

Longwood University Planning Council (UPC)

Minutes

October 18, 2018

Members Present: President W. Taylor Reveley IV, Lee Bidwell, Roger Byrne, Paul Chapman, Joshua Darst, Jason Faulk, Larissa Ferguson, Jen Fraley, Adam Franssen, Jeff Halliday, Susan Hines, Gary Honickel, Naomi Johnson, Mark Kendrick, Victoria Kindon, Matt McGregor, Cat Mobley, Lindsey Moran, Timothy O’Keefe, Jonathan Page, Jeannine Perry, Tim Pierson, Justin Pope, Lissa Power de-Fur, Brent Roberts, Charles Ross, Steven Samaras, David Shoenthal, Michelle Shular, Louise Waller, Kim Wingo, Susan Cottrell (recorder)

Members Absent: Jen Cox, Alex Fink, Courtney Hodges, Brett Hursey

Welcome

The University Planning Council (UPC) met on Thursday, October 18, 2018 at 4:00PM in the Stallard Boardroom in Lancaster Hall. President Reveley called the meeting to order and welcomed all members and guests. He began with the approval of the April 18, 2018 meeting minutes. All members present were in favor and the minutes were approved.

President Reveley noted the special energy The Children’s Book Festival, now in its 5th year, brings to campus. Tim Pierson spoke briefly concerning the great response he has received from the students regarding the new Upchurch University Center. Students seemed to have gravitated toward the new spaces and have really taken to the building. Josh Darst added he feels like there is a new energy when walking onto campus. Tim Pierson reported over 3,300 people ate in the new downstairs food court of the building the previous day. President Reveley thanked Kim Bass for her work on this project and encouraged everyone to stop and say thank you if they happen to see her around campus. Both Kim and Louise Waller have been instrumental in the success of this project and President Reveley remarked how it has been a beautiful thing to see the new building come about. He observed that it is good that both political parties are concerned with the higher education cost issue and this will continue to be a reality in the political and national climate over the stretch ahead. Longwood continues to prove the authentic college experience can really thrive in the 21st century. There are a number of things that can be done to reinforce that authenticity: (1) continuing to give attention to the physical beauty of campus while giving a similar degree of thought to how landscaping fits together with the construction of new buildings around campus. (2) Civitae is something we can trumpet over the stretch ahead as we weave it more and more into the fabric of the university (3) enhancing graduate programs can make a real difference (4) reinforcing the college town feel of Farmville and making it a place people want to come to.

UPC Committee Updates

Assessment Committee – Lee Bidwell reported the committee met on October 9th and discussed the monitoring of campus surveys, beginning to identify ways to better integrate assessment data in the campus culture and any potential new issues that should be addressed this academic year. Beginning July 1st members began tracking and recording all surveys regarding purpose, date ranges, etc. with a goal of trying to see if there is a way to reduce survey fatigue and to increase response rates in the long-term. One of the new issues discussed was the need to manage the quality of surveys sent, which the committee will explore this year. Other issues being addressed are the forecasting of surveys in order to avoid surveys being sent in close proximity to one another and trying to find ways to draw random samples to avoid duplication of respondents. Some things that will hopefully help regarding improving the campus culture of assessment are (1) the fact that SCHEV has a new requirement that all data on student competencies has to be publically shared with stakeholders and (2) the thought that the new Civitae Core Curriculum will provide the opportunity to craft a mode of assessment that works well and can ease assessment strain (3) the need to check bylaws and job descriptions to ensure there are people who feel responsible for assessments in departments and that the requirements are specifically stated in job descriptions (4) to have faculty and staff see the value in assessments by giving examples of when assessment data has been used to help bring resources to units that have demonstrated needs. Another new issue is the tracking of alumni data, which can be valuable for accreditation programs.

Compliance Committee – Jen Fraley announced the committee’s membership has been streamlined to avoid overlapping. The university master lists of all compliance areas and responsible parties have been updated. All committee liaisons were asked to perform research in order to discover how other universities handle compliance. They discovered a broad spectrum of how it is being handled. Many Virginia schools are looking closer at the issue in different ways. Both Jen and David Shoenthal are planning to attend a Compliance Consortium on November 13th. David announced the upcoming site visit from SACSCOC which is scheduled for December 2nd – 4th. The fifth-year interim report is due at the beginning of 2020. Student assessment will be a large part of this report. Also, the QEP impact report will accompany this year’s interim report.

Diversity Committee – Jonathan Page reported he and Naomi Johnson met frequently over the summer to plan for the upcoming year. They decided to streamline several of the subcommittees. This year’s work will focus on data driven decisions and evidence-based best practices. In addition to the Climate Survey data, the committee is looking at data from OAIR, the University of Southern California Center for Race and Equity issued national report card on African American Student Equity, including data on Longwood and other Virginia institutions and recent reports and data from the National Association for Diversity Officers in Higher Education (NODHE). Also, they have started to establish strategic priorities for 2018 -2019, preparing for the annual winter retreat where they plan to work on the 5-year strategic diversity plan, working on focusing on professional development with assessments, focusing on inclusive practicing and developing a multi-cultural organizational development schedule. Four new members who bring a broader set of skills/knowledge have been added to council membership. The overall goal this years is to provide a set of recommendations for university consideration.

Finance Committee – Jeff Halliday announced the Fall Finance Forum will be held on October 30th. Primary focal points will be Civitae Core funding and resources, Longwood Foundation reserves and a brief overview of the university budget process.

Purchasing Committee – Cat Mobley announced another rebate was received for the use of cooperative contracts. VASCUPP and SCHEV plan to work together to show the value of restructuring to include the value of our VASCUPP contracts and a comparison to savings versus state contracts. The legislature is very interested in seeing quantifiable evidence that shows whether restructuring is working.

Technology Committee – Mark Kendrick announced IT governance has reorganized to focus on subcommittees with the creation of five subcommittees (1) Data Security and Compliance (2) Infrastructure (3) Client and Application Support (4) Enterprise Applications (5) Academic Technology. Banner upgrades were in training sessions and go live October 27th. Docfinity now has Admissions, Financial Aid, Human Resources and the Registrar’s office online. Mark concluded with the announcement of multifactor authentication which is currently in a pilot group and anticipated to roll out in February.

Presentations:

Louise Waller gave an update on the progress of the Campus Master Plan with an overview of recently completed projects, current projects, studies and the Academic Space Improvement Plan. She noted the strength of the Campus Master Plan and the fact it is being executed in a timely manner.

Adjournment

President Reveley thanked everyone for attending. There being no further business, the meeting was adjourned at 5:15 p.m.