

TRUMAN STATE UNIVERSITY
Kirksville 63501

OFFICIAL MINUTES
OF THE
BOARD OF GOVERNORS

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OPEN SESSION
OF MEETING ON
APRIL 1, 2023

The Board of Governors for Truman State University met on Saturday, April 1, 2023, on the University campus in Kirksville, Missouri. The meeting was held in the Conference Room (3000) of the Student Union Building. The open session of the meeting was called to order at 1:00 p.m. by the Chair of the Board of Governors, Cheryl J. Cozette.

Participating in the meeting were all seven voting members: Sarah Burkemper, Philip J. Christofferson, Cheryl J. Cozette, Jennifer Kopp Dameron, Nancy Gingrich, Bill Lovegreen, and K. Brooks Miller, Jr.

Also participating in the meeting was one of the three non-voting members: Mike McClaskey, an out-of-state member. The second out-of-state member position and the student representative position are vacant.

Call to Order and Chair Report

Governor Cozette called the meeting to order and welcomed all in attendance.

Minutes for Open Session of Meetings on February 6 and February 27, 2023

Governor Dameron moved for the adoption of the following resolution:

BE IT RESOLVED that the minutes for the open session of the meetings on February 6 and February 27, 2023, be approved.

The motion was seconded by Governor Gingrich and carried by a unanimous vote of 7 to 0. Governor Cozette declared the motion to be duly adopted.

President's Report

Dr. Susan L. Thomas, University President, provided a report on several items of current interest. In addition to sharing her selected engagements report, Dr. Thomas provided a legislative and budget update, along with updates on enrollment, the Greenwood Interprofessional Autism Center, and the Kirk Building SKILLS Center. President Thomas highlighted multiple weekend campus events, including the annual Big Event community service project, the ROTC spring kick-off featuring rappelling and rides in an Army Black Hawk helicopter, the esports program's Bulldog Brawl No. 2 Super Smash Ultimate Tournament, the Upchuckles April Fools for Food Charity Comedy Show, and the Foundation Celebration events scheduled for later that evening. Dr. Thomas announced that Thomas Schodl, a senior biochemistry and molecular biology from St. Louis, Missouri, was just awarded the preeminent Goldwater Scholarship. Finally, President Thomas recognized Dr. Charles McAdams, Interim Vice President for Academic Affairs and Provost. She noted that Dr. McAdams' term as Interim Provost ends on May 15, and she and the Board expressed their appreciation for his service.

Advancement, Foundation Board, and Alumni Board Report

Dr. Ernie Hughes, Vice President for University Advancement; Calaneet Balas, President of the Foundation Board of Directors; and Jamie Matthews, President of the Alumni Board of Directors, shared updates from Advancement and the respective boards.

Faculty Senate Report

Dr. Kathryn Brammall, Faculty Senate President and Professor of History, provided the annual Faculty Senate Report.

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Academic Affairs and Student Services Committee Report

Governor Dameron, Chair of the Academic Affairs and Student Services Committee, provided a report on the committee meeting held on March 27.

Finance and Auditing Committee Report

Governor Burkemper, Chair of the Finance and Auditing Committee, provided a report on the committee meeting held on March 29.

Financial Report

Governor Burkemper presented the Financial Report which included a review as of February 28, 2023, of education and general revenues and expenditures and auxiliary system revenues and expenditures, and a review as of February 28, 2023, of the Truman State University Foundation revenues and expenditures.

Budget and Capital Projects Committee Report

Governor Christofferson, Chair of the Budget and Capital Projects Committee, provided a report on the committee meeting held earlier on March 27.

Construction Projects Report

Governor Christofferson provided an update on construction projects which had been approved by the Board at previous meetings.

Contracts for Construction Projects and Equipment Purchases

Governor Christofferson reported that three construction projects totaling \$25,000 to \$100,000 had been approved since the last meeting of the Board and that no single items of equipment totaling \$25,000 to \$100,000 had been approved.

