Longwood University Planning Council

Minutes

May 9, 2013

Present:	Ken Copeland	Charles Ross
	Marge Connelly	Paul Barrett
	Mark Lenker	Wayne White
	Dick Bratcher	Matt McGregor
	Penny Howard	Charles White
	Ken Perkins	Bill Irish
	Tim Pierson	Susan Osborne
	Bryan Rowland	
	Suzy Palmer	
	Jeannine Perry	
Absent:	Troy Austin	Tracy Nelson
	Joe Garcia	
	Ruth Meese	
	Chris Register	

Minutes from the March 29 meeting were approved.

Ken Copeland discussed revenue projections still being in fluctuation due to unknown enrollment and retention statistics and unapproved tuition and fees. The Board will approve tuition and fees on May 11. At that time, Finance will be able to predict institutional revenues for the coming year. There appears to be approximately $200,000 in additional state funds, $150,000 in foundation funds, and increased tuition if we are able to meet the goal of 100 new students. Ken Copeland again noted that Finance has between May 13 and early June to prepare the University's Operating Plan, which must be approved by the Board at its June meeting.

Ken Copeland explained that he has not yet received all VP's list of "Top 5 Priorities." He stressed the need to identify reallocations. Of the lists received, most are requests for additional funding, not reallocations. If reallocations are not identified, the University will be unable to do all of the strategic initiatives that have been recommended. Ken challenged everyone to ask three questions: (1) Does this make sense? (2) Where have you had left over funding at year end? (3) What can you do differently? President Connelly stated that $1 million is less than 1% of the total budget. She noted that over time it will reallocate itself, or you can decide to do it strategically. She encouraged VP's to look at purchases made in the last two months over the last two years to identify spending that is not strategic.

Penny Howard asked if internal reallocations should be reflected on the unit planning worksheets. The discussion that followed stressed the importance of showing all reallocations regardless of whether it frees up funding. It is important to document that decisions are being made strategically for SACS and future reference.

A discussion followed concerning how to go about identifying reallocations and what barriers exist in the process. Ken Copeland acknowledged that it is hard to give up funding to another area. Paul Barrett said that we need to be willing to give up funding to others and change the culture. President Connelly stated that you have to trust and have confidence that you will get the funding back if there is a strategic need. She noted that the VP's have to muscle through the process of identifying reallocations the first time, as there is no common platform. She suggested creating two buckets for costs - unavoidable and discretionary. She advised against looking at items as good or bad. Tim Pierson noted that salary savings have been a significant source of year-end funding in the past. The process for budgeting salary savings will change in FY14.

Ken Copeland said he would communicate with those that need to turn in the "Top 5 Priorities" and once they are all received he will compile the submissions into one document. He will send out a poll to set up the next meeting the week of May 20th.

There was a short discussion regarding how to better capitalize on conference attendees who come to Longwood. Ken Perkins suggested putting a Longwood T-shirt in each room.

Mark Lenker handed out the revised UPC Scorecard and asked everyone to provide feedback to him by the end of next week. President Connelly suggested plotting the proposals on 2 axes – value and cost – to prevent all items getting lumped in the middle. Both actual cost and opportunity cost should be considered. She suggested testing it on something that already exists to see if it is helpful. Her last advice was to "carry on… if you want to change direction you have to be in motion". Paul Barrett replied, "You have put us in motion with clear strategic goals that have meaning".