

# MOREHEAD STATE UNIVERSITY

## SPECIAL CALLED BOARD MEETING

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October 15, 2021  
Adron Doran University Center (ADUC)  
Rm 329



**MOREHEAD STATE UNIVERSITY  
SPECIAL CALLED BOARD MEETING**

**October 15, 2021 at 3:30 p.m.  
Adron Doran University Center (ADUC)  
Rm. 329**

Morehead State University  
**Board of Regents Members**

Eric Howard, Chair  
Sanford Holbrook, Vice Chair  
Dr. Annie Adams  
Adam Hinton  
Debbie H. Long  
Wayne Martin  
Dr. Joel Pace  
Craig Preece  
Arthur Walker, III  
Terri S. Walters  
Emily Wiley  
Joseph A. (Jay) Morgan, President

**BOARD OF REGENTS  
MOREHEAD STATE UNIVERSITY  
SPECIAL CALLED MEETING**  
Friday, October 15, 2021 at 3:30 p.m.  
Adron Doran University Center (ADUC), Room 329

**AGENDA**

- I. CALL TO ORDER
- II. ROLL CALL
- III. DONOR RECOGNITION
- IV. FACULTY, STAFF, AND STUDENT RECOGNITION
- V. PRESIDENT’S RECOMMENDATIONS AND REPORTS
  - A. Recommendations (Consent Agenda)
    - 1. Approve Minutes of August 19, 2021 Quarterly Board Meeting ..... 1
  - B. Recommendations (Action)
    - 1. Accept Naming Recognition Guidelines ..... 5
  - C. Reports
    - 1. 2020-2021 University Performance Update, Ms. Courtney Andrews
    - 2. 2022 Employee Health Insurance Plan, Ms. Mary Fister Tucker
    - 3. Scholarship Campaign Update, Mr. Rick Hesterberg
    - 4. President’s Report, Dr. Jay Morgan
- VI. SPECIAL CALLED MEETING ADJOURNMENT
- VII. HOMECOMING RECEPTION, 5:30 p.m., Outdoor Alumni Reception, ADUC Quad

Agenda materials are available online at <http://www.moreheadstate.edu/bor>

**BOARD OF REGENTS  
MOREHEAD STATE UNIVERSITY  
QUARTERLY MEETING**

The Board of Regents of Morehead State University met on Thursday, August 19, 2021 at 9:30 a.m. in Room 329 of the Adron Doran University Center on the campus of Morehead State University.

**CALL TO ORDER**

Chair Eric Howard called the meeting to order.

**ROLL CALL**

Chair Howard recognized Jacqueline Graves to call the roll. The following regents were present: Chair Eric Howard, Vice Chair Sanford Holbrook, Dr. Annie Adams, Adam Hinton, Wayne Martin, Dr. Joel Pace, Craig Preece, Arthur Walker, III, Terri Walters, and Emily Wiley. Debbie Long was absent from the meeting.

**OATH OF OFFICE  
ADMINISTERED  
TO REGENTS**

President Morgan introduced Judge David Barber to administer the oath of office to reappointed regents, Eric Howard and Wayne Martin; reelected regent, Emily Wiley; and newly elected regent, Dr. Joel Pace. The oath of office was administered and the Board thanked Judge Barber and congratulated new and returning regents.

**ELECTION OF  
CHAIR, VICE  
CHAIR,  
SECRETARY, AND  
APPOINTMENT  
OF TREASURER**

Regent Martin moved that Eric Howard be elected Chair, Sanford Holbrook be elected Vice Chair, and Jacqueline Graves be elected Secretary. He also moved that Mary Fister-Tucker be appointed Treasurer. Regent Walker seconded the Motion and the Motion carried unanimously.

**EMPLOYEE AND  
STUDENT  
RECOGNITION**

President Morgan recognized the Women's Volleyball team and Men's Basketball team, commending both teams on a successful 2020-2021 season. He also recognized Athletic Director and Head Women's Volleyball Coach, Jaime Gordon, and assistant volleyball coaches, and Head Men's Basketball Coach, Preston Spradlin, and assistant basketball coaches for their hard work and dedication.

**REPORT ON  
ATHLETICS**

Jaime Gordon provided a brief report on athletics, commending all sports teams for their diligence in following covid19 protocols and on a successful season.

Regent Adams asked Gordon if the University expected a decrease in athletics revenue due to the name, image, and likeness (NIL) executive order from the Governor. Gordon responded that he does not anticipate major changes in revenue as games and spectators return to normal. He informed the Board that the University has adopted a new regulation pertaining to NIL for student athletes.