<u>Project Name</u>	<u>Cost</u>
Glass Architectural Dividing Walls for Pickler Memorial Library Innovation Lab Project	\$59,294.60
Baseball and Softball Fencing Project	\$31,216.00
Solar Panel Project	\$99,492.00

Enrollment Fees

Governor Burkemper moved for the adoption of the following resolution:

BE IT RESOLVED that the following enrollment fees for full-time students be approved, effective with the 2023 Fall Semester:

- 1) Undergraduate students who are enrolled in 12 or more, but less than 18, hours of academic credit for each semester:

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Missouri Students	\$9,132 per academic year
Out-of-State Students	\$17,532 per academic year

- 2) The President is authorized to establish graduate pricing tiers that account for specialized and high-cost graduate programs and are competitive with other institutions; and that such rates be designed to include all of the designated fees with a single cost per credit hour.

BE IT FURTHER RESOLVED that the designated fee for the Student Recreation Center included above be maintained at \$222 for each full-time equivalent student per academic year; and

BE IT FURTHER RESOLVED that the designated fee for the Student Union included above be increased to \$290 for each full-time equivalent student per academic year; and

BE IT FURTHER RESOLVED that the following additional enrollment fees for students enrolled in 6 or more semester hours during the academic year be approved as follows:

- 1) A student activity fee of \$90 per academic year (\$45 per semester);
- 2) A student health fee of \$74 per academic year (\$37 per semester);
- 3) An athletic fee of \$116 per academic year (\$58 per semester);
- 4) An information/technology (itech) fee of \$34 per academic year (\$17 per semester); and
- 5) A sustainability fee of \$10 per academic year (\$5 per semester).

BE IT FURTHER RESOLVED that the freshman orientation fee remain at \$350 for freshman students during the fall semester, and a corresponding fee for freshman students participating in comparable orientation programs during other semesters, with each freshman student to pay such an orientation fee only a single time; and

BE IT FURTHER RESOLVED that the President of the University is authorized to charge tuition and fees for 2023-24 as outlined in Table 4 of the attachment; and

BE IT FURTHER RESOLVED that the President of the University is authorized to establish summer school rates designed to enhance enrollment in such programs; and

BE IT FURTHER RESOLVED that the enrollment fees for part-time students, interim sessions, study abroad, professional development, specialized graduate programs, online programs, and the other enrollment fees, and miscellaneous

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charges not listed in this resolution, be established by the President of the University, based on the above fees and charges, in accordance with Section 11.010 and 11.020 of the Code of Policies; and

BE IT FURTHER RESOLVED that a copy of the background information and rationale for this fee proposal be attached to the minutes as an exhibit.

The motion was seconded by Governor Christofferson and carried by a unanimous vote of 7 to 0. Governor Cozette declared the motion to be duly adopted, and the Secretary designated a copy of the document as Exhibit A.

Faculty Early Retirement Incentive Program 2024

Governor Damcron moved for the adoption of the following resolution:

WHEREAS, it is the desire of the Board of Governors of Truman State University to establish a one-time retirement incentive for faculty;

NOW, THEREFORE, BE IT RESOLVED that the attached document, entitled "Faculty Early Retirement Incentive Program 2024" shall be the policy of the Board of Governors and shall automatically expire on June 1, 2023; and

BE IT FURTHER RESOLVED that the President of the University, or her designee, be authorized to implement the policy; and

BE IT FURTHER RESOLVED that a copy of the document, as reviewed at the meeting, be attached to the minutes as an exhibit.

The motion was seconded by Governor Burkenper and carried by a unanimous vote of 7 to 0. Governor Cozette declared the motion to be duly adopted, and the Secretary designated a copy of the document as Exhibit B.

Consent Agenda

Governor Dameron moved for the adoption of the following resolution:

BE IT RESOLVED that the following consent agenda items be approved and attached to the minutes as exhibits:

- | | |
|----------|--|
| ITEM I.1 | Treasurers for Fiscal Year 2024 |
| ITEM I.2 | Softball Artificial Turf Project |
| ITEM I.3 | 2023 Masonry and Exterior Repairs Project |
| ITEM I.4 | Brand and Marketing Management Consultant Contract
Extended |

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The motion was seconded by Governor Burkemper and carried by a unanimous vote of 7 to 0. Governor Cozette declared the motion to be duly adopted, and the Secretary designated copies of the items as Exhibits C, D, E, and F.

Agenda Items for Future Meetings

Governor Cozette reviewed a list of projected agenda items for the regular meetings during the next year.

