

Longwood University Planning Council (UPC)

Minutes

October 19, 2017

Present: President W. Taylor Reveley IV, Troy Austin, Xun Bian, Lee Bidwell, Rhonda Brock-Servais, Paul Chapman, Ken Copeland, Jen Cox, Jason Faulk, Alix Fink, Jeff Halliday, Susan Hines, Courtney Hodges, Gary Honickel, Naomi Johnson, Mark Kendrick, Victoria Kindon, Virginia Kinman, Matt McGregor, Cat Mobley, Kevin Napier, Joan Neff, Jonathan Page, Jeannine Perry, Tim Pierson, Justin Pope, Lissa Power de-Fur, Brent Roberts, Michelle Shular, Kim Wingo, Susan Cottrell (recorder)

Absent: Roger Byrne, Brett Hursey, Bettie Bass Mitchell, Timothy O'Keefe, Sarah Porter

Welcome

The University Planning Council (UPC) met on October 19, 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 began by highlighting some current events around campus, such as the Children's Book Festival currently taking place, the upcoming dedication of the Andy Taylor Center, the new Core Curriculum continuing to unfold, the women soccer team's current first place spot in the Big South Conference and the new bookstore, scheduled to have a soft opening on October 30th with a grand opening on November 17th. He provided an update on admissions, with applications currently running substantially ahead of the previous year and approximately three times more applications received compared to the same time two years ago.

UPC Committee Updates

Assessment Committee - Lee Bidwell reported the committee met for the first time on September 28th. The initial meeting focused on establishing short and long term goals for the year. They are looking at the number of campus surveys and where they are coming from. A long-term goal is to compile a comprehensive list of surveys and to begin drafting policy recommendations regarding their administration to limit survey fatigue. The committee is also hoping to present a final draft of the University Assessment Policy to the UPC at the January 2018 meeting for discussion and approval. Jen Cox added that short-term goals include determining how to measure the number and types of surveys given to students, staff and faculty and to begin collecting data. Another short-term goal is the thorough review of draft University Assessment policy and having committee members compile questions and recommendations regarding the policy to be able to discuss at their next meeting. Tim Pierson agreed, based on the numerous requests he receives to send out surveys, that some guidance is needed as to how, when and to whom surveys are distributed, as well as what the priorities are for the institution. President Reveley agreed this is a real issue for the university.

Compliance Committee – Virginia Kinman reported the committee has been working on the issue of student records management to include security of records, confidentiality, training, etc. A subcommittee on student records met twice and identified four main areas, (1) policy (2) auditing (3) communication and (4) training. One training option is the Citi Program which includes HIPPA and FERPA modules and is believed to be more in-depth than Securing the Human training. Having an external audit of FERPA compliance is an upcoming possibility and the committee has been given the funds to move forward with this. The committee has been looking at other universities in regards to policy and communication, and learned some have a designated compliance officer in place. Michelle Shular mentioned wrestling with the scope of compliance across the university and the possible benefit of a university compliance officer independent of the vice presidential areas that would perhaps report directly to the President. President Reveley responded that it is an intriguing idea and bears real thought.

Diversity Committee – Naomi Johnson announced the name change to Diversity “Council” instead of “Committee.” A retreat was held in August which resulted in the development of terminology and common definitions for the council. The council has added a new subcommittee and now has a total of seven. There are 17 full members and a total of 32 people on subcommittees. At the retreat each subcommittee began developing priorities, benchmarks and a timeline for this academic year. Since then they have had monthly meetings and have some exciting initiatives that have started. Most of this year will be focused on data gathering. Some of the initiatives that have begun involve faculty/staff recruitment and retention and addressing concerns in those areas. Goals for this year involve establishing a comprehensive paper that indicates what the campus climate is like and what diversity looks like at Longwood, as well as establishing bylaws for the council itself and working to develop a network with other universities to share ideas regarding diversity. Naomi thanked the President for forming this committee because she is seeing so much positive activity coming forth because of it. President Reveley mentioned Admissions is working really hard on increasing diversity in the rising classes.

Finance Committee – Ken Copeland said he is optimistic regarding the overall state budget situation, and noted Longwood’s good fortune to have several capital projects approved over the last several sessions of the General Assembly. Typically this time of year a fixed-cost memo is sent out. In the planning process, the committee is looking at unavoidable costs such as maintenance software contracts and also looking closely at housing and dining rates.

Jeff Halliday announced a Budget Forum will be held on October 30th, open to the university community. It will focus on Academic Affairs budgeting and an audio recording will be available afterwards.

Purchasing Committee – Cat Mobley announced the committee is continuing to recommend the leasing of multifunctional devices as opposed to stand-alone desk printers. There is significant cost savings to be had with less toner being required and energy savings due to fewer machines being used. She also mentioned the concept of responsible printing being a possibility due to the convenience factor. The committee is asking everyone to promote this in their areas. The fiscal

year 2017 spend data has been sent to the Virginia Higher Ed Procurement department and this will assist in getting better pricing when by placing all spend data together.

President Reveley mentioned the concerns brought up by the Finance Committee concerning the campus telephone system regarding efficiency and whether this could be something this committee can help with. Victoria Kindon added the fact that every year the IT department talks about replacing the systems and the costs involved.

Technology Committee – Susan Hines announced the committee has been working hard on trying to figure all of the technology on campus in order to establish a common go-thru to identify if the university already possess technology faculty or staff may require. Some highlights include the recent upgrade to 25Live scheduling software for Conferences and Event Services, Box as the university document sharing system and Pro Care for the Early Childhood Development Center. Projects still in the works are Target X for admissions, migrating from NoliJ to Docfinity imaging system. Admissions will start shortly just to house documents and the Registrar's office will go live in January and their goal is to roll out eForms. This will eliminate the student forms. They are hopeful that Human Resources will follow eventually, along with RTA's, etc. Susan stated this software also has a robust retention value. They are currently working to get all the forms in NoliJ transferred to Docfinity. This is expected to save money by requiring less printing. Other projects in the works are Banner 9 upgrade, TK20 that will replace WEAVE and I.D. Networks for the Campus Police Department.

Overview of Philanthropy

President Reveley reported Longwood raised \$11.2 million dollars during the prior fiscal year, an all-time high for the university. The largest gift was the Brock Experience gift which is fully endowed at \$5.9 million. The University Foundation is working to develop expertise regarding the scholarship process, an area in which it has not been as directly involved in in the past. The Foundation staff will begin using Academic Works software which has a more student-friendly interface and will help them see what philanthropic dollars are available, and overall dollars will be allocated more strategically and effectively. The President noted these changes will make a real difference in keeping students on track to graduation. There will be more communication about this in the future.

The Foundation is also taking other changes as it shifts its focus to scholarships. Trust fund withdrawals will soon be handled by the university accounts payable department. Hopefully this will allow for quick and efficient processing, and will enable staff to check account balances in Banner. Courtney Hodges believes this will be more helpful for departments also. It will make it easier and more transparent so scholarships can be awarded in the most efficient, best way. She hopes the Foundation office will be a resource where students can be sent for scholarship information.

Adjournment

The meeting was adjourned at 5:00pm.