

Draft

Longwood University Planning Council (UPC)

Minutes

October 21, 2019

Members Present: President W. Taylor Reveley IV, Lee Bidwell, Roger Byrne, Paul Chapman, Jen Cox, Kevin Doyle, Jen Fraley, Elif Guler, Susan Hines, Courtney Hodges, Mark Kendrick, Victoria Kindon, David Lehr, Leigh Lunsford, Matt McGregor, Michelle Meadows, Cat Mobley, A. Cameron O’Brion, Timothy O’Keefe, Jonathan Page, Haleigh Pannell, Cameron Patterson, Jeannine Perry, Tim Pierson, Justin Pope, Brent Roberts, Charles Ross, David Shoenthal, Larissa Smith, Suzanne Stetson, Louise Waller, Kim Wingo, Susan Cottrell (recorder)

Members Absent: Jason Faulk, Alix Fink, Naomi Johnson, Kathyn Nasburg

Guests Present: Chip Bowman

Welcome

The University Planning Council (UPC) met on Monday, October 21, 2019 at 3:30 PM in the Martinelli Boardroom 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 April 4, 2019 meeting minutes. All members present were in favor and the minutes were approved.

President Reveley offered his thoughts on the year so far as he is in his seventh year at Longwood and reflected on how much of the major construction in the heart of campus has been completed. He suggested for the January meeting a detailed presentation regarding the current admissions cycle and enrollment trends playing out across higher education. He reiterated demographic trends will present an ongoing challenge for higher education for the foreseeable future, but said Longwood has important underlying strengths as it navigates forward.

The Virginia Children’s Book Festival was currently taking place on campus and President Reveley gave special mention to Brent Roberts for being one of the coordinating forces for the event. He commented how wonderful it is to have thousands of children on campus, many on a college campus for the very first time. He noted the annual performance by the Richmond Symphony on campus on Sunday. He also mentioned how great it is to see Radcliff Hall, the new Admissions building, in gleaming shape right across from the Rotunda. He encouraged everyone to attend the upcoming open house and added that the welcome event for the whole Farmville community was scheduled to take place on November 26th.

UPC Committee Updates

Diversity Committee – Jonathan Page reported the UDC has been very busy particularly over the summer and first few weeks of classes and has been focusing on the 5-year Diversity Strategic Plan, seeking feedback opportunities as much as possible including open campus sessions. The committee has been pleased with the feedback received so far. A blog has been set-up to gather

feedback online. The plan is to put together and present the 5-Year Diversity Strategic Plan at the April UPC meeting for approval and consideration and potential implementation beginning over 2020-21. The committee is excited about the addition of five new members and the fact that they have officially added the 1st generation working group as part of the Student Recruitment and Retention subcommittee. Lastly, the annual UDC retreat will be held in January.

President Reveley added that SCHEV has been attentive regarding diversity and he hopes there might be some worthwhile state initiatives that Longwood can be part of in the near future.

Compliance Committee – Jen Fraley announced the committee met last week and updated all compliance contacts. Making sure all committee members were clear on the committee’s purpose and making sure they were looking into any systemic institutional issues that may arise. Members have reported back with updates and discussed what they need to do to promote compliance around campus. She also reported there are no concerns with accreditation processes at this time. The co-chairs feel the work of the committee is capturing compliance considerations well and all members have their liaison responsibilities and touch base regularly with their contacts to make sure things are going smoothly and reporting any issues that may arise.

Assessment Committee – Jen Cox announced the committee met on October 8th. She presented a motion from the UAC to approve a name change to the University Assessment policy, strictly a name change to reflect the new committee name. The motion was unanimously approved. The committee is continuing to track surveys for this academic year paying particular attention to surveys sent to faculty/staff, students and contractors such as Barnes and Noble, Aramark, etc. and hope at the end of this 2 year cycle to be able to offer some recommendations for potential policy to help guide how surveys will be disseminated on campus to help avoid survey fatigue while having larger response rates.

Lee Bidwell added that the UAC hosted a series of workshops led by Dr. Jillian Kinzie on October 2nd and 3rd. They were tailored to administrative leadership, staff leadership and academic assessment leadership teams. At the most recent committee meeting it was decided that it is important for units across campus to identify assessment objectives and measures that are tied to the strategic plan.

Purchasing Committee – Cat Mobley reported she had met with co-chair Kim Wingo earlier this semester to discuss possible committee members to add to the committee and invitations were sent and all accepted. The next scheduled meeting is October 30th. The co-chairs have spoken with Cameron O’Brion about contracts and how to best capture information and they are continuing to work on this. For fiscal year 2019 the university exceeded the SWAM spend goal that is set by the Commonwealth. The goal was 42% and Longwood was at 49.3%.

Technology Committee – Susan Hines announced the Registrar’s office is in the process of changing transcript providers so students can have a more holistic view of their records. This should be finalized around December 2nd. This system is expected to be more customer friendly and easier for students to navigate to get their transcripts.

Mark Kendrick announced that October is Cybersecurity Awareness month and that restricted data users will be receiving a call to discuss how to handle and control the data. IT Governance recommended that an external sender message will be included in the body of incoming emails to warn users to be cautious opening attachments or links and this will be implemented soon. He also encouraged everyone to complete the Securing the Human modules which have an October 31st deadline.

Finance Committee – Louise Waller welcomed Chip Bowman as a consultant with Fahrenheit Finance and gave brief information about his background in finance. For this meeting Mr. Bowman prepared a detailed financial update and overview.

Finance Update and Overview Presentation

Chip Bowman gave a presentation that included an overview of the University's overall financial health and performance, and presented a PowerPoint explaining the new budgeting model that is being implemented to support effective multi-year budget forecasting as the University looks ahead to 2020-21.

Adjournment

President Reveley thanked everyone for attending and announced the next UPC meeting will take place in January. There being no further business, the meeting was adjourned at 5:01 p.m.