

WASHBURN UNIVERSITY OF TOPEKA
BOARD OF REGENTS
MINUTES
June 12, 2025

I. Call to Order

Chairperson Dietrick called the meeting to order at 3:32 p.m. in the Kansas Room of the Memorial Union on the Washburn University campus.

II. Roll Call

Present were:

Regent Buhler
Regent Dicus
Regent Dietrick
Regent Jeffrey
Regent Nave *
Regent Padilla
Regent Romero - By Zoom
Regent Sourk

*Regent Nave arrived at 3:37pm

III. Officer Reports

A. Chair's Report

Chair John Dietrick welcomed everyone and noted Action Item 5, Broadcast Agreement with Walz Tetrack will be presented and considered at this point in the meeting due to the presenters' schedules.

Lori Hutchinson, Executive Director of Strategic Communications and Marketing, provided an update on Phase I of the advertising package designed to raise brand awareness in Kansas City. She introduced Austin Martin and Allie Hamm with the advertising firm Walz Tetrack.

Mr. Martin and Ms. Hamm shared to date the campaign has delivered over 8 million impressions in the KC region with an average frequency of 3 times per week. It reinforced the "from Kansas City to the Capital City" messaging. The campaign has driven 226 apply button clicks since the launch in late February. At least 90% of the stations overdelivered. The addition of retargeting audiences in

the middle of the campaign helped to increase the performance of the click-through rate (CTR).

Ms. Hutchinson shared Phase Two would begin in early fall. It calls for new creativity and would focus on brand awareness as well as a call to action. The largest investment in this package is today's request which buys commercial flights on traditional broadcast television. Walz Tetrick guarantees the tv ratings to deliver 95% of the goal. The industry standard is 90%. The campaign supports Washburn's new Kansas City recruiter, Jennelle French, who hit the ground running in the KC area schools. Additionally, Washburn University Alumni Association and Foundation are coordinating events and efforts with our KC alums, encouraging them to promote Washburn and be its best ambassadors.

President Mazachek clarified the approval for this expenditure is so the university can move forward with the broadcast portion only.

Motion by Regent Sourk and second by Regent Dicus to approve the expenditure not to exceed \$195,000 to Walz Tetrick Advertising. Motion passed.

Chair Dietrick continued with his report and noted Commencement exercises were wonderful. There were 11 ceremonies, and all were held in White Concert Hall. He thanked the regents for taking time to attend the ceremonies. A glass-breaking ceremony was held last week to kick off the transformation of Henderson Hall to Advisors Excel Hall. He thanked the President and Marshall Meek as well as the founders of Advisors Excel for this exciting project.

B. President's Report

President Mazachek shared the many accolades for Washburn Athletics this past year. The highest-ever 15th in the Learfield Directors' Cup nationally, 11 of the 17 programs qualified for NCAA postseason, the athletes had an overall GPA of 3.26 with 428 student athletes over a 3.0, and 42 MIAA academic excellence of 4.0.

President Mazachek noted the MIAA meetings were held last week. There is excitement in planning for the future as well as some concerns about what it will look like. Last week Go Topeka opened the Link Innovation Lab. Washburn University supports Link and their many activities.

President Mazachek shared the Cabinet Retreat and the President's Leadership Advisory Council Retreat will be held next week. Activities will include team building and professional development. Many campus events are taking place this summer. The Mulvane Art Fair was held last weekend and is believed to be record attendance. The Sunflower Music Festival kicks off next week. The university will hold a movie night in Yager Stadium which will feature Wicked. TopCity interns will be staying on campus this summer in the Village. New Student Orientations (NSO) are underway and are going well as they are getting students enrolled for the fall.

Lastly, Kansas City news covered a piece on Professor Laura Murphy who led students in an archeological dig in Lecompton.

C. Report(s)

1. Finance and Capital Strategies Committee

Regent Sourk deferred to the budget action item.

2. Compliance, Audit and Risk Committee

Regent Romero shared the committee held a meeting earlier today and reviewed the audit process for FY25. The committee heard from Kaleb Lilly, CPA with Rubin Brown. Mr. Lilly outlined the steps for the rest of the year. It begins in earnest now as they start meeting with staff and gathering materials. The committee anticipates a draft report in mid-October. If there are significant changes to the draft a follow-up meeting will be held.

3. Executive and Governance Committee

Chair Dietrick noted the Executive and Governance Committee met to discuss the President's annual performance review and employment agreement. The Board will discuss it later in this meeting.

*Regent Romero left the meeting at 4:07 pm

IV. New Business

A. Consent Agenda

Motion by Regent Nave and second by Regent Jeffrey to approve the consent agenda. Motion passed.

- 1. Approval of the Minutes of the May 1, 2025 meeting**
- 2. Approval of the Minutes of the May 20, 2025 Special Board Meeting**
- 3. Proposed Board of Regents' Meeting Dates for 2025-2026**
- 4. Fiscal Year 2026 Public Rate and Public Budget-Publish Notices of Hearings**
- 5. Washburn University Board Policy Section X.8 Anti-Hazing**
- 6. Liquidated Claims Approval – April 2025**

B. Action Items

1. Fiscal Year 2026 Operating Budget – Washburn University and Washburn Institute of Technology

Regent Sourk noted the Finance and Capital Strategies committee met on April 21 and May 20. The initial meeting was held to look at the budget process and requests made by departments. A follow-up meeting was held to finalize the budget. Vice President Luther Lee will now present the proposed budget for FY 26.