Dates for Future Meetings

Governor Burkemper moved for the adoption of the following resolution:

BE IT RESOLVED that the next regular meeting of the Board of Governors be scheduled for Saturday, June 17, 2023, on the University campus in Kirksville, Missouri, beginning at 1:00 p.m., with the understanding that the Chair may alter the starting time and/or place for the meeting by giving due notice of such change; and

BE IT FURTHER RESOLVED that other regular meetings of the Board during the next year be tentatively scheduled for the following dates:

Saturday, August 5, 2023;
Friday, October 20, 2023;
Saturday, December 2, 2023;
Saturday, February 3, 2024; and
Saturday, April 6, 2024.

The motion was seconded by Governor Gingrich and carried by a unanimous vote of 7 to 0. Governor Cozette declared the motion to be duly adopted.

Agenda Items for Closed Session

Governor Dameron moved for the adoption of the following resolution:

BE IT RESOLVED that this meeting be continued in closed session, with closed records and closed votes as permitted by law, for consideration of the following items as authorized by Section 610.021, Revised Statutes of Missouri:

1. Approval of minutes for the closed session of the last meeting under Subsection 14 of the statute for "Records which are protected from disclosure by law";
2. Individual personnel actions under Subsection 3 of the statute for "Hiring, firing, disciplining or promoting of particular employees by a public governmental body when personal information about the employee is discussed or recorded"; and
3. Confidential communications with the General Counsel.

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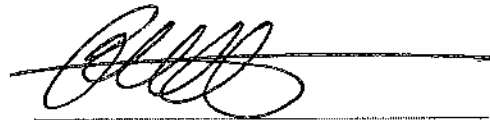
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The motion was seconded by Governor Gingrich and carried by a unanimous vote of 7 to 0, with Governors Burkemper, Christofferson, Cozette, Dameron, Gingrich, Lovegreen, and Miller voting Aye. Governor Cozette declared the motion to be duly adopted.

The closed session of the meeting began shortly after 2:30 p.m.

The open session of the meeting resumed shortly after 3:00 p.m.

There being no further business, Governor Dameron moved that the meeting be adjourned. The motion was seconded by Governor Gingrich and carried by a unanimous vote of 7 to 0. Governor Cozette declared the motion to be duly adopted, and the meeting adjourned shortly after 3:05 p.m.



Philip J. Christofferson
Secretary of the Board of Governors

I hereby certify that the foregoing minutes were approved by the Board of Governors on the 17th day of June 2023.



Cheryl J. Cozette
Chair of the Board of Governors

Background Information and Rationale for FY2024 Enrollment Fee Proposal

Based on the increase in state funding recommended by the Governor for Fiscal Year 2024, the Council on Public Higher Education (COPHE) institutions have indicated that most plan to increase general tuition by four to six percent for 2023-24. This excludes mandatory fees and other costs. Several institutions blended online and traditional on-campus tuition rates for 2022-23, which resulted in higher overall rates at those campuses. The University of Missouri has also indicated that it plans to shift to differential tuition rates by academic program, as authorized in House Bill 297, over the next few years. This transition will make it more difficult to compare costs by institution in the future.

Comparisons of total costs for 2023-24, including mandatory fees, are not available at this time, however, Table 1 outlines typical tuition and fees by campus for 2022-23. Truman had maintained its relative position on this list for several years but dropped lower on the list after significant increases at Missouri State, Central, and Northwest last year after they introduced new blended traditional and online tuition rates.

Proposed Actual Tuition Charged for 2023-24

With the 2023-24 increase of 4.9% applied to 2022-23 charged amounts, the increase to full-time students would be \$442 for a Missouri undergraduate. Expressed as the cost per credit hour, the proposed increase is \$18.50 per credit hour for a Missouri undergraduate student. The total increase for a student living on-campus will be \$1,586 for the academic year. Costs for 2023-24 for undergraduate students are outlined in Table 4, and Table 5 outlines costs for graduate students. Non-resident tuition will increase by 4.8%, and the cost per credit hour for graduate programs will increase by five percent.

