

Longwood University Planning Council (UPC)

Minutes

January 31, 2019

Members Present: President W. Taylor Reveley IV, Lee Bidwell, Jen Cox, Joshua Darst, Larissa Fergeson, Alix Fink, Jen Fraley, Adam Franssen, Jeff Halliday, Susan Hines, Naomi Johnson, Mark Kendrick, Victoria Kindon, Matt McGregor, Timothy O'Keefe, Jonathan Page, Jeannine Perry, Tim Pierson, Justin Pope, Lissa Power-deFur, Brent Roberts, Charles Ross, Steven Samaras, David Shoenthal, Louise Waller, Kim Wingo, Susan Cottrell (recorder)

Members Absent: Roger Byrne, Paul Chapman, Jason Faulk, Courtney Hodges, Gary Honickel, Brett Hursey, Michelle Meadows, Cathryn Mobley, Lindsey Moran

Guests Present: Onie McKenzie

Welcome

The University Planning Council (UPC) met on Thursday, January 31, 2019 at 3:30 PM in the Martinelli Boardroom located in the Maugans Alumni Center. President Reveley called the meeting to order and welcomed all members and guests. He began with the approval of the October 18, 2018 meeting minutes. All members present were in favor and the minutes were approved.

President Reveley observed the start of the semester is always a special time and how it is inspiring to walk around campus. Civitae is going very well and he encouraged all to take that same energy into thinking creatively and being innovative about Longwood's majors, and also thinking creatively about undergraduate and graduate programs and how they could be stitched together with more plus one programs. It is also important to continue to innovate on the core of the academic enterprise and to do it in a faculty-driven fashion to make Longwood continue to thrive. He noted how joyful it is to witness the relationship between Farmville and Longwood and there are many things being done that will keep this relationship strong.

President Reveley commented how great it is to see Longwood's strategic clarity, strength with enrollment and real success with philanthropy. He remarked on strong political tension around higher education and said the generations ahead must continue to be clear and forceful in articulating why higher education matters. In this unsettled time it is especially rewarding and energizing to be thinking about strategy and the Longwood Board of Visitors would begin to discuss possible elements of the new strategic plan at their upcoming March 2019 meeting. The UPC will also discuss the next strategic plan at its next meeting scheduled to take place sometime in April. Following discussions at the UPC meeting, a draft will be disseminated campus-wide for reflections from faculty and staff. The Board of Visitors would like to adopt the new strategic plan at the June 2019 BOV meeting.

UPC Committee Updates

Technology Committee – Mark Kendrick announced the new multifactor authentication product, Duo, is in the works and this will help protect Longwood's systems more effectively by providing a stronger login. It has been released to a 60-participant pilot group so far. The committee is happy with the progress and will hopefully be going live for the entire campus by the end of February. Susan Hines discussed the new Banner SSB for students which is in the final testing stage and expected to go fully live after priority registration. The actual pilot group will be new students. It will coordinate with Degree Works and has a planner feature so students will be able to build a plan and have the ability of pulling this into a shopping cart for registration. President Reveley added that Mark and Susan will be able to show this in the April UPC meeting.

Procurement Committee – Kim Wingo announced that the committee has not met in recent months and they have nothing new to report at this time.

Finance Committee – Louise Waller introduced Russ Carmichael as the new Director for Financial Planning and Research and also Chip Bowman, a consultant with Fahrenheit Group. Chip has been assisting with the transition of the Vice President for Administration and Finance position and will continue to assist with additional financial modeling. Jeff Halliday thanked everyone who attended the annual fall Budget and Finance Forum in October and added many good questions were asked. Another Forum is expected to take place in April.

Lee Bidwell inquired about the change that was made from Moody's to S&P bond rating agencies and Jeff Halliday responded that his understanding is that S&P was a better fit for evaluating higher education. President Reveley added that S&P visited campus to gain a better understanding of the university's financial picture as part of its evaluation before its higher rating. He added that having a bond rating is useful for the university as we come upon the SACSCOC 5-year interim.

Diversity Committee – Naomi Johnson reported that this has been a year of unpacking and beginning to analyze data that was collected last year. Jonathan Page announced the committee held its annual retreat, which was led by Art Dean, Executive Director of Campus and Community Access and Inclusion at JMU. The retreat focused on best practices and key strategic points going forward which include (1) starting to embrace our history and what it means and being able to move forward in positive ways (2) being sure every facet of campus works towards diversity, access and inclusion related initiatives which supports the university's mission as a whole (3) focusing on the importance of consistent language and messaging with clear transparency (4) more time celebrating accomplishments, particularly when grants are received (5) building on past successes (6) looking at opportunities, such as working with local schools and businesses to serve as a resource on issues related to diversity (7) continuing to look at proportional representation (8) preparing the first diversity strategic plan structural outline by April 2019 with a goal of finalizing a diversity strategic plan by April 2020 for UPC consideration. President Reveley complimented the committee and all involved in bringing Sydney Trent from the Washington Post to speak on campus during MLK week.

Compliance Committee – David Shoenthal announced the committee met earlier this month. Three main points of the meeting were (1) discussion of the 5th year report which is in the midst of initial data collection with draft writing to start over the summer. The QEP report is also part of this effort (2) several audits are underway. These are reported to be routine and going well. (3) currently there are many proposed changes from DOE related to higher education. Jen Fraley added there is a large amount of state legislation that is currently under review and they are waiting to see how it will affect the university.

Assessment Committee – Jen Cox reported the committee met on January 22nd and is continuing to track surveys administered to faculty, staff and students through the end of this fiscal year. The committee discussed the difficulty of gathering alumni data and how important some data is in regards to different accrediting bodies such as CAEP. They will further their conversations with some of the Alumni Services staff this spring regarding this issue. The Administration Assessment Subcommittee is now officially active. Weave assessment software is going to be discontinued earlier than originally expected. The committee also spent some time discussing institutional planning and effectiveness and how important a strategic plan is. Lee Bidwell added in regards to the initial conversation of improving the campus culture of assessment, the overall consensus was that when guided by an overarching strategic plan, assessment data should be used to establish institutional priorities and guide funding decisions. This needs to be illustrated so it can be understood and people can recognize how important assessment is in meeting their goals.

Presentations:

Onie McKenzie presented results from the EBI SkyFactor Campus Climate Survey. The survey was administered to all students, faculty and staff. Of students, 794 responded which equals a 17.3% response rate and 540 faculty/staff responded which equals a 56.2 % response rate. She stated the reasons for the survey as (1) it is nationally benchmarked so results can be compared to other institutions (2) it is unique in that it offers both student and somewhat parallel faculty/staff assessment (3) it met the needs for both the newly appointed university council in gaining baseline information in how to prioritize and what needs to be done going forward and the survey expectations during the application process for a Violence Against Women prevention grant. Jonathan Page said he was struck by the vulnerability and candor of comments as they were very revealing. Naomi Johnson noted the Diversity Committee is working on a 5-year diversity strategic plan that will allow the opportunity to think holistically and strategically about priorities to measure progress toward the goals of campus leadership related to diversity and strategies to improve the recruitment and retention of underrepresented students, faculty/staff and administration. President Reveley added that the many of the issues Longwood are dealing with are examples of what America is grappling with.

Adjournment

President Reveley thanked everyone for attending and announced the next UPC meeting will take place sometime in early April. There being no further business, the meeting was adjourned at 5:25 p.m.