Western State Colorado University Board of Trustees Meeting
Tuesday, March 12, 2013
Western State Colorado University

The Western State Colorado University Board of Trustees met on Tuesday, March 12, 2013 in Taylor Hall 325, Western State Colorado University. The board meeting convened at 9:06 a.m. chaired by Trustee Wheeler.

### Attendees

**Board of Trustees**
- Trustee Chisholm: Present via teleconference
- Trustee Clark: Present via teleconference
- Trustee Delaney: Excused
- Trustee Hagan: Excused
- Trustee Mark: Present
- Trustee Morton: Present via teleconference
- Trustee Rippy: Present via teleconference
- Trustee Saltzman: Present via teleconference
- Trustee Wheeler: Present via teleconference
- Faculty Trustee Orth: Present
- Student Trustee Hanifen: Present

**Western State College President**
- Jay Helman

**Others in Attendance**
- Brad Baca, Finance and Administration
- Gary Pierson, Student Affairs
- Brian Barker, Marketing
- Karen Copetas, Enrollment Management
- Tom Burggraf, WSCU Foundation via teleconference
- David McEntire, WSCU Foundation via teleconference
- Tom Webb & Dan Rogers, Bearings Branding via teleconference

Recording technician: Celeste Helminski, President’s Office

### I. Approval of the Agenda

Trustee Mark moved to approve the agenda. Trustee Clark seconded. The motion carried.

### II. Action Items

#### A. Institutional branding and logo

Chair Wheeler invited Tom Webb and Dan Rogers of Bearings Branding to present to the board. A WebX presentation was shared displaying variations of a stylized “W”, font options and logo layout. Discussion took place. Bearings Branding presented design recommendations. Discussion took place regarding the suggested new logo roll-out phases.

Trustee Clark moved to approve the design recommendations of Bearings Branding and to approve the implementation of Phase I, engaging Bearings Branding. Trustee Morton seconded. The motion carried.

Trustee Clark moved to approve implementing Phase II of the logo roll-out and to engage Bearings Branding. Trustee Mark seconded. The motion carried.

Trustee Clark moved to approve the expenditures for an organized logo – brand launch and to engage Bearings Branding. Trustee Morton seconded. The motion carried.

Detailed information will be forth coming.

### III. Adjournment

The meeting adjourned at 10:10 a.m.