



## SDC CENTRAL BOARD MEETING MINUTES

WSU West / Seattle, Washington / Fall 2016

**In attendance:** Mark Brands, Jim Hillier, Dan Barrett, Marjorie Chang Fuller, Jenny Bengelut, Todd Enoki, Phil Gruen, Jason Peschel, David Wang, Bob Krikac, Jolie Kaytes, Jaime Rice, Jennifer Dean, Carrie Johnson (via AMS)

### Gary Mueller Memorial Scholarship

- Phil showed everyone the link for the new scholarship at [sdc.wsu.edu/give](http://sdc.wsu.edu/give).

### SDC Overview (Phil Gruen)

#### Leadership changes

- New WSU President – Kirk Schulz
- New CAHNRS dean and new VCEA dean expected by June 2017.
- Phil is stepping down from the SDC Director position effective 5/31/17. The Leadership team is working with the Deans to find an Interim Director.
- Bob Krikac is the interim Interior Design program head as Matt Melcher is taking a leave to pursue research and professional opportunities.
- Jolie Kaytes will be on sabbatical in Spring 2017. Steve Austin will be filling in as the interim LA program head during this time.
- The SDC Leadership Team was asked by the deans to conduct a “Value Proposition” over 2016-2017 academic year. This will include a document (or series of documents) with an executive summary, achievements, challenges, data (enrollment and funding), assessment, etc. from the past five years since the school’s formation.
- Purpose of document is to inform new deans coming in as to what school is all about; inform a new director (should a national search be initiated); and help inform/reinforce what we are about to the school’s faculty, staff, and students. The document will also be sent to an as-yet-to-be-determined number of external reviewers who will be invited to evaluate the school, possibly in spring 2017. The document may also serve to inform a re-examination of the MOA that was created for school in 2011.

*Discussion: If a search for a new permanent director is undertaken, the SDC Central Advisory Board would like more involvement. Please advocate for that because we are well organized and structured now (in terms of central advisory board membership).*

### SDC Demographics/Enrollment

- Each program has hosted meet & greets to inform potential students about our programs.

### SDC recruiting video

#### General comments:

- Cute, engaging, authentic.
- I think it’s great, honest. It would resonate with people.
- It’s not highly produced and it’s cool. It communicates the message through the voice of a student.
- Interviews not being overly scripted are good. It paints a really positive picture of what life is like for students at SDC.

- Marjorie: suggested we show it to high school sophomores.
- Mark: suggested it could be shortened to two to four minutes, highlighting each program, and life in Pullman.
- Could we cater this video to help with fundraising? Could it be included with crowdfunding?
- Could this help with faculty recruitment, or for a Director search? (Note: it's on our website; certainly we'd like to think that anyone looking for a position would click on it and learn more about the life of our school).
- Is there an initiative that we would wish to support where a video might be produced for it?
- Jaime: suggested a competition where videos are submitted and a cash prize is awarded to the chosen video.
- Maybe short (45 second?) videos with specific outcomes focusing on certain areas (technology; engagement; projects; off-site events; competitions) with a small amount of prize money for chosen video
- Todd: CallisonRTKL could help donate video editing if raw footage is sent.

#### SDC marketing/promotion

- New brochures were shown; the school finally has a complete set that is more-or-less consistent from program to program.
- Suggestion was made to make them available digitally.

#### SDC newsletter

- SDC will be moving to an electronic (HTML) version in the fall (to save time, money, and resources). VCEA communications office will be coordinating. SDC is shooting for the fall newsletter to arrive in folks' inboxes by December 31.

### Updates from SDC program heads

#### Interior Design (Bob Krikac)

- Program was re-accredited for six years in Spring 2016. Faculty are actively involved in research and scholarship. Engagement outside of Pullman includes job shadows, showrooms in sophomore year, study abroad in fall for seniors, summer program in Paris, and much else).
- Based upon idea from spring ID advisory board, there will be "focus forums" created to bring in specialty areas that we are unable to touch on, such as hospitality. We hope to make it interdisciplinary and bring in outside professionals to Pullman. There is scholarship money available in the hospitality area so this level of exposure will help train students in this area (career opportunities).
- Continue collaborations at junior level (I|A Interior Architects) and CallisonRTKL (seniors) in global office design and workplace culture and retail design
- In terms of recruitment there are also "meet and greets" for first-year students re: interior design major. Many students take advantage of CM minor. The Rural Communities Design Initiative (RCDI) provides good collaborations outside of studio and across the majors (applying basic design skills across disciplines (e.g. a landscape architecture student is designing a community center).

#### Architecture (David Wang)

- The priority has been 1. Recruitment, retention, and mentoring; and 2. External support.

Articulation agreements exist now with Spokane Community College (currently 10 students in pipeline) and Lake Washington Institute of Technology. In both agreements, students can transfer seamlessly into the third year of Arch program.

