

# Longwood University Planning Council (UPC)

## Minutes

April 13, 2017

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**Present:** President W. Taylor Reveley IV, Bettie Bass, Xun Bian, Lee Bidwell, Rhonda Brock-Servais, Roger Byrne, Paul Chapman, Kathy Charleston, Ken Copeland, Jen Cox, Jeff Halliday, Susan Hines, Courtney Hodges, Naomi Johnson, Mark Kendrick, Victoria Kindon, Virginia Kinman, Matt McGregor, Cat Mobley, Joan Neff, Tim Pierson, Sarah Porter, Brent Roberts, Michelle Shular, Kim Wingo, Susan Cottrell (recorder)

**Absent:** Troy Austin, Stephanie Carwile, Jason Faulk, Alix Fink, Brett Hursey, Jonathan Page, Jeannine Perry, Justin Pope, Lissa Power-deFur, Charles White, Dillon Yonker

### Call to Order

The University Planning Council (UPC) met on April 13, 2017 at 3:30PM in the Martinelli Room of the Maugans Alumni Center. President Reveley called the meeting to order and welcomed all members and guests. He noted there continue to be challenges in higher education in Virginia and across the country. However, he believes Longwood has cause to celebrate. The new core curriculum is properly in place. The 4-year graduation rate for last year was north of 50 percent, for the first time in a generation and it looks as though it is on track again for this year. He pointed out that out of 600 public universities across America, only around 50 or 60 have a 4-year graduation rate over 50 percent. Also, over \$10 million dollars was raised annually for the first time in Longwood history. It has been a year of which we as a university can be proud.

### UPC Committee Updates

Compliance Committee – Virginia Kinman said the committee has not met as a whole recently, but she has met with Michelle Shular and Linda Townsend to discuss how to move forward with the work of assessment at Longwood. She looks forward to reporting more in the future.

Diversity Committee – Naomi Johnson reported that exciting things have been happening. The council held a retreat in February. Dr. Glyn Hughes, Director of Common Ground for the University of Richmond, was the guest speaker. He discussed proportional representation. The Diversity council is divided into six subcommittees. Each committee took an idea and started identifying areas that may not have proportional representation around campus. They also looked at what is most feasible and cost effective and would also have the most impact.

The lack of comprehensive data is a challenge. They feel they are basically working in the dark because they are basing this off of their own experiences and knowledge. The campus climate survey would help a lot and could determine if the university has a healthy climate for growth and development. President Reveley asked when the best time would be to implement the survey. Tim Pierson answered that the Fall semester would be the best time. Onie McKenzie mentioned it being implemented through EDI Skyfactor. Tim Pierson says each section has 20

questions that can be tailored to our interests. President Reveley noted it is encouraging to know the Board of Visitors is interested in seeing progress regarding diversity.

Finance Committee – Ken Copeland reported that the Budget Forum was held the last part of March. This was to give a budget overview – how it is formed and where we are currently. Items discussed at the forum were the salary increase that will take effect in July – 2 percent for Administrative Professionals and 3 percent for Classified staff. Also, there has been an approval for furniture for the new Admissions office. Ken also discussed the Web-time Entry program and how it is going to allow student payroll to be done a bi-weekly basis instead of monthly. Ken gave thanks to IT, HR, Cat and the Finance department. Aside from the Budget Forum, the Finance Committee has not met since prior to the January UPC meeting.

President Reveley added two points. Some higher education institutions are facing real stress on their budgets. It is commendable we are not, thanks to the stewardship Ken provides and to the Commonwealth. There have been changes in the way higher education works in Virginia. In the past the Commonwealth provided the bulk of funding, whereas now students and families provide around 80% of what makes LU tick. How Longwood handles tuition and fees really matters and how we fare financially will depend on how we fare with enrollment. The key to keep making progress is retention.

Purchasing Committee – Cat Mobley said the committee is in the process of identifying printers and toners and using leases as savings. They are currently gathering data. They are looking for ways to pull spending together and information on possible cooperative contracts.

Technology Committee – Human Resources is moving forward with web-time entry. There will be a pilot in the Fall with students in conjunction with DegreeWorks as a planning module. Students will be able to plan their schedules a year out. They also will be able to plan out what their needs are and utilize a template form. This is loaded and ready to go and will likely be a key retention piece.

### **Assessment Committee Formation Follow-up**

President Reveley stressed the new Assessment Committee will be an enormously useful tool if done right. The Weave process will be changing to TK20 in the near future. This transition will benefit survey work and can be a hub for coordinating survey outreach for maximum impact. It will also be helpful to see the connection between the budget process and assessment.

### **Compensation**

President Reveley pointed out that Longwood's peer institutions are not usually paying the same level of benefits to their employees. The question is how we regularize annualized merit based increases when the state does not provide the cash to do so.

Ken mentioned how a presentation given to the BOV back in 2011 prompted a conversation about compensation and the creation of the Compensation Taskforce. Ken shared a PowerPoint presentation on Compensation Overview and History to show the progress made since 2011. In 2012 we had year-end surplus so in May 2012 every employee received a \$1,500 bonus. All

wage employees received \$1,125. In September 2012, 2 percent bonuses were given to all classified employees and a pool to A/P and Instructional Faculty. Increases were also given the next year. These increases were targeted specifically at employees furthest away from the target salary. Ken stressed that five different times since 2012, Longwood has implemented increases for employees without assistance from the Commonwealth, which equals around \$4.1 million.

### **Admissions Update**

Victoria Kindon provided an update on the Admissions cycle, with Longwood having surpassed 6,000 applications for class entering in the fall of 2017. Deposits remained on track for a strong year, against the backdrop of a challenging admissions statewide and nationally. Victoria thanked the admissions staff for their personal connections with students, which she said makes a major difference, and provided an update on campus events and other recruiting initiatives underway, including efforts to build on growth attracting students with at least a 3.75 GPA by giving counselors more flexibility and access to a flexible pool of financial aid.

### **Adjournment**

President Reveley closed the meeting by thanking everyone for attending and the UPC will reconvene in October.