

Longwood University Planning Council (UPC)

Minutes

April 12, 2018

Members Present: President W. Taylor Reveley IV, Troy Austin, Lee Bidwell, Rhonda Brock-Servais, Roger Byrne, Paul Chapman, Ken Copeland, Jen Cox, Jason Faulk, Larissa Ferguson, Alix Fink, Jen Fraley, Jeff Halliday, Susan Hines, Courtney Hodges, Brett Hursey, Mark Kendrick, Victoria Kindon, Matt McGregor, Bettie Bass Mitchell, Cat Mobley, Kevin Napier, Jeannine Perry, Tim Pierson, Justin Pope, Sarah Porter, Lissa Power de-Fur, Brent Roberts, David Shoenthal, Kim Wingo, Susan Cottrell (recorder)

Members Absent: Xun Bian, Gary Honickel, Naomi Johnson, Timothy O'Keefe, Jonathan Page

Guest Present: Onie McKenzie (proxy for Naomi Johnson and Jonathan Page)

Welcome

The University Planning Council (UPC) met on Thursday, April 12, 2018 at 3:30PM in the Stallard Boardroom in Lancaster Hall. President Reveley called the meeting to order and welcomed all members and guests. He announced it was nice to see construction near end for both the Upchurch Center and Brock Hall. He added that soon construction would begin for the new admissions and academic buildings, along with the renovations of Frazer and Curry residence halls. He reported Admissions has received around 6,300 applications, which is more than ever before and so far 600 deposits have been made for the incoming freshman class. He stressed how important the last two weeks of April are for the admissions process. He reported the current-year budget was essentially on track in a normal range, but noted the '18-19 budget was in a state of some uncertainty because the General Assembly has yet to approve a budget for the coming year. Philanthropically, the university has \$8 million in cash during the current year. He reported tuition and fee revenue is slightly lower than hoped due to a decline in community college spring transfer enrollment. President Reveley added a broader subject would be to question whether it would be wise to continue to charge by credit hour or go back to charging by semester, which would have a number of advantages for both the university and in many respects for students but would require careful examination before proceeding. He described the reasoning behind hosting 'Mega Reunion' between exams end and commencement: to engage alumni by bringing them back when the campus is still alive with student activity and that it will give the graduating senior class a chance to interact with alumni. He noted he is aware of the logistical challenge it poses, but feels it will give life and energy to the event.

President Reveley announced that the new co-chairs for the UPC Compliance Committee are Jen Fraley and David Shoenthal. He encouraged all committee co-chairs to put fresh eyes on membership and to include a good cross section of the university.

UPC Committee Updates

Technology Committee – Mark Kendrick announced that Docfinity is currently in production with admissions. Banner 9 is in production with financial aid, accounts receivable and financial operations. He encouraged staff to visit longwood.edu/banner for the schedule of rollouts and for more information. Susan Hines announced the new online catalog should be on the website soon and they are working on the new curriculum project will flow into the catalog and make it easier for those that manage the catalogs. New bills are coming out that will restrict some of the university directory information and a new FERPA policy will be written.

Purchasing Committee – Cat Mobley announced the new uniform guidance for procurement which goes into effect July 1. This will have an effect on small purchase \$50,000 threshold. She announced they are starting to see the benefits of cooperative procurement by receiving rebates and reduced pricing through using the VASCUP contracts

Finance Committee – Ken Copeland reported the General Assembly has restarted the deliberations with the same budget that former Governor McAuliffe proposed in December of last year. He is hopeful some semblance of the House version is where we end up once deliberations are finished. The university is paying close attention to the continuing escalation of healthcare costs which have almost doubled over the last 10 years. Salary compression issues across campus are continuing to be looked at and addressed- particularly with classified positions that have taken on new responsibilities. Funding for Civitae Core Curriculum has been built into the budget and is a priority. Jeff Halliday announced the February 20th budget forum sponsored by the AAUP was the highest attended ever with 84 in attendance.

Diversity Committee – Onie McKenzie reported Jonathan Page and Naomi Johnson will be writing a year-end report to submit to President Reveley this summer. Mostly this was a data gathering year to help the committee strategically determine priorities next year and to begin to set base lines for later assessments. The focus was on gathering data to inform policies and practices. During the year each subcommittee established key priorities based upon what was most feasible and would have the biggest impact and then using this developed timelines and benchmarks for initiatives. As co-chairs, Jonathan and Naomi have worked to specifically to create the structure necessary for the committee's continued growth and longevity. This included developing bylaws and a process for incorporating student members. They plan to meet with President Reveley to review the by-laws for final approval.

Assessment Committee - Lee Bidwell reported the Assessment Policy draft was approved at the March Board of Visitors meeting. The last committee meeting was held on February 15 where members directed the co-chairs to see if the I.T. department could identify surveys that are sent out through broadcast e-mails distributed campus wide and after talking with IT staff learned there is not a way to capture all emails that contain surveys. Another goal of that meeting was to meet with President Reveley for suggestions on how to proceed and to identify further goals for the committee. They met with him on March 15 where he suggested it is not necessary to inventory all surveys, but to instead focus on the top 10 that impact a majority of the campus community such as NSSE, Campus Climate, Armics, etc. He would like to see the committee work to coordinate the delivery of the larger surveys to avoid conflicts and survey fatigue. He

advised the committee to create a culture of assessment where people value it instead of seeing it as a burden.

Presentations:

Larissa Fergeson gave an overview on the new Civitae Core Curriculum which is pending SACSCOC approval, which is expected to be received soon. She addressed the reasoning behind this specific name, as the word Civitae translates directly to citizen leadership, preparing students for democracy and to be educated citizen leaders. Also, it is a way to establish it from general education and to distinguish Longwood from other institutions.

Matt McWilliams discussed how Civitae will be marketed, which has already begun. There will be two phases. The first will focus more internally by treating freshman orientation as the kickoff. The goal is to make the term a part of what prospective students and parents hear about Longwood. Faculty advising, forms online and looking at working with faculty to train to incorporate into their classes. The second phase will focus more externally pending SACSCOC approval.

Adjournment

President Reveley gave a special thanks to those wrapping up their membership with the UPC to include Sarah Porter, Rhonda Brock-Servais, Bettie Mitchell and Kevin Napier. He noted he was very appreciative of their commitment. The next UPC meeting will be held sometime in October.

There being no further business, the meeting was adjourned at 5:09 p.m.