

MINUTES

JOINT FINANCE/AUDIT COMMITTEE & ACADEMIC AFFAIRS AND ENROLLMENT MANAGEMENT COMMITTEE

UNIVERSITY OF SOUTHERN INDIANA BOARD OF TRUSTEES

January 17, 2023

The Finance/Audit Committee and the Academic Affairs and Enrollment Management Committee of the University of Southern Indiana Board of Trustees met in joint session on Tuesday, January 17, 2023, in the Griffin Center on campus. Present were Committee Chairs Christine H. Keck and Christina M. Ryan and Trustees W. Harold Calloway; John M. Dunn; Daniel M. Fuquay; Jeffrey L. Knight; and Ronald D. Romain '73. Trustees Liam H. Collins '23 and Kenneth L. Sendelweck '76 were absent. Also in attendance were President Ronald S. Rochon; Provost Mohammed Khayum; Vice President for Finance and Administration Steven J. Bridges '89 M'95; Vice President for Marketing and Communication Kindra L. Strupp M'22; Vice President for Development David A. Bower; and Vice President for Student Affairs Khalilah Doss.

Finance/Audit Committee Chair Christine Keck called the meeting to order at 9:52 a.m.

1. REPORT ON FOOD SERVICE OPERATIONS

Chair Keck called on Vice President Bridges for a report on the University's food service operations. Mr. Bridges and Ms. Rebecca Diamond, Sodexo Director of Dining Services presented the report. They provided an overview on the partnership between Sodexo and the University including USI Dining and USI Catering services. With 63 full-time, 34 part-time, and 68 student employees, Sodexo handles over 3,000 transactions daily not including over 650 Grubhub transactions which average approximately \$5,000 in daily sales.

In March 2022, Sodexo met with USI's Executive Team to review a proposal for redesigning spaces in UC East that would provide modernized food delivery options including ghost kitchens, cuisine vending, and app-based stations. Additionally, area seating updates to improve atmosphere and dining experiences were proposed. By Fall 2022, Sodexo delivered on the redesign and patrons now enjoy meals from venues such as the Yo-Kai, a ghost kitchen featuring Mr. Beast Burger, and ramen from the Mein Bowl. Next on the horizon is a redesign, additional food options in the Loft, and a robot food delivery system on campus through Kiwibot.

USI Dining and Catering continuously monitors quality through guest satisfaction surveys each semester. Last semester, we received 678 responses with a score of 4.5 for overall satisfaction on a 5.0 scale, exceeding the NORAM Universities Expectation rate of 3.8. Respondents indicated overwhelmingly that the people/staff and taste of the food are USI Dining's strengths. Overall, we received over 460 positive comments and 66 comments that present opportunities for adjustment or growth.

Mr. Bridges and Ms. Diamond concluded the report outlining several engagement events provided through USI Dining including a feature in Food Management Magazine, Chef vs. Chef Kitchen Stadium, Cookie Decorating, and more. Additionally, Sodexo is involved in the community with Archie's Closet as its biggest recipient of Stop Hunger Campaigns and Sodexo Servathon. Lastly, Sodexo also partners with Sycamore Services to assist those with special needs in finding gainful employment, Evansville Rescue Mission to receive food excess, and co-sponsors with APB/SHA for the Late Night Breakfast and finals week snacks and beverages.

Trustee Keck turned the meeting over to Academic Affairs and Enrollment Management Committee Chair Chris Ryan.

2. REPORT ON USI'S BIOMETRIX DISCOVERY LAB

Chair Ryan called on Provost Khayum to introduce the report on USI's Biometrix Discovery Lab. Dr. Khayum introduced Dr. Sudesh Mujumdar, Dean of the Romain College of Business, Dr. Chad Milewicz, Economics and Marketing Department Chair, and Biometrix Discovery Lab Coordinator, and Dr. Sabinah Wanjugu, Assistant Professor of Marketing, to provide a report.

USI's Biometrix Discovery Lab is strategically aligned with the 2021-2025 Strategic Plan and the vision and

strategic plan of the Romain College of Business. The Biometrix Discovery Lab technology includes screen-based eye-tracking, mobile eye-tracking, facial expression analysis, and electrodermal activity.

It is elevating USI's visibility and reputation through partnerships with private institutions, such as Berry Global's Blue Clover Studios, by using mobile eye-tracking technology to gain insights into human behavior that can support design decisions for packaging. At public entities, like the Indiana Commission for Higher Education (ICHE), a Digital Marketing Service-Learning Project is partnering with the Commission to understand how ICHE audiences are responding to the pages/information on their website.

The lab is helping students build market-leading competencies by providing them opportunities to interact with cutting-edge technology in classes and through student clubs. The technology was used by one student entrepreneur group to evaluate the user experience of their website through biometric insights.

Faculty are completing cross-disciplinary research that is being presented at national conferences and has been published in peer-reviewed journals. Some of this work included using neuroscientific methods to understand fairness perceptions of dynamic price information of consumer goods.

Mobile equipment in the lab is also being integrated into high school visits to showcase how the USI experience is differentiated from other options in higher education. The equipment is also being used to explore solutions to community issues such as traffic safety by analyzing head movement and gaze times at high-volume intersections. In these ways and many more, the Biometrix Discovery Lab is having a 360-degree impact on students, faculty, community partners, and the institution.

There being no further business, the joint committee meeting adjourned at 10:53 a.m.