



University Executive Council

Meeting Minutes | March 9, 2021

Meeting began at 2:00 p.m., held via WebEx.

Opening Remarks and Discussion of New Logo:

Chancellor Hicswa welcomed everyone to the March meeting of the University Executive Council. She reminded the group that a new name is in order for the University Executive Council and asked for ideas to be submitted. On a related topic, MSUB adopted a new logo of Buzz the Yellowjacket in 2019, which replaced the former logo of the Yellowstone River design that loosely resembles a letter 'B'. Please stop using items that feature the old logo as this disrupts efforts to build a distinct and recognizable brand for MSUB. Tablecloths, letterhead, pens, business cards and signage should all be emblazoned with Buzz.

Budget Update:

Vice Chancellor Susan Simmers presented a detailed update on the university budget. V.C. Simmers gave an overview of how CARES Act funding bolstered budget losses where appropriate, but that the budget for upcoming fiscal years will need to be reset to reflect what can be expected going forward. Based on models she has seen, V.C. Simmers expects general fund revenue to decrease, and performance-based funding to increase.

Budget workbooks will be distributed to all departments on campus, including auxiliaries to help budget managers with effective revenue and expenditure estimation and monitoring. Completed workbooks are due to the Budget Office on April 16, 2021.

V.C. Simmers reported that overall, FY21 is in a better budget position than was planned by about \$500,000. She added that we must be diligent with all the adjustments that have been made to correct our budget course and spending, so we will be in a better cash position to reset expenditures and replenish our cash reserves moving forward.

Narrative and Branding:

The group discussed the positive messages about MSUB, and how spreading these messages will contribute to its individual brand identity and visibility as a beneficial contributor to the community. Chancellor Hicswa highlighted several ways to promote MSUB such as offering MSUB pennants to restaurants and shops in town, wearing our MSUB SWAG, and talk about the things that make MSUB different and special. Several additional ideas were proposed and Chancellor Hicswa encouraged members to continue to submit ideas.

Meeting concluded at 3:30 pm.

Notes by Natalie Preston, Executive Assistant to the Chancellor