation of the financing program represented by the Bonds, the Trust Indenture or Loan Agreement and the Bond Purchase Agreement. Any action required under the Trust Indenture or Loan Agreement, the Bond Purchase Agreement, the Notice of Sale or any other instrument related to the Bonds, may be taken by and on behalf of the Board by an Authorized Officer. Any reference to an officer of the Board or the University herein shall include any interim or acting officer appointed by the Board.

10. In accordance with the requirements of Rule 15c2-12 of the United States Securities and Exchange Commission, the Board may be required in connection with the issuance of the Bonds to enter into one or more continuing disclosure undertakings for the benefit of the holders and beneficial owners of the Bonds. Either Authorized Officer is authorized to cause to be prepared and to execute and deliver, on behalf of the Board, the continuing disclosure undertakings.

11. Either Authorized Officer is hereby authorized and delegated the authority to execute, on behalf of the Board, a declaration of official intent to reimburse University funds expended on the Project, and on future projects, from the proceeds of the Bonds or other bonds to be issued in the future, all in accordance with United States Treasury Regulation § 1.150-2. Any and all actions of either of the Authorized Officers previously taken in connection with the execution of such a declaration are hereby ratified and confirmed.

12. If deemed necessary by the University's bond counsel, either Authorized Officer is authorized to arrange for the publication of a notice of and to conduct a public hearing with respect to the issuance of the Bonds, all in accordance with requirements of Section 147(f) of the Internal Revenue Code of 1986, as amended.

13. Any resolutions or parts of resolutions or other proceedings of the Board in conflict herewith are hereby repealed insofar as such conflict exists.

**Approved by the SVSU Board of Control on February 15, 2016**

**EXHIBIT A**

**THE PROJECT**

The Project, as that term is used in the Resolution to which this Exhibit A is attached, consists of the capital project described below:

The Melvin J. Zahnow Library, which was placed in service in 1986 and renovated in 2003, provides information resources and services to support the teaching and research needs of the students, faculty and staff of Saginaw Valley State University. The University plans to renovate the 118,000 square foot Zahnow Library. Also included in this project is the renovation of approximately 10,000 square feet of the first floor of the Science East Building. The library will transition from a traditional environment to a 21<sup>st</sup> century library that provides for a physical and virtual learning atmosphere to meet the informational needs of the University community. This project will integrate research and library collection services providing for more dynamic opportunities for users, multiple flexible areas for social learning, a testing center, innovation lab, art and archival space and various study zones will be established. The new layout and design will improve functionality and integration of the Centers for Academic Achievement and the Center for Academic Innovation. The renovation will establish a main thoroughfare which will also include dining services, thus promoting an open, flowing environment.

The total cost of the Project is currently estimated at \$11,000,000 (exclusive of capitalized interest, if any, and bond issuance costs). The currently estimated cost of the Project to be funded from proceeds of the Bonds is \$10,000,000 (exclusive of capitalized interest, if any, and bond issuance costs).

I hereby certify that the attached is a true and complete copy of a resolution adopted by the Board of Control of Saginaw Valley State University at a meeting held on February 15, 2016, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with all applicable law, and that the minutes of said meeting were kept and will be or have been made available as required by law.

I further certify as follows:

1. Present at the meeting were the following Board members:

*Scott Carmona, Dennis Durco, Cathy Ferguson, David Gamez, John Kunitzer, Vicki Rupp, and Jeneé Velasquez*

Absent from the meeting were the following Board members:

*Patrick McInnis*

2. The following members of the Board voted for the adoption of the Resolution:

*Scott Carmona, Dennis Durco, Cathy Ferguson, David Gamez, John Kunitzer, Vicki Rupp, and Jeneé Velasquez*

The following members of the Board voted against adoption of the Resolution:

*N/A*


RESOLUTION DECLARED ADOPTED.

