

Longwood University Planning Council (UPC)

Minutes

October 20, 2020

Members Present: President W. Taylor Reveley IV, Lee Bidwell, Roger Byrne, Jen Cox, Kevin Doyle, Jason Faulk, Jen Fraley, Susan Hines, Courtney Hodges, Victoria Kindon, Leigh Lunsford, Matt McGregor, Michelle Meadows, Cat Mobley, Kathyn Nasburg, A. Cameron O'Brion, Timothy O'Keefe, Jonathan Page, Cameron Patterson, Tim Pierson, Justin Pope, Lissa Power-deFur, Brent Roberts, David Shoenthal, Larissa Smith, Bennie Waller, Louise Waller, Susan Cottrell (recorder).

Members Absent: Brandon Bowen, Elif Guler, Naomi Johnson, Chris Kukuk, David Lehr, Jeannine Perry, Charles Ross and Kim Wingo.

Welcome

The University Planning Council (UPC) met virtually on Tuesday, October 20, 2020 at 3:30 PM. President Reveley began with welcoming all members and guests and by sharing his gratitude for everyone's hard work thus far during the COVID-19 pandemic. He noted that the end of the semester is in sight and how that in itself is a testament to how hard everyone has been working. He also noted how refreshingly normal it is to see a steady student enrollment and the opening of the Clark Intercultural Center. He provided an update on the special session of the General Assembly and mentioned there will be a shortfall compared to what was once expected over the next eighteen months and that this could impact funding for the upcoming academic year as well. He stressed that state funding will be more difficult to come by now and in the future and that sharp tuition increases are no longer an option. Enrollment is a challenge across higher education currently and the number of traditional full time freshman is down 10% across Virginia this year and down 16% across America. This is a trend he fears we will continue to see, however Longwood is currently holding steady. President Reveley stressed that student enrollment will be the challenge of this decade and during this period of uncertainty we need to keep figuring out ways to help students have a real college experience while the pandemic is still present.

UPC Committee Updates

Compliance Committee - David Shoenthal provided updates regarding the February submission of the SACSCOC fifth year report and noted it was received with no additional reporting needed. He thanked everyone that helped with the report. He announced 2019-20 is the first year of data collection for what has to be reported for reaffirmation. This includes institutional effectiveness and a new quality enhancement plan.

Diversity Committee - Jonathan Page shared an update for the University Diversity Council. The Committee has added three new members to the UDC. Currently the committee is finalizing the strategic goals for each subcommittee, identifying the key stakeholders, offices and areas that will be responsible for implementing and assessing the goals. The goals will be submitted to the Board of Visitors in December for review and comment. The committee plans to finalize the entire plan in the spring semester with the final plan being submitted to the UPC in April 2021. The committee has a winter retreat planned for January where discussions for the next phases of the UDC once the strategic plan is completed will take place. An update of Title VI was also given.

Finance Committee - Kevin Doyle announced the committee conducted a summer survey to try and engage faculty with brainstorming revenue generating and costs savings ideas. The committee was very pleased with the responses received. Some ideas mentioned were regarding instruction related to generate additional revenue, recruitment of students, marketing and outreach. Costs savings ideas included copying and printing costs, energy efficiency, shared software savings and travel costs. Also, many were in favor of growing graduate student enrollment and focus on engagement of students. A budget forum will be held virtually on November 5th.

Louise Waller thanked the campus community for the sacrifices made with the faculty and staff pay cuts. The funds have been instrumental in helping afford the additional expenses related to COVID. Projections so far are \$ 2.9 million COVID related expenses this fiscal year. Some specific expenses mentioned include cleaning, PPE, additional labor, quarantine costs and space modifications.

Purchasing Committee - Cat Mobley discussed the sourcing of PPE and COVID related supplies. She mentioned that they were being sure to not compete against sister institutions and the efforts to consolidate and buy in bulk. Materiel Management purchasing staff have been sharing across institutions in order to get the best possible prices and also using cooperative contracts and with working with the Virginia Higher Ed Procurement Consortium. Close to \$260,000 or 7% in savings were had by using the cooperative contracts. Materiel Management is currently in the design phase with Cobblestone, which is a contract management system that will be helpful for entering procurement contracts, affiliation agreements and other contracts and helpful with tracking third party service providers for appropriate monitoring. FY20 SWAM spend was 50.56% which exceeded the Governor's goal of 42%. This was largely due to construction on campus including the Admissions and New Academic buildings, which were both built by small business. FY 21 is expected to be more difficult for reaching the Governor's goal for SWAM spend and she will be asking for help from faculty and staff to meet the goal.

Assessment Committee-Jen Cox discussed highlights from the last committee meeting held on October 1st. Highlights included (1) SACSCOC report accepted without additional actions and assessment will continue to be a priority (2) Watermark transition from Weave has gone smoothly. The implementation of the non-academic side was successful and Watermark is working to release new enhancements. She also mentioned the need for a comprehensive survey tool and the fact that Watermark has a feature that is currently being reviewed which might be

useful for this (3) Institutional effectiveness process discussion continues. This relates to how assessment data is linked to budgeting priorities and what role the UAC will play in that process. The committee was able to solidify how the process will work but it needs to follow up with the Finance committee co-chairs to discuss budget cycles and timelines in order to make sure their assessment plan aligns with budgeting cycles.

Technology Committee- Mark Kendrick reminded everyone that Securing the Human training is due on October 31st. He noted that teleworking during COVID has perhaps made the process of moving towards electronic forms related to accounts payable, travel, etc. move forward faster and he welcomes the change from an IT perspective.

COVID-19 Discussion

Matt McGregor provided an update on active COVID cases, processes, testing and contact tracing procedures. He noted that so far the quarantine process has worked as it had been envisioned. He believes that the processes are working very well overall.

Jen Fraley provided an overview of the quarantine process and noted that students are holding their fellow students accountable and they are very willing to share their concerns regarding COVID safety.

Questions

Lee Bidwell inquired about restoring faculty and staff salaries for the next contract cycle in light of flat enrollment and an unknown state budget. President Reveley responded that a lot depends on (1) status of COVID as we move through the spring and look ahead to the next academic year (2) what happens during the next regular session of the General Assembly.

Onie McKenzie shared the response rates to the NSSE Pulse survey and remarked it is close to 30%. This survey was sent to all students and closes on November 3rd. She asked everyone present to please encourage student participation whenever possible.

Adjournment

President Reveley thanked everyone for attending and announced the next UPC meeting will take place in January. There being no further business, the meeting was adjourned at 4:40 p.m.