- We are up recruiting in Spokane (District 81). On February 15, 2017, a busload of 60 students will visit SDC for “architecture day.” Also mentioned the Naviance program, which is a program tracking student interest for careers as early as the 8<sup>th</sup> grade, and thousands of students in Spokane alone expressed interest in design majors.
- Also doing “meet and greets” this semester and next to aid with retention, as we’ve had some challenges encouraging students to enroll in second year.

#### Landscape Architecture (Jolie Kaytes)

- There has been an enrollment increase (from 6 new certified students last year to 18 this year; new certification numbers for 2017-18 projected to be 17. We hope to continue momentum with community building through “meet and greets” and mentoring.
- The program continues its land-grant mission of connecting and serving the people of the state and beyond (all three studios are currently engaged with real-time projects: sophomores are doing a Coeur d’Alene tribal project; juniors are working with the city of Walla Walla and the river; seniors are looking at sea level rise and communities along the Duwamish in Seattle.
- Construction and Materials class working with Solar Decathlon team. Off-campus experiences, this semester, include the study tours in New York and Seattle—the latter with a job shadow component.
- Faculty members have been able to tie studio work in with their academic research. EPA Rainworks project in spring (faculty member: Hope Rising) including civil engineers through seed grant funding.
- On the possible horizon is an articulation agreement with Mat-Su College in Alaska.

#### Construction Management (Jason Peschel)

- We still have more students applying than we have space for (the cap is 50-55 depending upon quality of students). We aren’t doing “meet and greets” based upon required first year class for CM students different from design disciplines.
- Gender equity is a concern (small number of women in program); however, it is representative of industry numbers (not that it’s a good thing but at least we are at or above industry levels).
- Formal dedication for Kiewit Classroom happened last month.
- Student competitions: The integrated DBIA competition (with ARCH, CM, ID students) is happening in Las Vegas, and the students finished second nationally. ASC competition taking team to Region 8 at Redding University outside of London (during the week of November 14). This competition is made up of some double-major students in CM/ARCH. We are also prepping for ASC Region 6/7 competition in Sparks, Nevada, and will be taking four teams in February. MCAA student competition in the spring as well.
- Capstone class is teaming up with Vulcan this spring again (collaboration between ARCH/CM).
- Study tours: Eight students participated in NYC integrated tour—we had a chance to view some complex and interesting projects and site tours. Several students also participating in spring SDC 555 study tour to Japan.
- Recruitment (employers): This fall, about 50 companies have been on campus and requests came in from about 90 companies. There is still a need, so recruitment may extend into the

spring.

- Industry and engagement events (one around fall career fair in Pullman) and an alumni mixer in Seattle are great networking opportunities.
- We are piloting a peer mentoring program.
- Research: Max Kirk has a funded research project collaboration with Civil Engineering on indoor air quality. Rick Cherf and Anne Anderson collaborating with Turner Construction BIM Forum in Atlanta, GA.
- Facilities: We've been able to fundraise some 200K for the BIM lab, although working with facilities people on campus is a challenge.
- The Construction Engineering program officially kicked off this semester.

### **SDC Central Board member updates**

#### **Interior Design (Jenny Bengault)**

- December 9 meeting
- Goals from spring involve high school recruitment and that will continue to be focus at next meeting
- Actively grow ID board and add diversity

#### **Architecture (Todd Enoki, Jim Hillier)**

- Great student project presented yesterday at Architecture advisory board meeting at Gensler (White Spring Ranch)
- Mentoring/Recruiting: quick hits and easy wins and then long-term
  - ACE Mentoring Program—expand into Spokane (under Seattle chapter)
  - Spokane champion identified
  - Ambassador program for recruitment/mentoring
- Diversity: women and minorities to teach and speak at SDC
- Fundraising: passion or reciprocity necessary for giving and a lot of ideas generated
- Spokane connection
- Include student representative on board (from AIAS or Masters of Design)
- There was information presented about the math requirement at WSU vis-à-vis other school in the NW (some concern with Calculus preventing students from enrolling); WSU architecture looking to other pathways

#### **Landscape Architecture (Mark Brands)**

- Advisory board meets today (11/4)
- In today's meeting we will elect chair and address how members can contribute (financially)
- New recruits and new energy added to board
- No subcommittees—trying to build momentum
- Spring (electronic) newsletter in 2016 went out to alumni
- Student representative on board—will talk about at today's meeting
- Encouraging with student enrollment increase: 15-20 students is ideal cohort size so we are getting back up to desirable levels
- Diversity—gender and ethnic; how do we give disadvantaged students more opportunity and do better than industry is doing in these areas?
- Ideas to engage students at spring meeting

**Construction Management (Dan Barrett, Marjorie Chang Fuller)**

- Golf tournament very successful (alumni engagement—student led)
- E-newsletter (one in fall and one in spring)
- Fundraising falls under industry/alumni engagement committee
- East side reception; West side reception; golf tournament
- Creating a class in CM curriculum that brings in specialty areas (outside of GC realm and provides alternate paths for students). Win-win for industry and students. Included field trip for class to be exposed to actual sites and projects on West side.
- Outreach not as pressing
- December 15 meeting of advisory board
- Focus on diversity (both gender and equity)—fill a pipeline that is more diverse than today's industry. Understand and align with other programs in SDC so we can learn from and support each other.
- Looking at expanding board to include young professionals group.