  
Secretary, Board of Control of  
Saginaw Valley State University


BOARD OF CONTROL MEETING | FEBRUARY 15, 2016

# Strategic Priority #3 Enhance Our Image & Reputation

**Linda L. Sims**  
Executive Director  
Communications & External Affairs

 **SAGINAW VALLEY**  
STATE UNIVERSITY


## SVSU'S "PERSONALITY" PROFILE



**DEDICATED  
EMPOWERING  
PROUD**  
...

**APPROACHABLE  
SUPPORTIVE  
FRIENDLY**  
...

**INCLUSIVE  
INSPIRING  
POSITIVE**  
...

 **SAGINAW VALLEY**  
STATE UNIVERSITY

## 2016-2017 MARKETING GOALS

The following are three goals for the external creative campaign:

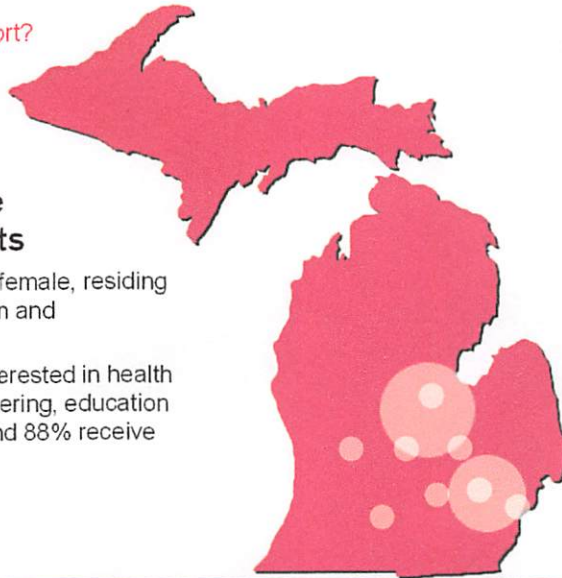
- Increase awareness of SVSU in the state and region
- Increase engagement and strengthen the university's position in the state
- Contribute towards 10% increase in 2017-2018 freshman enrollment

## PRIMARY AUDIENCE

Who are we targeting for this effort?

### **Traditional Prospective Undergraduate Students**

- Teens, ages 14-17, male and female, residing in the Great Lakes Bay Region and southeastern Michigan
- These students are mostly interested in health professions, business, engineering, education and other related sciences, and 88% receive some financial aid



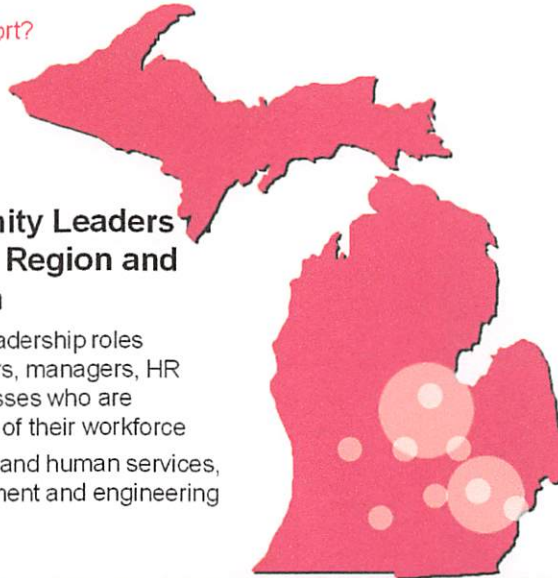


## SECONDARY AUDIENCES

Who are we targeting for this effort?

### Business and Community Leaders in the Great Lakes Bay Region and Southeastern Michigan

- Area adults, ages 35-60, in leadership roles (presidents, CEOs, supervisors, managers, HR directors, etc.) at area businesses who are interested in the development of their workforce
- Key industries include: health and human services, education, business management and engineering



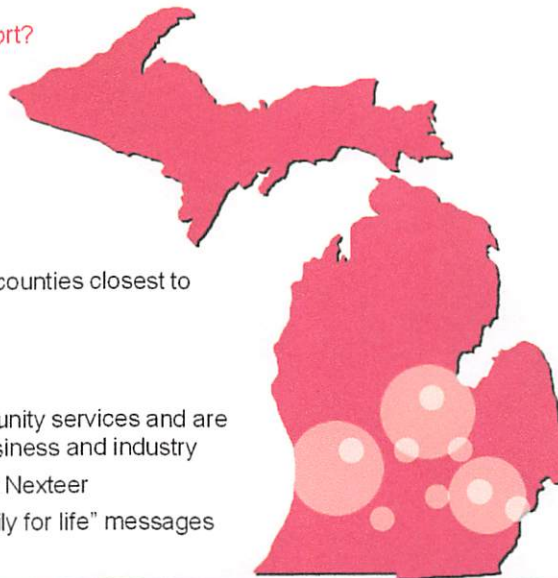
**SV** SAGINAW VALLEY  
STATE UNIVERSITY

## SECONDARY AUDIENCES

Who are we targeting for this effort?

