



AGENDA
SPECIAL CALLED MEETING
 of
THE UNIVERSITY OF TEXAS SYSTEM
BOARD OF REGENTS
 October 11, 2016
 Austin, Texas

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CONVENE THE BOARD IN OPEN SESSION TO CONSIDER AGENDA ITEMS	9:00 a.m.	
1. U. T. System Board of Regents: Approval of Consent Agenda items	9:01 a.m. Action	3
2. U. T. System: Discussion and appropriate action regarding request to a) approve a proposed contract with GSD&M and Interbrand, Omnicom sister companies joined as "Team Texas," to engage in a branding and marketing initiative to more effectively and consistently tell the U. T. System story (meaning "Systemwide") across all mediums; providing strategic communication assistance, market research, materials development, and training; and b) authorize expenditure of approximately \$1.46 million from Available University Funds	9:05 a.m. Action <i>Dr. Safady</i>	4
RECESS TO EXECUTIVE SESSION PURSUANT TO <i>TEXAS GOVERNMENT CODE</i> , CHAPTER 551 (Working lunch at noon)	9:30 a.m.	
1. Personnel Matters Relating to Appointment, Employment, Evaluation, Assignment, Duties, Discipline, or Dismissal of 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), 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), members of the Board of Regents, and U. T. System and institutional employees		
b. U. T. Tyler: Discussion and appropriate action regarding individual personnel matters related to the presidential search, including individual candidate and spouse interviews and possible naming of finalist(s)		
c. U. T. Health Science Center - San Antonio: Discussion and appropriate action related to employment of the Dean of the Medical School		
2. Consultation with Attorney Regarding Legal Matters or Pending and/or Contemplated Litigation or Settlement Offers – Section 551.071		
a. U. T. System Board of Regents: Discussion with Counsel on pending legal issues		
b. U. T. Health Science Center - San Antonio: Discussion and appropriate action related to legal issues concerning contractual matters and terms of employment for the Dean of the Medical School		

3. Negotiated Contracts for Prospective Gifts or Donations – Section 551.073

U. T. System/U. T. Austin: Discussion and appropriate action regarding proposed negotiated gifts with potential naming features

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

*4:00 p.m.
approximately*

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*4:10 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 items located under the Consent Agenda tab.

2. **U. T. System: Discussion and appropriate action regarding request to a) approve a proposed contract with GSD&M and Interbrand, Omnicom sister companies joined as “Team Texas,” to engage in a branding and marketing initiative to more effectively and consistently tell the U. T. System story (meaning “Systemwide”) across all mediums; providing strategic communication assistance, market research, materials development, and training; and b) authorize expenditure of approximately \$1.46 million from Available University Funds**

RECOMMENDATION

The Chancellor concurs in the recommendation of the Executive Vice Chancellor for Business Affairs, the Vice Chancellor and General Counsel, and the Vice Chancellor for External Relations that the U. T. System Board of Regents

- a. approve a contract with GSD&M and Interbrand, Omnicom sister companies joined as “Team Texas,” to engage in a branding and marketing initiative to more effectively and consistently tell the U. T. System story (meaning “Systemwide”), providing strategic communication assistance, market research, materials development, and training; and
- b. authorize expenditure of \$1,461,380 from Available University Funds for the one-year contract term.

BACKGROUND INFORMATION

GSD&M and Interbrand will engage in a branding initiative to complement the existing communications, marketing, and public relations initiatives of U. T. System institutions with oversight by a Brand Steering Committee currently composed of the communications and marketing leaders from all 14 U. T. System institutions.

This effort will complement, but not interfere with any of the communications efforts (advertising campaigns, logos, marks, art, brand guidelines) currently existing at the U. T. System institutions.

This effort was vetted for feedback and input in face-to-face meetings with the academic presidents, vice presidents for communications, vice presidents for development, and vice presidents for governmental relations at all U. T. System institutions. It was also vetted face-to-face with all U. T. System executive officers.

GSD&M and Interbrand were selected through a competitive Request for Proposal process. Reviewers of 13 proposals from national agencies included communications leaders from U. T. System Administration, U. T. Austin, U. T. M. D. Anderson Cancer Center, and U. T. Southwestern Medical Center.

The Office of General Counsel and the System Contracts Office played critical roles in the process to ensure compliance with all legal and state procurement rules.