**SDC Central Board-supported initiatives update (Phil Gruen)****SDC Virtual Laboratory**

- This is the first SDC-wide funded initiative (Phil showed initial renderings and current photos of lab).
- Furniture and carpet are in, and many thanks to Knoll, Vicki Rova Mueller, and Matt Melcher for seeing that support through.
- Work left to be done is being handled by David Drake and Fabrication Labs (high-quality wood wall built to contain monitors and build a podium) and a donor wall.
- As part of bid David needs to work with WSU Facilities Services and IT folks (wildcards in terms of budget).
- On behalf of David, Phil asked if any advisory board members had any connections with the PaperStone company for a potential in-kind donation of material (this is being pursued).
- Phil thinks we can finish this project within the budget if all advisory board members meet annual contribution goal of \$500 each.

**Solar Decathlon**

- This project is on schedule; wrapping up design development and heading towards construction documents and material procurement. Darrin Griechen, lead-PI for this project, has brought student leaders on board to run this project and we hope to have them available at the spring advisory board meeting (and we hope that some construction has begun!)
- Jennifer asked for names of people or companies who might be willing to contribute so that she and Devon can follow up. She shared that when her and Devon reach people, they are familiar with the project and its prestige. We are the only northwest school selected to participate.
- Marjorie introduced Jennifer to Snyder (no affiliation with WSU) who have made large in-kind and cash donations, as one example. Any expertise or connections on-site in Denver would be helpful.

**Board Members' Participation**

*This item was not on the agenda, but emerged as the morning progressed. The discussion is*

*excerpted here:*

- Mark shared that we were working towards 100% participation, but not everyone has contributed. He now has information of who has paid and who has not since the beginning of the board-initiated donation (spring 2015). Central Board members are doing better percentage-wise than programs in terms of \$500 donation.
- How do we ensure 100% participation even if one cannot afford \$500? Monetary commitment beyond in-kind donation of time. Addressed by individual program board chairs to be proactive. There are inactive board members who take up space on the various boards but who are not active. Develop protocol by Central Board to help with this? Truly about communication—someone doesn't know about fiscal year deadlines and/or invoice/e-mail/phone call reminder. There are only so many "seats" on the board—identify those that are active and participatory and will follow through. Perhaps there should be repercussions for those that are not.
- Jennifer shared the proper way to invite someone to sit on your board is to provide them with a letter that clearly outlines the financial and philanthropy responsibilities of the position. She also encouraged the board to think about how members would want to be notified if they were the one who hadn't paid their contributions.
- Jennifer noted that board members should be making an annual "gift" because they are passionate about the program, or have a strong interest. The strongest, most effective boards are not having this conversation. If you're not in a position where you feel philanthropically about this program you probably shouldn't be on the board.
- Jennifer added that when students see these rooms (such as the Virtual Lab) they think the room was funded by their tuition dollars. We need to be very clear in our communication that this room (and future projects like this) are funded by private donors.
- Jennifer suggested: 1) When you invite someone to sit on your board there is a letter and a conversation that includes responsibilities of invitation. 2) People that are on the board as chairs, you need to be the ones responsible for following through. Call Jennifer (check if you've paid and get it taken care of immediately).
- How do we ask for the contribution, communicate it in a positive manner, and provide the "incentive" to do what members are supposed to do?
- Jason suggested highlighting active board members with donor spotlights.
- It is less than \$50/month and a tax-deductible, philanthropic contribution (talking points). If finances are an issue, people can be involved in the program but just not serve on the board (or lower levels of \$250 for younger professionals—subcommittee level of boards). Discuss how things are generally funded at the university (communicating that very little is funded through limited public funds; the school does all it can do just to sustain the teaching enterprise).
- Phil added currently the \$500 contribution is buried in the bylaws of the individual programs and that it may need to be re-emphasized that these funds go to the SDC Excellence Fund, not the individual programs. CM has an additional \$500 requirement of its board members to contribute to the CM (Poe) Excellence fund. We have to continue to make sure that folks who are joining our board are aware that they are joining the *SDC Advisory Board* and not just their program boards—and that they are aware they are joining this exciting integrated and collaborative experiment.
- Jason suggested emphasizing to the board that we are moving forward with some things, but because we don't have full participation we are unable to move forward with certain projects.

- Mark suggested that as new members join the board they are trained and have a clear understanding of what is expected. He suggested emphasizing the passion for SDC and the tax-deductibility of contributions.
- Action: Mark will send numbers forward to individuals on SDC Central Board for follow through with their programs, with encouragement based upon bylaws and what is expected.
- Action: Jason will send a template letter to Phil from development that can be adjusted for use by others (done).

### **Spring meeting discussion**

- Discussion included an emphasis on how to include students more actively within the meeting, and a little more time for the entire board to “mix” informally.
- A very early draft agenda has been compiled since the meeting; attached.

**Meeting adjourned at 12:00p**