**PRESIDENT'S  
RECOMMENDATIONS  
AND REPORTS***Consent Agenda*

Chair Eric Howard asked that the Board consider the following items on the Consent Agenda:

1. Approve Minutes of June 17, 2021 Quarterly Board Meeting
2. Ratify Personnel Actions
3. Approve Policy Revision
4. Approve Promotion to Librarian
5. Approve Coaching Contracts
6. Approve Revisions to Student Conduct Code
7. Approve Emergency Operations Plan
8. Approve OVC Governing Board Certification

Regent Adams recommended that a heading in the University Emergency Operations Plan be revised to state “flu/virus plan” instead of “flu plan” in light of the recent coronavirus pandemic.

MOTION: Vice Chair Holbrook moved that the Board approve the items on the Consent Agenda, including Regent Adams’ proposed revision to the Emergency Operations Plan. Regent Hinton seconded the Motion.

VOTE: The Motion carried unanimously.

*Approve Revisions to the  
University Debt Policy, as  
stated in the Board of  
Regents Bylaws*

The President recommended:

RECOMMENDATION: That the Board of Regents adopt revisions to the University debt policy, as stated in the Board of Regents Bylaws, and amend the Bylaws accordingly.

Mary Fister-Tucker, Vice President Fiscal Services and CFO, provided an overview of the debt policy revisions. She stated that the revisions would provide additional considerations, processes, and direction on when debt should be used. She further explained the revisions modify the process by which the University evaluates its debt capacity and affordability by incorporating use of an industry accepted methodology, the Moody’s Investors Service Higher Education Scorecard.

Regent Adams asked whether Moody’s leaning toward total wealth changes the cash on hand metric calculation. Ms. Fister-Tucker responded that Moody’s is removing the cash on hand calculation completely because it is not an always accurate representation, based on other factors. She stated that this shows Moody is revising that it considers necessary for success of a University.

Regent Wiley asked how the University looks with the new Moody ratings. Ms. Fister-Tucker stated that the University’s rating has not changed.

MOTION: Regent Hinton moved that the Board approve the President’s recommendation. Vice Chair Holbrook seconded the Motion.

VOTE: The Motion carried unanimously.

*Approve Employee  
Compensation Plan*

The President recommended:

RECOMMENDATION: That the Board approve the recommended compensation plan for full-time employees.

Vice Chair Holbrook asked if the compensation plan would help the University be more competitive. President Morgan responded that he is hopeful this will help the University be more competitive and is prudent in light of the University's current financial state.

President Morgan stated that increased compensation for nursing faculty and staff would need to be addressed separately, as the nursing department is an outlier.

Vice Chair Holbrook commended President Morgan, stating that University faculty and staff are more than deserving of raises.

MOTION: Vice Chair Holbrook moved that the Board approve the President's recommendation. Regent Wiley seconded the Motion.

VOTE: The Motion carried unanimously, with Regent Adams abstaining from the vote.

Regent Hinton commented that the University is having to make the same adjustments that private sector employers are having to do.

*President's Report*

President Morgan provided a report on the 2021-2022 University outlook and goals. He explained that it is his goal that the University be named the top 15 public regional university in the south. He also provided a brief update on implementation of the University's quality enhancement plan (QEP), University website and branding, beginning conversations to develop one to two new academic programs, recapturing student retention rates, and celebrating fundraising success while continuing to focus on student scholarships.

Regent Adams asked about the new programs being discussed. Dr. Tony Norman, Provost and Vice President for Academic Affairs, responded that discussions were in the beginning stages and no decision has been made yet.

Regent Walker commented that the coronavirus has been difficult on young people and the University needs to be intentional about fostering development of these young people.

Regent Wiley commended the University faculty and staff for all they do to help students.

Regent Walters asked what mental health programs the University is currently offering. Mr. Russ Mast, Vice President for Student Affairs, responded that the University has four full-time mental health professionals and has partnered with Pathways, who have spoken daily to students in quarantine to check on their mental health. The partnership with Pathways has been extended until December. He stated that the University is considering adding another mental health counselor.

Regent Hinton commended University faculty and staff for working with students. He asked whether there is an opportunity to ask sophomores why they chose not to come back to the University. Ms. Fister-Tucker responded that University staff called a significant number of those students to see what could be done to bring them back. The University also offered scholarship money to a significant number of students to take classes in the summer and fall semester.

Regent Adams stated that she has noticed a lot of students are wanting more hybrid courses.

**CLOSED  
EXECUTIVE  
SESSION**

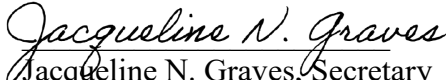
Chair Howard moved that the Board go into closed executive session pursuant to KRS 61.810 to discuss matters relating to proposed or pending litigation against or on behalf of the University and discussions which might lead to discipline of an individual employee. Chair Howard stated that the Board would take no action while in closed executive session. Regent Adams moved that the Board go into closed executive session and Regent Walker seconded the Motion. The Motion carried unanimously. The Board retired to closed executive session, inviting Ms. Fister-Tucker and General Counsel, Jane Fitzpatrick, to join them.

