



AGENDA
SPECIAL CALLED TELEPHONE MEETING
of
THE UNIVERSITY OF TEXAS SYSTEM
BOARD OF REGENTS
November 28, 2023
Austin, Texas

CONVENE THE BOARD IN OPEN SESSION TO RECESS TO EXECUTIVE SESSION PURSUANT TO *TEXAS GOVERNMENT CODE*, CHAPTER 551

3:30 p.m.

1. Individual Personnel Matters Relating to Officers or Employees – Section 551.074
 - a. **U. T. System: Discussion and appropriate action regarding individual personnel matters relating to appointment, employment, evaluation, compensation, assignment, and duties of presidents (academic and health institutions including interim presidents); U. T. System Administration officers (Executive Vice Chancellors and Vice Chancellors); other officers reporting directly to the Board (Chancellor, General Counsel to the Board, and Chief Audit Executive); Board members; and U. T. System and institutional employees**
 - b. **U. T. Rio Grande Valley: Discussion with the President and appropriate action regarding assignment and duties, including individual responsibilities regarding strategic issues related to athletics and real property**
2. Negotiated Contracts for Prospective Gifts or Donations – Section 551.073
 - a. **U. T. System Academic Institutions: Discussion and appropriate action regarding proposed negotiated gifts, including potential naming features**
 - b. **U. T. System Health Institutions: Discussion and appropriate action regarding proposed negotiated gifts, including potential naming features**
3. Consultation with Attorney Regarding Legal Matters or Pending and/or Contemplated Litigation or Settlement Offers – Section 551.071

U. T. System Board of Regents: Discussion with Counsel on pending legal issues
4. Deliberation Regarding Security Devices or Security Audits – Sections 551.076 and 551.089

U. T. System Board of Regents: Discussion and appropriate action regarding safety and security issues, including security audits and the deployment of security personnel and devices

5. Deliberations Regarding the Purchase, Exchange, Lease, Sale, or Value of Real Property – Section 551.072

U. T. Rio Grande Valley: Discussion and appropriate action regarding the purchase of approximately 47.173 acres of land improved with a soccer stadium, amphitheater, practice fields and related improvements known as H-E-B Park located at 1616 S. Raul Longoria Road at its intersection with E. Freddy Gonzales Road in Edinburg, Hidalgo County, Texas from the City of Edinburg, for future campus expansion and other mission related purposes, including use by UTRGV for intercollegiate sports; and resolution regarding parity debt

RECONVENE THE BOARD IN OPEN SESSION TO CONSIDER ACTION, IF ANY, ON EXECUTIVE SESSION ITEMS AND TO CONSIDER AGENDA ITEM

3:50 p.m.

1. **U. T. System Board of Regents: Approval of Consent Agenda items** **3**
 - a. **Contract (funds going out) - U. T. System: Sensis, Inc., to provide services to support communications, public relations, and media relations activities at U. T. institutions** **4**
 - b. **Contract (funds going out) - U. T. System: Sensis, Inc., to provide services to support marketing and branding programs at U. T. institutions** **5**

ADJOURN

*4:00 p.m.
approximately*

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

RECOMMENDATION

The Board will be asked to approve the Consent Agenda beginning on [Page 4](#).



**THE UNIVERSITY OF TEXAS SYSTEM
BOARD OF REGENTS
CONSENT AGENDA**

Special Called Board Meeting:
November 28, 2023
Austin, Texas

a. Contract (funds going out) - U. T. System: Sensis, Inc., to provide services to support communications, public relations, and media relations activities at U. T. institutions

Agency: Sensis, Inc.

Funds: This Agreement has an unspecified cost or monetary value. Total spend has or is expected to exceed \$2,000,000 over the total possible five-year term.

Period: September 30, 2022 through September 29, 2027 (includes an initial three-year term and up to two one-year renewal terms)

Description: This nonexclusive Systemwide Agreement allows each U. T. institution to obtain services on an as-needed basis through a Project Addendum that will designate the project scope of work, schedule, and fees, which will be paid by the U. T. institution requesting services under the Agreement. Services may include communications planning and assessments, crisis communications, issue management, writing services, reputational enhancement, social media, collateral design and development, video and photography services, serving as institution’s media buy agent, website design, and all aspects of communication and public relations training and professional development.

Authorization is requested to raise the expense cap from not to exceed \$1,000,000 to an unspecified cost or monetary value with a term greater than four years and is being placed on the Consent Agenda as the total spend has or is expected to exceed \$2,000,000, which is U. T. System’s contract delegation threshold. As a result, the U. T. System Office of External Relations, Communications and Advancement Services will monitor the spend by the institutions over the life of the Agreement. This contract was competitively procured.

b. Contract (funds going out) - U. T. System: Sensis, Inc., to provide services to support marketing and branding programs at U. T. institutions

Agency: Sensis, Inc.

Funds: This contract has an unspecified cost or monetary value. Total spend has or is expected to exceed \$2,000,000 over the total possible five-year term.

Period: September 1, 2022 through August 31, 2027 (includes an initial three-year term and up to two one-year renewal terms)

Description: This nonexclusive Systemwide Agreement allows each U. T. institution to obtain services on an as-needed basis through a Project Addendum that will designate the project scope of work, schedule, and fees, which will be paid by the U. T. institution requesting services under the Agreement. Services may include comprehensive branding and rebranding services, developing and implementing marketing campaigns and strategic marketing plans and assessments, serving as a media buying agent, creating social media and digital marketing services, developing messaging and written content, collateral design and development (print and digital), website design, marketing training and professional development.

Authorization is requested to raise the expense cap from not to exceed \$1,000,000 to an unspecified cost or monetary value with a term greater than four years. It is being placed on the Consent Agenda as the total spend has or is expected to exceed \$2,000,000, which is U. T. Systems contract delegation threshold. As a result, the U. T. System Office of External Relations, Communications and Advancement Services will monitor the spend by the institutions over the life of the Agreement. This contract was competitively procured.