TABLE 1

2022-23 Comprehensive Fees
Missouri State-Supported Four-Year Institutions
Tuition and Fees for a Typical Full-Time Undergraduate Missouri Resident

	<u>Academic Year Costs</u>	<u>Index</u>
Harris-Stowe	\$ 6,808	78
Missouri Southern	\$ 8,026	92
Missouri Western	\$ 8,243	95
Lincoln	\$ 8,386	97
Truman	\$ 8,690	100
Southeast	\$ 9,015	104
Missouri State	\$ 9,138	105
Central	\$ 9,360	108
UM-Columbia	\$11,603	134
MoS&T	\$11,630	134
UMKC	\$11,827	136
Northwest	\$11,878	137
UMSL	\$11,883	137

The chart is indexed with Truman at 100 to illustrate relative costs by campus.

Source: Department of Higher Education FY2023 Comprehensive Fee Schedule

This reflects tuition costs and all required fees for a typical full-time student carrying 15 hours each semester and excludes any program or lab fees.

TABLE 2

Academic Year Tuition and Fees for Undergraduates

	<u>2020-21</u>	<u>2021-22</u>	<u>2022-23</u>	<u>2023-24</u>	<u>2022-23 to 2023-24% Change</u>
Missouri Resident					
Unrestricted Tuition	\$7,553	\$7,923	\$8,218	\$8,620	+4.9%
Student Union Building Fee	200	220	250	290	+16.0%
Student Recreation Center Fee	<u>222</u>	<u>222</u>	<u>222</u>	<u>222</u>	+0.0%
Subtotal	\$7,975	\$8,365	\$8,690	\$9,132	+5.1%
Student Activity Fee*	\$ 90	\$ 90	\$ 90	\$ 90	+0.0%
Student Health Fee	74	74	74	74	+0.0%
Athletic Fee*	116	116	116	116	+0.0%
Information/Technology Fee*	34	34	34	34	+0.0%
Sustainability Fee*	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	+0.0%
Base Subtotal	\$ 324	\$ 324	\$ 324	\$ 324	+0.0%
TOTAL	\$8,299	\$8,689	\$9,014	\$9,456	+4.9%
Non-Missouri Residents					
Unrestricted Tuition	\$14,913	\$15,644	\$16,240	\$17,020	+4.8%
Student Union Building Fee	200	220	250	290	+16.0%
Student Recreation Center Fee	<u>222</u>	<u>222</u>	<u>222</u>	<u>222</u>	+0.0%
Base Subtotal	\$15,335	\$16,086	\$16,712	\$17,532	+4.9%
Student Activity Fee*	\$ 90	\$ 90	\$ 90	\$ 90	+0.0%
Student Health Fee	74	74	74	74	+0.0%
Athletic Fee*	116	116	116	116	+0.0%
Information/Technology Fee*	34	34	34	34	+0.0%
Sustainability Fee*	<u>10</u>	<u>10</u>	<u>10</u>	<u>10</u>	+0.0%
Subtotal	\$ 324	\$ 324	\$ 324	\$ 324	+0.0%
TOTAL	\$15,659	\$16,410	\$17,036	\$17,856	+4.8%

*Student Initiated Fee

TABLE 3

Academic Year Tuition and Fees for Graduate Students

<u>Tier</u>	<u>Programs</u>	<u>2022-23 Rate</u>	<u>2023-24 Rate</u>	<u>% Change</u>
1	Gifted MA	\$295	\$310	+5.0%
2	English MA, ABA Certificate, ABA/Disability Studies MA, Leadership MA, Other	\$465	\$488	+5.0%
3*	Athletic Training, Communication Disorders, Education (MAE), Music MA, Data Science Certificate, Data Science MS		\$504	+5.0%
4	Vacant			
5	Accounting MAc, Counseling MA	\$515	\$541	+5.0%

These rates are inclusive of all mandatory fees.

*new tier for 2023-24

TABLE 4

Proposed Charged Tuition, Required Fees, and Residence Hall Charges

	<u>2020-21</u>	<u>2021-22</u>	<u>2022-23</u>	<u>2023-24</u>	<u>2020-21 to 2021-22 % Change</u>
Undergraduate Missouri Resident					
Tuition*	\$ 7,975	\$ 8,365	\$ 8,690	\$ 9,132	+5.1%
Designated Fees	324	324	324	324	+0.0%
Residence Hall	9,185	9,313	9,935	10,701	+7.7%
TOTAL	\$17,484	\$18,002	\$18,949	\$20,157	+6.4%
Undergraduate Non-Missouri Resident					
Tuition*	\$15,335	\$16,086	\$16,712	\$17,532	+4.9%
Designated Fees	324	324	324	324	+0.0%
Residence Hall	9,185	9,313	9,935	10,701	+7.7%
TOTAL	\$24,844	\$25,723	\$26,971	\$28,557	+5.9%

*Tuition for 2023-24 includes the Student Union Building (\$290), and Student Recreation Center (\$222) as required fees. Designated fees include Student Activity (\$90), Student Health (\$74), Athletic Fee (\$116), Information/Technology (\$34), and Sustainability (\$10).