Vice President Luther Lee thanked his team which includes Rhonda Thornburg, Debbie White and Andrea Lagos for their hard work in the budget development process. Mr. Lee shared the budget planning process that began earlier this year as they worked with and received feedback from every department on campus. They also held a Budget Workshop and two meetings with the Finance and Capital Strategies committee.

Vice President Lee reported the budget assumptions which include proposing a 4% tuition increase, planning for a 3% growth in enrollment, early indicators for fall enrollment look good, and the university received a \$3.3 million dollar increase in our base operating grant from the State. On the expense side, the universities' strategic investment will be used for a salary program, to support previously approved scholarship initiatives, reserve for capital projects and allow for inflationary expenditures. The requests for new funding were in excess of what the university can afford so approvals focused on items that supported the strategic initiatives and deemed essential in nature. Some of the new items include direct investment in the classroom to support the teaching of classes, addition of software products to help the university be more efficient, and inflationary expenses.

Vice President Lee reported the FY 25 budget for sales tax is \$28.4 million. If the university receives the same amount for the remaining three months as last year, it will be \$29.9 million. The excess funds will help fund the smoothing fund that feeds into the university's reserves. A recap of the State Aid included an increase in the base operating grant of \$3.3 million, student success funds were reduced at all KBOR institutions and the University's cut of \$400,000 was consistent with other regional schools. Washburn Tech's operating grant will be reduced by \$500,000, which is also consistent with their peers. Overall State funding for both campuses is positive and appreciated.

Chair Dietrick thanked Vice President Lee and his team as well as the Finance and Capital Strategies Committee for all the work in preparing this budget.

Motion by Regent Sourk and second by Regent Padilla to approve the Fiscal Year 2026 Washburn University and Washburn Institute of Technology operating budgets of \$125,727,401 and \$16,884,790 respectively. Motion passed.

2. Property Insurance 2025-2026

Vice President Luther Lee presented this item and reported there will not be a carrier provided today to approve. The university has a proposal from the current provider and received interest from another large carrier. This carrier came to campus and will provide a proposal at a later date.

Mr. Lee introduced Mark Wilkerson with IMA who shared the state of the insurance renewal and noted they are starting to see some stabilization in the market after years of increases. Rates are dropping but the value of property keeps going up. The current carrier APIP has reduced its premiums. Swiss Re came to look at campus and will provide a bid next week.

President Mazachek recommends the Board approve the purchase of property insurance not to exceed \$868,036. Motion by Regent Dicus and second by Regent Jeffrey to approve this recommendation. Motion passed.

3. Nomination of Board Officers

Chair Dietrick presented this item and noted there are two officers for the board, Chair and Vice Chair. The Executive and Governance Committee recommends the approval of officers as it stands now.

Motion by Regent Dietrick and second by Regent Nave to approve Regent Dietrick serve as Chair and Regent Sourk serve as Vice Chair of the Board of Regents. Motion passed.

4. Committee Appointments for the Board of Regents

Chair Dietrick presented this item and reported the bylaws that were updated last December established new standing committees for the Board. Since there was not ample time to carry out what they are chartered to do, the recommendation is that the committees remain the same.

Motion by Regent Dietrick and second by Regent Buhler to approve the recently established committee members remain the same. Motion passed.

5. Broadcast Agreement with Walz Tetrick

Presented and action taken during the Chair's report.

6. Naming

President Mazachek presented this item and noted the Board of Regents approve the naming of buildings and other physical facilities on the Washburn University and Washburn Tech campuses. A special request has been made to name the Tech campus on Huntoon Street. In 2024, Bruce and Theresa McPherson made a historic gift to Washburn University Institute of Technology. It marked the largest individual donation to Washburn Tech since its affiliation with the university in 2008. The gift will bolster Tech's vast array of programs by creating enhanced, state-of-the-art learning spaces and will play a substantial role in strengthening the local economy and workforce in the community.

President Mazachek recommends the Board rename the Washburn University Institute of Technology campus located on Huntoon Street the Bruce and Theresa McPherson Campus.

Motion by Regent Sourk and second by Regent Dicus to approve the naming of the Huntoon Street Tech campus the Bruce and Theresa McPherson Campus. Motion passed.

7. Inactivation of the Bachelor of Musical Arts (BMA)

Vice President John Fritch presented this item and noted, at the request of the department and due to lack of enrollment; they are seeking the inactivation of the Bachelor of Musical Arts (BMA). Students will not be affected by this inactivation. This is also the recommendation by the accreditors.

Motion by Regent Nave and second by Regent Jeffrey to approve the inactivation of the Bachelor of Musical Arts. Motion passed.

C. Information Items

1. Inactivation of Bachelor of Social Work Healthcare Concentration, BSW

V. Next Meeting Date(s)

Board of Regents Retreat – August 13, 2025

Board of Regents Meeting – September 11, 2025

VI. Executive Session

Chair Dietrick moved at 4:42 p.m. the regular session of the meeting be recessed immediately following a 5-minute break into executive session for 15 minutes to discuss personnel matter of non-elected personnel. The open meeting shall resume at 5:00 p.m.

The subject of this executive session will be to discuss the employment agreement for the President. Regent Buhler seconded the motion. Motion passed.

The open session resumed at 5:00 p.m.

VII. Action Item

Motion by Regent Sourk and second by Regent Buhler to approve the First Amended Employment Contract between Washburn University and Dr. JuliAnn Mazachek. Motion passed.

VIII. Adjournment

Motion by Regent Sourk and second by Regent Dicus to adjourn the meeting. Motion passed. The meeting adjourned at 5:02 p.m.

Marc Fried
Secretary, Board of Regents