

Senate Finance and Planning Committee Report

Faculty Senate Meeting – 11/3/16

Committee Members: [Dr. Lissa Power-deFur](#), [Dr. Brett Hursey](#), [Dr. Xun Bian](#), [Professor Jeff Halliday](#) (Chair)

Debate Cost and Media Study

First announced publicly in an [article published Tuesday, 10/25, by *The Farmville Herald*](#), and then reinforced by President Taylor Reveley during the 10/25 University Planning Council meeting, the administration is now reporting an estimated cost range of \$5-7 million for hosting the vice presidential debate, while still awaiting some final invoices. President Reveley and Mr. Justin Pope have estimated the advertising and media value of the event is “expected to be well in excess of \$75 million.” An earned media study on the marketing impact from the debate is being conducted. According to Vice President for Administration and Finance Ken Copeland, the administration is considering coordinating with the [Small Business Development Center](#) to develop or to contract out an impact study to gauge the local economic impact of the debate. In addition, the town of Farmville will look into increased sales, lodging and meal tax revenues and compare those numbers to previous years. Those figures are anticipated to be available later this month or in December.

University Planning Council Update

This senate committee works in conjunction with the [University Planning Council](#) (UPC). On Sept. 27, the UPC’s Budget and Planning Committees met to discuss the statewide budget, the Fixed Costs Memo, and planning for the December Board of Visitors meeting. The Fixed Costs Memo was sent to budget staff and university vice presidents in mid-October and it requests each manager consider foreseen increases in fixed costs, particularly with service-related contracts. At the meeting, Copeland encouraged committee members to consider ways the university could improve budget efficiency while supporting cost-effective strategies. He provided the example of the myriad types of printers in departments across campus, which leads to a large expense when buying varying types of cartridges instead of more cost-efficient bulk purchasing. Copeland encouraged committee members to bring ideas back to our next meeting.

The Senate Finance & Planning Committee would appreciate your ideas on ways the university can seek to thoughtfully increase budget efficiency while taking care to support all current programs and personnel. Please contact any of the committee members and we will share your thoughts with our UPC committee. Professor Halliday and Dr. Hursey represent the Cook-Cole College of Arts & Sciences on our committee, Dr. Bian represents the College of Business and Economics, and Dr. Power-deFur represents the College of Education and Human Services. Our emails are linked at the top of this report.

The UPC met as a whole on Tuesday, Oct. 25 at the LCVA. On top of normal meeting operations and informal committee reports, town and county officials were invited to discuss ways the university and local community can collaborate on future initiatives. As a reminder, UPC meetings are open to the entire university community. Official minutes for the meeting will be available soon.

Brief Key Points/Takeaways:

- President Reveley stated the January UPC meeting will include a **deep dive on the debate** and expects to have the media study results available. Dates for the January and May meetings will be announced well in advance.
- Committee Updates
 - *Technology – Associate Vice President Mark Kendrick reported agencies across Virginia are combining forces to renegotiate a statewide contract with Banner.
 - *Finance – President Reveley recognized the need to “normalize compensation increases.” Copeland is convening a subset of committees to review course fees before the holidays.
 - *Diversity – Director Jonathan Page reported the committee is gathering preliminary data to better define diversity on Longwood’s campus, with plans to develop a survey that will help identify ways to support and encourage an inclusive campus.

*Compliance – Assistant Vice President for Accreditation and Compliance Virginia Kinman’s report included an Assessment Policy Update with three recommendations including the creation of a ‘University Assessment Committee’ for the UPC.

- Multiple town representatives collectively expressed their eagerness to seek future partnerships, identified impactful construction projects, and presented several opportunities for civic engagement in the community for faculty and staff. Mayor David Whitus introduced Mr. Greg Cole as the newly appointed chair of the town’s Parks & Recreation Committee, which came about in part as a response to faculty/staff feedback presented at the September Board of Visitors meeting. Cole announced upcoming public resident meetings to help town officials draft a ‘wish list’ from which they will develop a master plan for new recreational facilities in Farmville.

Admissions/Open House Numbers

In September, our report referenced the decreased fall enrollment figures this year. To provide context and to gauge prospective student interest from the current admissions cycle, our committee requested the turnout numbers from recent admissions events. Associate Vice President for Enrollment Management and Student Success Dr. Jennifer Green responded that visit numbers are up this fall. Including registrations through the Oct. 29 Weekend Information Session & Tour, the total number of attendees reported for September and October was 1,375, up from 1,167 during that timeframe last year.

Commonwealth Update

On Oct. 13, [Governor McAuliffe addressed](#) the projected revenue shortfall for the state’s two-year budget plan, but this has not impacted university pay increases. As reported by the committee in September, classified staff received a one percent bonus on Sept. 1. To round out the full pledged increase, classified employees will receive additional one percent bonuses in January and May. Governor McAuliffe is next set to discuss planned budget reductions on Dec. 16 and is anticipated to focus primarily on the July 2018 fiscal year. University administrators do not expect any significant impact on state-allocated funds for Longwood.