Residence Hall cost is based on an average double room rate and standard meal plan. Rates were approved at the December 2022 Board of Governors meeting.

Faculty Early Retirement Incentive Program 2024



I. Purpose

The Board of Governors of Truman State University recognizes that early retirement should be for the mutual benefit of the faculty member and the University. This policy provides the incentive for eligible faculty members to declare their intent to retire from the University on or before May 31, 2024.

II. Time Limits and Retirement Dates

The Early Retirement Incentive Program is available to eligible full-time faculty members and other full-time employees with faculty status, with a separation/retirement date no later than May 31, 2024.

III. Eligibility

A. Retirement

Eligible for the Program are all full-time employees holding faculty status currently employed at Truman, who will meet one of the following conditions by May 31, 2024.

1. MOSERS Participant – MOSERS Retirement Eligible on or before June 1, 2024.
2. CURP Participant – Age plus years of service must equal 70 on or before June 1, 2024.

The Program is not available to employees who have previously retired under the MOSERS or CURP retirement systems or who have already committed their written intent to retire from the University. Retirement eligibility under MOSERS is determined solely by the plan and not by the University. Prior to submitting an application to the Early Retirement Incentive Program, MOSERS participants should obtain verification of retirement eligibility directly from MOSERS.

B. Application Deadlines

Eligible faculty members must request the Early Retirement Incentive in writing to the Office of Human Resources not later than 4:30 p.m. on June 1, 2023. The program is limited to thirty-five (35) applicants. If interest exceeds thirty-five applicants, selection then will be based upon years of service at Truman State University as calculated from May 31, 2024. Such definition of "seniority" is used solely for the purpose of this Program. In the event two applicants have the same seniority date, then a first come, first served criterion will apply.

C. Separation Agreement and Release

Employees who choose to participate in the Retirement Incentive Program will be required to execute a Separation Agreement and Release of Claims against the University. This Agreement serves as a consideration for the University's payment of the retirement incentive. Approved applicants will be notified by Human Resources and must complete and sign the Separation Agreement and Release within forty-five (45) days of notification of approval.

D. Waiver of Sabbatical Service

In the event an individual is selected for participation in this program who has had a University funded sabbatical within the last two years, any remaining service requirement to fulfill the terms of that sabbatical will be waived.

IV. Incentive

The retirement incentive consists of a cash payment of Thirty Thousand Dollars (\$30,000.00) which will be paid as a lump sum in the employee's final paycheck from the University.

V. Enrollment Period

This incentive is being offered beginning May 1, 2023. Applications for early retirement must be received by June 1, 2023. May 1, 2023, through June 1, 2023, is the only application window available for this incentive.

VI. Other Retirement Benefits

This program is in addition to any benefits an employee is entitled to under the MOSERS or CURP plans. Individuals should contact representatives from those plans as well as the Social Security Office before making decisions regarding applying for the incentive.

VII. Professional Advice

Eligible employees are advised to seek tax and/or investment advice from professionals regarding the tax implications of the incentive. The University does not provide financial or tax advice.

Employee medical insurance coverage will terminate in accordance with University Policy. COBRA coverage may be purchased for health, dental, and vision insurance coverage for up to 18 months. Retiree medical insurance coverage can also be purchased through the University through age 65 or Medicare eligibility. Individuals age 65 or older are eligible for Medicare. All individuals are encouraged to explore insurance options and consult with professionals regarding insurance decisions.

VIII. Revision

This Faculty Early Retirement Incentive Program supersedes all other early retirement incentive programs previously adopted.

ITEM I.1
Treasurers for Fiscal Year 2024



DESCRIPTION AND BACKGROUND

University treasurers are appointed on an annual basis. These individuals are responsible for administering institutional funds.

