

Agenda

Budget and Planning Committee

Feb. 18, 2011

- Discussion of the stimulus funding request

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Prince Edward Room

Members present: Troy Austin, Liz Kosvar attending for Wendell Barbour, Abbey O'Connor attending for Paul Barrett, Dick Bratcher, Norm Bregman, Ben Brittain, Philip Gapinski, Deneese Jones, Kathy Charleston attending for Anthony Koyzis, Frank Moore, Tracy Nelson, Daphne Norton, Susan Osborne, Ken Perkins, Tim Pierson, Keith Rider, Chuck Ross, William Stuart, Bennie Waller, and Kathy Worster. Jeannine Perry was also in attendance.

The emailed budget requests are to be ranked by Wednesday, Feb. 23rd. Ranking is to be done by committee members only. Susan Osborne will have an electronic form created and it will be sent out to all committee members.

Bennie Waller suggested it be stated in the bylaws to define and agree upon what members are to vote on. Keith Rider seconds the motion. It was decided this would be discussed at a later meeting. Ken Rider suggested the wording of who votes be established and it would be voted on.

Fuel Depot – Keith Rider wanted to know how much it would cost for machinery and people to prepare wood. He was not able to get an answer from Dick Bratcher. Bennie Waller stated that the concept of buying options – we do not know what the future will be. Louise Waller was not able to give the presentation at the last meeting. Ken Perkins suggested the item be left out of the ranking until more information is provided. Keith Rider stated does the fuel depot pay now and is it an efficient use of Longwood's money. Tracy Nelson stated that the Department of Budget and Planning (DBP) has advised not to purchase property with E&G money. Dick Bratcher stated that demand will increase as will competition and the price of wood will increase. Phil Gapinski referred back to the criteria at the last meeting of whether the proposal would increase revenue. He wanted to know are there any additional cost associated with the proposal.

Core Journal Collection – No discussion. Bill Stuart asked how is this a revenue generator? Liz Kozvar stated she did not want to speak on Wendall Barbour's behalf because she did not have the information needed to answer the question or provide a discussion.

One Time Scholarships – Phil Gapinski stated it is a benefit to give to out of state students. A hand out was provided. Norm Bregman wanted to know what are the chances of a student coming back? Bennie Waller wanted to know what was the retention rates of out of state students? Bill Stuart asked what was the historical trend for 1 time scholarships? Frank Moore wanted to know if a student does not return after the first year will they be required to reimburse the University.

Marketing to Magnet Schools – Bill Stuart – Subject of sciences and chemistry – Have faculty who want to participate in the program go out to the magnet schools and tell them what the students can do at Longwood. Academically qualified students – Pilot Program.

CBE Communication Assistant – Abbey O'Connor – the position would help the marketing department get the word out about the CBE. Abbey was not sure of the exact intentions of Paul Barrett for this request. Norm Bregman wanted to know if this was a one-time cost or ongoing. Bill Stuart wanted to know if the current marketing agency could take on the responsibility of marketing the CBE.

Carryforward of Stimulus Funds – Tracy Nelson – No specific amount – there are still a lot of unknowns. A revised stimulus application must be submitted. We will be held to the applications request.

Pilot – Undergrad Scholarship Director – Bill Stuart – research and bringing activities that will get the word out about Longwood to potential students. Help to promote the story about Longwood undergrad program and what it can do. – Hire adjuncts.

Distance Education Model – Jeannie Perry – This would be a blended model that would meet the needs of offsite students – broadcast to locations instead of using adjuncts. Phil Gapinski wanted to know what other continuing cost beyond the 1st year. Expand low tide training. Current resources would be used. Keith Rider wanted to know if a lower amount of funding could be used. Kathy Worster also stated this program would help with SACs.

Liberal Studies Admin. Asst. – Chuck Ross – The position would allow the director to do other duties and marketing. The position may not continue – Wage position.

Web Page Conversion Tech – Bill Stuart – Part time positions to get offices started with updating websites. Possibly hire students. Funding would cover training 4 interns x 2 semesters. Tim Pierson said that this was a creative idea and the differences in websites across campus are a problem. Ben Brittain wanted to know how essential the need of 4 interns is. Bill stated that it was not essential. Dick Bratcher suggested that particular academic programs be targeted and use students from those areas. Bill Stuart suggested that the targeted websites would be those that parents and students frequently visited.

Direct Mail Fundraising – Bill Stuart – send a letter with a car window sticker. The letter would go to parents and alumni stating that they are appreciated. Free marketing and the potential to raise funds. Supported by Cricket Morris.

Dispatch Center – Tim Pierson – Provide bullet proof protection in the dispatch center, replace bullet proof vest some of those expenses maybe provided by end of year money. The dispatch center/police department is growing and more room is needed.

55 Passenger Bus – Tim Pierson – Free PR to have a bus with the Longwood logo on it. The student union and athletics spend a lot of money on charter buses and having our own bus would reduce the cost of having to use charter buses. Phil Gapinski wanted to know would there be any conflicts between the student union and athletics using the bus. Tim stated there would be some conflict of about 15%-20% overlapping dates. Keith Rider wanted to know if there would be any additional cost associated with bus.

Summer Science Inst. – Chuck Ross – Pilot Program looking for a NSF grant – half of the money has been raised 1 year pilot program hoping to get a grant to cover future programs.

Ken Perkins – the fuel depot will be adjusted to \$420,000.