Following closed executive session, Vice Chair Holbrook moved that the Board return to open session. Regent Hinton seconded the Motion and the Motion carried unanimously. Chair Howard stated that no action was taken during closed executive session.

**ADJOURNMENT**

Upon return to open session, Regent Hinton moved that the meeting adjourn. Regent Martin seconded the Motion and the Motion carried unanimously.

Respectfully submitted,

  
Jacqueline N. Graves, Secretary  
Board of Regents

## **ACCEPT NAMING RECOGNITION GUIDELINES**

**BOR (V-B-1)  
October 15, 2021**

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### **Recommendation:**

That the Board of Regents accept through consensus the attached naming recognition guidelines.

### **Background:**

As naming opportunities emerge, appropriate Morehead State University staff, internal to the University, work alongside the MSU Foundation, Inc., as well as with donor(s)/families, external attorneys, estate planners, accountants, and others for gifting opportunities and naming rights. As a product of the various phases of developing naming rights, and due to the multiplicity of entities involved, the University wishes to refresh its naming guidelines.

To facilitate the process, MSU has established, through a University Administrative Regulation (UAR), the Naming Recognition Guidelines regarding philanthropic and honorific namings of University grounds, facilities, buildings, and naming of areas within buildings. Also included in the guidelines is the naming of academic components such as colleges, departments, programs, chairs, and professorships.

Although development of UARs do not require Board of Regents approval, it is the recommendation of the President and Vice President for University Advancement that the guidelines be accepted through consensus by the Board of Regents to ensure that any and all naming honors are consistent and have clarity in process and value. These guidelines will also be presented to the MSU Foundation, Inc. for their information, but do not require their approval.

Upon consensus of the Morehead State University Board of Regents, the attached guidelines will be finalized as a UAR and signed by the President and Vice President for University Advancement, becoming effective at the time of signature.

These guidelines will serve as a consensus roadmap for naming purposes. Ultimately, naming designations are approved by the Morehead State University Board of Regents.



# NAMING RECOGNITION GUIDELINES

## Morehead State University

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### 1. Purpose

Morehead State University has set these guidelines regarding philanthropic and honorific namings. The naming of University grounds, facilities, and buildings, as well as naming the areas within buildings shall be approved in accordance with these guidelines. Also included in the guidelines is the naming of academic components such as colleges, departments, programs, chairs, and professorships. The Board of Regents is the sole authorizing body for the naming of facilities and academic components to ensure that any and all naming honors are congruent with the stated vision, mission and values of Morehead State University.

### 2. Scope

These guidelines apply to the naming of present and future facilities, areas within existing and future facilities, existing facilities which have undergone major renovations, areas on University grounds for which a naming opportunity exists and all present and future academic components.

### 3. Objective

The guidelines' objectives include:

- Establishing and maintaining a system that ensures all naming honors are made in a consistent manner
- Outlining protocols and procedures to be followed in the naming recognition process to ensure the requirements and expectations of all parties are respected
- Guaranteeing that naming actions will not detract from the University's mission, integrity or reputation

### 4. Definitions

- Naming opportunities:** For the purpose of these guidelines, a naming opportunity is defined as any occasion when a specific name, beyond a merely functional description or designation, may be bestowed up a facility or space or an academic component for the benefit of the students, employees or broader Morehead State University community.
- Philanthropic naming opportunity:** A building or part of a building, or a University landscape feature or academic component, may be named for an individual, family or corporation in recognition of philanthropic support to the MSU Foundation. When criteria for gift acceptance and naming have been met, the University may recognize such a contribution

by naming a facility or academic component for the individual, family or business entity.

- c. **Honorific Naming opportunities:** In certain circumstances, the Board of Regents may bestow a naming for prominent persons, living or deceased. The criteria to be used as a guide when determining the appropriateness of naming a facility in non-gift circumstances will include outstanding service and/or generosity to the University; substantial contribution to the development of the University; or life and actions epitomizing the ideals of the University community.

## **5. Procedures**

The Division of University Advancement will coordinate all cultivation and solicitation efforts for naming opportunities, with all contributions directed to the MSU Foundation, Inc. or as otherwise directed by contract.

