

The Board of
The Ohio State University at Lima
January 13, 2022

Bob Simmons called the virtual meeting to order at 4:30 p.m. with the following members present: Joseph J. Sreenan, Joe Green, Patrick Ellis, Larry Webb, Nicole Nelson, Audray Allen, Tracie Sanchez, Kerri Romes and Teresa Hirschfeld. Dean Rehner attended in his official capacity as did Robin Pohl. Lesley Fry was also in attendance.

APPROVAL OF THE MINUTES: Ms. Romes moved and Ms. Hirschfeld seconded the motion that the reading of the November 18, 2021 minutes be waived and approved as previously electronically distributed. The motion carried unanimously.

FACULTY ASSEMBLY REPORT: Joe Green gave the faculty assembly report. He gave an overview of the promotion and tenure process sharing that the three pillars evaluated include teaching, service, and research. He also discussed the importance of mentoring. At Dean Rehner's request, he then shared a bit about faculty governance.

Laura Katterheinrich, marketing manager shared a marketing overview and timeline. She shared that while using both print and digital media, the consistent goal is engagement. She discussed the strategic ways she uses paid and organic marketing, while utilizing multiple platforms to most effectively meet the differing ways people prefer to consume information.

DEAN AND DIRECTOR'S REPORT: Dean Rehner shared current enrollment numbers, stating that OSU Lima is on trend with other national universities. He then noted that Ohio State Lima has an entirely new admissions team with one still vacant position. A pre-college advising position and a program specialist with a focus on the BSET degree have been added to the recruitment team as well. Dean Rehner shared that he views these additions to the enrollment services team as an opportunity to build momentum. Teresa Hirschfeld asked for specific examples of new recruitment/outreach/marketing strategies.

In discussing campus initiatives, Dean Rehner shared that the Galvin basement transformation is moving ahead beautifully with the focus of extending student life opportunities in that space. He also shared his excitement about the new space at the EEMC, noting there have been well over fifty visitors to the space this past summer.

Bob Simmons then led a discussion of board engagement activities since the last meeting. He shared that he sent thirty-six personal letters to local school guidance counselors to be given to prospective students.

Lesley Fry discussed the Lima Scholarship Challenge noting that the campus reached its goal, ending with \$201,000. It was noted as well that the First Lady of the University visited Lima

yesterday and that this is a wonderful precursor to the Scarlet and Gray Advantage initiative. It was also discussed that the Alumni Awards nominations link will go live and that the nomination form is online this month.

ADJOURNMENT: Ms. Hirschfeld moved and Ms. Romes seconded a motion that the meeting be adjourned. The motion was approved unanimously and Mr. Simmons declared the meeting adjourned at 6:00 p.m.

Bob Simmons, Chair
The Board of The Ohio State University at Lima
March 10, 2022

Robin Pohl, Secretary
The Board of The Ohio State University at Lima
March 10, 2022