RECOMMENDED ACTION

BE IT RESOLVED that the following persons be appointed treasurers for Fiscal Year 2024:

Michael A. Garzanelli	Treasurer
David R. Rector	Deputy Treasurer
Cheryl Cragg	Assistant Treasurer

Moved by _____
Seconded by _____

	Aye	Nay
Vote: Burkemper	_____	_____
Christofferson	_____	_____
Cozette	_____	_____
Dameron	_____	_____
Gingrich	_____	_____
Lovegreen	_____	_____
Miller	_____	_____

R

ITEM 1.2
Softball Artificial Turf Project

DESCRIPTION AND BACKGROUND

This project would install synthetic turf at the Truman softball field. Funds for this project are available from the student athletic fee budget and have been recommended by the Athletics Department and supported by the Student Athletic Fee Accountability Committee. The rationale for the project includes increasing the utilization of the field during wet weather, reducing maintenance costs for striping and drying agents, and providing a competitive venue to aid in recruiting students.

Bids for the project opened on March 17, 2023. Proposals were received from five contractors, and the low bid was from Mammoth Sports, Meriden, KS. The total project budget includes geotechnical testing fees, advertising, the general contractor cost, and a contingency.

RECOMMENDED ACTION

BE IT RESOLVED that the description and budgeted amount for the following construction project be approved:

<u>Project Name</u>	<u>Project Budget</u>
Softball Artificial Turf Project	\$690,000

BE IT FURTHER RESOLVED that the President of the University, or her designee, be authorized to accept the lowest and best bid for the project; and

BE IT FURTHER RESOLVED that a copy of the description of the project, as reviewed at the meeting, be attached to the minutes as an exhibit.

Moved by _____
Seconded by _____

		<u>Aye</u>	<u>Nay</u>
Vote:	Burkemper	_____	_____
	Christofferson	_____	_____
	Cozette	_____	_____
	Dameron	_____	_____
	Gingrich	_____	_____
	Lovegreen	_____	_____
	Miller	_____	_____

ITEM 1.3
2023 Masonry and Exterior Repairs Project



DESCRIPTION AND BACKGROUND

Several campus structures need masonry repairs, including Barnett Hall, Pershing Small Gym, Ophelia Parrish, and Stanton Garden. Exterior repairs are needed on a set of windows at Ophelia Parrish and the bridge connecting McClain Hall with Baldwin Hall. This project will address these issues and the work will be completed during the summer of 2023.

Bid specifications were developed by BRS Architects, LLP and the project was advertised in several general circulation newspapers as well as via the American Document Solutions Planroom to reach interested contractors.

A pre-bid conference was held on March 2, 2023, with multiple contractors in attendance. Bids for the project opened on March 14, 2023. Proposals were received from one general contractor, and the bid was from Sparks Constructors Inc. from Kirksville, Missouri. The bid was within the cost estimate for the scope of work developed by the architect. The total project budget includes architectural design fees, advertising, the general contractor cost, and a contingency.

RECOMMENDED ACTION

BE IT RESOLVED that the description and budgeted amount for the following construction project be approved:

<u>Project Name</u>	<u>Project Budget</u>
2023 Masonry and Exterior Repairs Project	\$750,000

BE IT FURTHER RESOLVED that the President of the University, or her designee, be authorized to accept the lowest and best bid for the project; and

BE IT FURTHER RESOLVED that a copy of the description of the project, as reviewed at the meeting, be attached to the minutes as an exhibit.

Moved by _____
 Seconded by _____

	<u>Aye</u>	<u>Nay</u>
Vote: Buckemper	_____	_____
Christofferson	_____	_____
Cozette	_____	_____
Dameron	_____	_____
Gingrich	_____	_____
Lovegreen	_____	_____
Miller	_____	_____

ITEM 1.4

Brand and Marketing Management Consultant Contract Extended

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DESCRIPTION AND BACKGROUND

A proposal from Enliven Agency, LLC, to perform brand and marketing management services was approved by the Board at the February 4, 2023 meeting. Work with the firm is going well, and due to the ongoing marketing director search, it is advisable to extend the scope of work for this firm. This extension would provide an additional 120 hours of consulting support at a total cost not to exceed \$20,000. As per Board policy, contracted services for which the cost is expected to exceed \$10,000 and for which less than three proposals were received must be taken to the Board for approval.