- a. All potential philanthropic naming opportunities will be presented to the Vice President for University Advancement. Individuals within the University community who believe that significant possibilities exist for a named gift should consult with the Vice President for University Advancement for approval and coordination before contacting the potential donor.
- b. No commitment for naming shall be made prior to approval of the proposed name by the Vice President for University Advancement and the University President.
- c. The Board of Regents will not approve a naming until at least 51% of the pledged philanthropic commitment is received.
- d. Philanthropic naming gift levels shall be in keeping with the most current listing of gift-level pricings that is updated regularly and is an attachment to the guidelines.
- e. Once approved and funded, the name given to a facility or academic component shall continue to be used for the life of the facility, program, or unit, and shall not be added to or altered. The only exceptions are 1) there are exceptional and unique circumstances, including but not limited to the right to re-name if a designated name should bring discredit upon MSU or 2) it is specifically noted in the naming agreement that the relationship is temporary for a designated period of time. Temporary naming designations that are for a period of five years or less can be authorized by the President of the University upon recommendation of the Vice President for University Advancement.
- f. If a named space or program ceases to exist, the naming shall move to a replacement facility or program if a nearly identical or closely related option is available. If there is not an option to move the name to an alternative facility or program, appropriate signage recognizing the former named space or program will be placed on campus in the vicinity of the original honor.

- g. The credentials, character and reputation of the individual, corporation or foundation being considered for such recognition, and the compatibility of the name with the function or scope of the facility or academic component must be carefully evaluated.
- h. Ordinarily, University facilities and academic components will not be named for individuals who are actively involved with University operations. This includes employees, Regents, legislators and governmental officials. Naming opportunities may be considered to these individuals upon retirement or completion of service.
- i. Donors who pledge to donate funds and receive recognition benefits must agree to fulfill their commitment no more than five years from the date of the signed gift agreement. In rare circumstances, the Vice President for University Advancement, in consultation with the University President, can authorize a pledge payment schedule that exceeds five years.
- j. Philanthropic namings are allowable when tied to irrevocable deferred gifts, including but not limited to charitable remainder trusts, pooled income funds and charitable gift annuities. Under no circumstances is a naming allowable in recognition of a revocable deferred gift.
- k. Recognition signage and promotion will be in keeping with the University's design standards and publicity protocols. They will always be coordinated with and approved by, but not directed by, the donor or honoree.

## **6. Rescission/Revision**

These guidelines should not be rescinded or revised unless changes are presented to the Morehead State Board of Regents.

**Naming Guidelines**  
**Attachment**

**NAMED GIFT OPPORTUNITIES**

The University will actively seek major gifts for naming purposes. The following is a schedule of suggested gift ranges, which will be reviewed periodically by the President and Vice President for University Advancement as circumstances warrant.

**a. Buildings and other areas within buildings:**

New Construction: 25% of projected cost

Renovation: 25% of projected cost

Existing Building: \$1,000,000 +

Auditorium or Lecture Hall: \$100,000 - \$250,000

Classroom or Laboratory: \$25,000 - \$50,000

Other smaller areas within buildings: \$10,000 - \$25,000

Courtyards, Plazas, and Commons: \$100,000 - \$250,000

Landscaped areas: 100% of projected cost

\*Should other naming gift opportunities arise, each will be evaluated with guideline consistency and taking in to account the specific location and terms.

**b. Academic components:**

Named College: \$3,000,000

Endowed /Named Chair: \$500,000

Endowed/Named Professorship: \$250,000

Endowed/Named Scholarship: \$25,000

Endowed Undergraduate/Graduate Fellowship: \$100,000

Endowed Cultural or Lecture Series: \$100,000 - \$1,000,000

Named Institute/Program/Center: \$1,000,000

Library/or Other Named Programmatic Support: \$25,000

\*Any naming opportunity less than \$25,000, or other unique opportunities including those which do not meet guidelines will be evaluated by the University President and Vice President of University Advancement. If considered desirable, these opportunities will be forwarded to the Board of Regents for consideration.



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Morehead State University is committed to providing equal educational opportunities to all persons regardless of race, color, national origin, age, religion, sex, sexual orientation, gender identity, gender expression, disabled veterans, recently separated veterans, other protected veterans, and armed forces service medal veterans, or disability in its educational programs, services, activities, employment policies, and admission of students to any program of study. In this regard the University conforms to all the laws, statutes, and regulations concerning equal employment opportunities and affirmative action. This includes: Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Executive Orders 11246 and 11375, Equal Pay Act of 1963, Vietnam Era Veterans Readjustment Assistance Act of 1974, Age Discrimination in Employment Act of 1967, Sections 503 and 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act of 1990, and Kentucky Revised Statutes 207.130 to 207.240; Chapter 344 and other applicable statutes. Vocational educational programs at Morehead State University supported by federal funds include industrial education, vocational agriculture, business education, and the associate degree program in nursing. Any inquiries should be addressed to: Affirmative Action Officer, Morehead State University, 301 Howell-McDowell Administration Building, Morehead, KY 40351, 606-783-2097.