

## Senate Finance and Planning Committee Report

Faculty Senate Meeting – 2/2/17

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

### University Planning Council – Budget & Planning Committee

Our senate committee works in conjunction with the [University Planning Council](#) (UPC), with each member serving a dual role as a member of the UPC's Budget and Planning Committee. On Jan. 24, that committee met to discuss an update on the statewide budget, tuition/fees and considerations for the end of the 2016-2017 fiscal year. *Brief* points/takeaways from the 1/24 meeting:

- The committee reviewed Governor McAuliffe's [amended biennium budget](#), announced in [November](#), which includes proposed reductions for most public higher education institutions. President Reveley and Vice President for Administration and Finance Ken Copeland stated this [~\\$1.4 million cut to Longwood](#) affects a manageable 1-2 percent of the overall university budget.
- President Reveley stated he remains committed to annually addressing salary increases for faculty and staff.
- VP Copeland and President Reveley stated that while summer credit hour revenue exceeded budget expectations last year, lower enrollment impacted revenue for the Fall, Intercession and Spring semesters. President Reveley reported admission-related numbers were up regarding applications and campus visits this academic year, which the administration anticipates will lead to stronger enrollment numbers for 2017-2018.
- There was discussion, but no formal conclusion, regarding whether the administration would seek to set 2017-2018 tuition and fees during the March Board of Visitors meeting.
- VP Copeland stated the administration is continuing to seek campus feedback on ways to cut down on fixed costs through more efficient budgeting.  
-Discussion included culling redundant office printers/copiers in place of shared office equipment (which the UPC's Procurement & Purchases Committee is addressing), and several committee members noted long distance phone charges and their impact on office/departmental budgets. VP Copeland indicated he would look further into these potential cost-saving opportunities.
- Budget managers were encouraged to focus on limiting office/departmental spending to only essential purchases as the fiscal year ends, allowing the administration more budget flexibility.

### University Planning Council – January Meeting Recap

The UPC met as a whole on Tuesday, Jan. 31 and the agenda included committee updates and a Strategic Focus portion on national marketing. *Brief* points/takeaways from the January UPC meeting:

- During his welcome to the meeting, President Reveley reiterated the proposed state cuts to Longwood's general fund appropriation will represent 1-2 percent of the overall university budget and called it a "workable figure." He also briefly discussed the national political/cultural climate and referenced its influence on the General Assembly. In addition, he highlighted the administration's ongoing enrollment and development efforts.
- Committee Updates:
  - \*Compliance – Following up on a recommendation from the committee during the October meeting, the UPC adopted a [new Assessment Committee](#). Co-chairs will be selected soon.
  - \*Diversity – The committee is examining policies and conducting resource gathering rather than launching a campus climate study at this time. The committee will be meeting later this month to develop short and long-term goals while reviewing effective institutional models. Citizen Leadership and Social Justice Education Director Jonathan Page read a prepared statement which in part identified the national political/cultural climate's impact on faculty and students, while directly encouraging university leadership to intentionally recognize and address those concerns.
  - \*Finance – The 1/24 meeting detailed above was reported, as well as the intent to coordinate with Dr. Bill Abrams and VP Copeland for a public Budget Forum for the campus this spring.

\*Purchasing – The committee is reviewing the fixed cost recommendations made by VP Copeland, working to identify overlapping expenses and will be contacting offices/departments.

\*Technology – The university will be moving to Banner XE, beginning with Human Resources.

- Strategic Focus: National Marketing

VP for Strategic Operations Victoria Kindon, Vice President for Institutional Advancement Courtney Hodges and Director of Athletics Troy Austin provided an overview of the administration's marketing efforts.

This included discussing the earned media value as a result of the VP Debate (which President Reveley stated was roughly \$83 million), outlining athletics' role in raising the university's public profile, detailing increased recent alumni participation and updating enrollment projections. Deposits for the 2017-2018 academic year are up (200 this year compared to 120 at this point last spring), applications are up (5,150 last year compared to 2,494 in 2011), and Longwood's name recognition among Virginia high school students and parents is up & above several peer institutions.

The entire UPC is *tentatively* set to next meet on Thursday, April 13 from 3:30-5 p.m. in Blackwell. As a reminder, UPC meetings are open to the entire university community.