The proposed work will be divided into six phases (all of which are included in the one-year contract price presented on the previous page):

- Phase 1: Discovery & Assessment: Review of various branded materials; interviews with internal and external university and U. T. System stakeholders to determine how the U. T. System is understood by the public; this offers a “brand health” perspective – a baseline that determines current perceptions and reveals current strengths, weaknesses, threats, and opportunities around the U. T. System brand.
- Phase 2: Development of a brand framework: Outline a recommended plan based on information gleaned from Phase 1 activities; includes a multi-faceted communication plan to strengthen the perception of the U. T. System, drive engagement, and enable the individual brands of the 14 institutions to participate in the context of a broader story.
- Phase 3: Brand concepts: Development of creative concepts and testing each with internal and external audiences to determine effective concepts to engage key audiences.
- Phase 4: Write and publish brand guidelines: Publishing of a reference document to describe the brand framework and to use as a toolkit to achieve consistency across all communications channels.
- Phase 5: Brand training program: Training sessions for marketing and communications personnel in the U. T. System Administration on how to use the brand guidelines.
- Phase 6: Materials development: Concepts for review and approval by the Chancellor and Board of Regents of newly branded materials intended for release (print publications, web pages, social media, outdoor advertising, etc.)



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MEETING OF THE BOARD

1. Logo - U. T. System: New logo for Texas Oil and Gas Institute

The following new logo has been approved by the Chancellor, the Executive Vice Chancellor for Business Affairs, and the Vice Chancellor for External Relations and is submitted for approval by the U. T. System Board of Regents in accordance with Regents' *Rules and Regulations*, Rule 40801.

The Texas Oil and Gas Institute requests the approval of the U. T. System Board of Regents to use the new logo in marketing and branding. The new logo incorporates colors that represent both U. T. System and Texas A&M University System. In addition to the three words defining the mission, "Education, Engineering, Research," the drop of oil, framed in the representative colors, symbolizes the industry in which the Institute functions.

The logo colors are Pantone Matching System 7421 Maroon and 158 Orange.



ACADEMIC AFFAIRS COMMITTEE

2. Purchase - U. T. Austin: Authorization to purchase a total of approximately 0.2699 acre of land located at 1909 Comal Street and 2109 Comal Street, Austin, Travis County, Texas, from E-135 Properties, LLC, for future programmed campus expansion

Description: Purchase of two lots totaling approximately 0.2699 acre of land located with residences at 1909 and 2109 Comal Street, Austin, Travis County, Texas, all within the approved boundaries of the U. T. East Austin Campus Master Plan. This property will be used for future programmed campus expansion.

Seller: E-135 Properties, LLC, a Texas limited liability company

Purchase Price: Not to exceed fair market value as determined by an independent appraisal performed by Sayers & Associates; appraisal confidential pursuant to *Texas Education Code* Section 51.951

Source of Funds: Investment Funds

3. Other Matters - U. T. Tyler: Request to approve the honorific naming of the University Theater at the University Center as the Mabry Theater at the University Center

The Chancellor concurs in the recommendation of the Executive Vice Chancellor for Academic Affairs and the Vice Chancellor for External Relations that the U. T. System Board of Regents approve the honorific naming of the University Theater at the University Center at U. T. Tyler as the Mabry Theater at the University Center, which will be referred to as the Mabry Theater.

This is an honorific naming at the request of U. T. Tyler. While the designated space is considered less prominent in terms of size and scale, because it is in honor of the President, submission to the U. T. System Board of Regents is required by Regents' *Rules and Regulations*, Rule 80307, Section 5.2. If approved, the naming is expected to be announced at a November 3, 2016 gala event to be held at U. T. Tyler, but the official naming will not take effect until Dr. Mabry's retirement at a future date.

This recommendation is to honor the significant contributions of Dr. Rodney H. Mabry, third President of U. T. Tyler, who has served since 1998. Under his leadership, student enrollment and full-time faculty tripled. In addition, research funding grew substantially, and 22 new degree programs were added. The 2016 Almanac of *The Chronicle of Higher Education* lists U. T. Tyler at sixteenth in the nation for the fastest total enrollment growth among public master's level universities from 2004 - 2014. In addition, the Almanac of *The Chronicle of Higher Education* ranks U. T. Tyler as fifth among all universities of any size for greatest increase in total research spending, and fourth nationally in greatest increase in federal research spending.

The University Center was originally constructed in 1975 and was expanded in 2006 to include the University Theater, University Ballroom, atrium, retail shops, a café, and space for student support services. The University Theater is 4,542 square feet and has a room capacity of 370.