### Alumni

- 42,000 strong
- 15,000 reside within the nine counties closest to campus
- 83% live in Michigan
- Men and women ages 23-70
- Alumni are engaged in community services and are strong proponents of local business and industry
- 450 work at Dow; 300 work at Nexteer
- "Red Pride" and "You are family for life" messages



**SV** SAGINAW VALLEY  
STATE UNIVERSITY

## MEASUREMENT AND TRACKING

The following are a sampling of possible key performance indicators for the external creative campaign:

- Prospective Student Inquiries
- Prospective Student Applications
- Prospective Student Deposits
- Enrolled Students
- Retention Rates
- Local Community and Regional Middle School and High School Census
- Transfer Student Enrollment
- Competitors' Fall Enrollments
- Orientation Survey
- Departing Student Exit Interviews
- Call-to-action Webpage Visits, Digital Ads and Search Engine Pay-per-clicks
- Gifts to SVSU, Alumni Donations

## Transition Semester Programming and Success

SVSU Board of Control  
February 15, 2016



## Program Designed for Conditionally Admitted Students

- Conditionally admitted students have high school GPAs or ACT scores that are slightly below SVSU admissions requirements.
- 95 Students started in the program.
- 87 Students remained in the program throughout the semester (91.5%).





## Our Team

- Transition Semester Committee
- Teaching team:
  - Ann Coburn Collins
  - Carol Zimmermann
  - Rebecca Beeson
  - Gillan White
  - Joni Boye-Beaman

## Orientation August 24 - 26

- Opening sessions with all students on Monday
  - Identify strategies for success and challenges associated with being successful
  - “Why Are You In College?” exercise
  - Student Panel
  - Personal Goals and Strategies for Success
  - Dinner with college representatives and administrators
- Tuesday and Wednesday events
  - Workshops (MySVSU, Canvas, The Brain, Active Reading, Interactive Skills, Career Services, and Student Affairs/Campus Engagement)
  - Tours (Library, Writing Center, Center for Academic Achievement, Office of Multicultural Services)
  - Review of Goals and Strategies

## Orientation Highlights



## Bi-weekly Credit Bearing Classes

- Introduction to campus community, campus resources, and campus engagement
- Study skills
- Organizational and time management strategies
- Being successful outside of class and self-management
- Review of ETS Success Navigator survey results
- Finding key ideas and communicating
- Understanding the “big picture”
- Personal ethics



## Additional Assistance

- Academic Advising
- Scholarship and Financial Aid
- Faculty Colleagues
- Deans and Associate Deans

- Students and faculty in the first-ever **Transition Semester** (HUM 191) program invited faculty, staff, and administrators to view their poster session and celebrate their successes during the week of final exams.

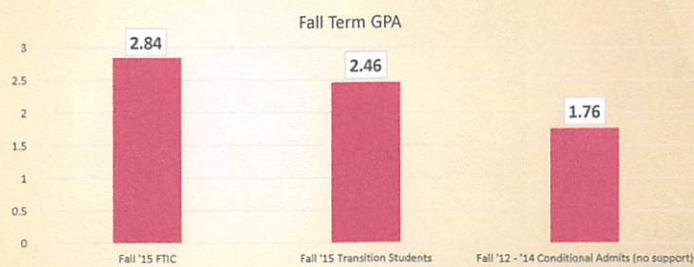


## Poster Session Highlights



SV SAGINAW VALLEY STATE UNIVERSITY

## Transition Semester Results\*\*



Student Status	Retention: Fall to Winter Term
Transition Students/FA '15 <sup>6</sup>	92%
Conditional Admits/No Support/FA '12 - '14	86.80%
Domestic FTIC students/FA '15	91.7%

SV SAGINAW VALLEY STATE UNIVERSITY



## Additional GPA Data

3.0 – 4.0 = 26/87 **30%**

2.0 – 2.99 = 38/87 **44%**

1.0 – 1.99 = 17/87 **19.5%**

0 - 0.99 = 6/87 **7%**

## In their own words

- "I took first semester transitions last year and I have to say that it helped me immensely inside and outside of the classroom."
- "One thing I learned was that time management is the key into passing college and I didn't know that in August but I do now."
- "This class will give you the opportunity to set a goal for yourself the first semester of college."
- "The class made me feel comfortable and relaxed in classes and with professors."
- "Be careful, even though this class is very helpful in getting you prepared for classes you won't know how helpful until you mess up."
- "Assignments given from the instructor to you inside and outside of class will cause you to grow."
- "This class has really helped me become familiar with the campus."
- "The course gives you a lot of opportunities that other students don't get."