RECOMMENDED ACTION

BE IT RESOLVED that the proposal from Enliven Agency, LLC, of New York, New York, to perform brand and marketing management services via an additional One Hundred Twenty (120) hour retainer agreement, at a cost not to exceed \$20,000, be approved; and

BE IT FURTHER RESOLVED that a copy of the proposal be attached to the minutes as an exhibit.

Moved by _____
Seconded by _____

	Aye	Nay
Vote: Burkemper	_____	_____
Christofferson	_____	_____
Cozette	_____	_____
Dameron	_____	_____
Gingrich	_____	_____
Lovegreen	_____	_____
Miller	_____	_____

ATTACHMENT

Enliven Agency, LLC Proposal

**PROPOSAL FOR:
TRUMAN STATE UNIVERSITY**

**BRAND AND MARKETING MANAGEMENT RETAINER AGREEMENT
EXTENSION**

MARCH 23, 2023

**TRUMAN STATE UNIVERSITY | TYANA LANGE, VICE PRESIDENT FOR ENROLLMENT
MANAGEMENT AND MARKETING**



**ENLIVEN AGENCY, LLC | CONOR O'FLAHERTY
244 MADISON AVENUE, SUITE 1220, NEW YORK, NY 10016**



Enliven Agency, LLC
244 Madison Avenue, Suite 1220
New York, NY 10016

PROPOSAL FOR: TRUMAN STATE UNIVERSITY (03/23/23)
BRAND AND MARKETING MANAGEMENT RETAINER AGREEMENT EXTENSION

PROJECT OVERVIEW

Truman State University wishes to extend the services of Enliven via an additional One Hundred Twenty (120) hour retainer agreement which will see the agency provide brand and marketing management services to support the university's Admission Team ahead of the Fall 2023 semester. Working directly with Allison Gus (Director of Admissions), Hayden Wilsey (Associate Director of Admission) and Richie Howell (Digital Content Specialist), Enliven will serve Truman State University via an integrated team of experienced agency professionals to support all facets of admissions marketing while offering a fluid and responsive approach to evolving creative needs.

The following proposal outlines Enliven's process, deliverables, and fees for the execution of this project.

SERVICES

A. Executive Leadership

Enliven's Leadership Team will be assigned to guide Client in:

- a. Brand Strategy and Positioning
- b. Marketing Communications, Campaign, Media and Content Planning
- c. Tracking, Measurement and Optimization

B. Creative Services

A Creative Services Team will lead Client in the following:

- a. Concept Development
- b. Creative Direction
- c. Graphic Design
- d. Copywriting
- e. Production



Enliven Agency, LLC
244 Madison Avenue, Suite 1220
New York, NY 10016

BRAND AND MARKETING MANAGEMENT RETAINER: PROCESS AND DELIVERABLES

- Dedicated Enliven Team including Founder, Copywriter, Senior Designer and Junior Designer
 - Admissions marketing management including review of all current marketing plans, media plans, target audiences, campaigns, and marketing collateral
 - Collaboration with Truman State University team and existing partners to ensure all current admissions marketing is optimized and new targeting opportunities are identified to help drive enrollment for Fall 2023 by August 1st, 2023
 - Strategic guidance on the management and consistent application of the Truman State University brand
 - Fluid and responsive approach to evolving admissions marketing/creative needs
 - Creative services for the development of deliverables including admissions marketing campaigns/messaging, digital advertising, print advertising, radio advertising, video advertising, social media advertising, social media graphics and marketing/recruitment collateral
- Seamless access to specialist services on an as needed basis via Enliven's network of industry leading professionals and partners
- Weekly Status Call with Enliven to review projects and time allocations/management
 - Calls with Truman State University partners and vendors on an as needed basis
- One Hundred Twenty (120) hour retainer agreement with a blended and discounted hourly rate of \$150 p/r. for all creative services delivered commencing June 1st, 2023

PROJECT FEES

BRAND AND MARKETING MANAGEMENT RETAINER AGREEMENT EXTENSION		Fees
One Hundred Twenty (120) hours Creative Services at \$150 p/r.		\$18,000
Total Fees		\$18,000

EXPENSES

Statement does not include expenses for travel, accommodation, transportation, printing, shipping, voice over recording, music, studio rental, photography, videography, licensing/rights fees, and other ancillary project related costs. These costs will be pre-approved and billed separately.