

BOV Meeting  
April 9, 2014  
Debra Schlee, UFC Chair

### **Advancement and Communications**

- The UMW website is now much more navigable on mobile phone
- We have a strong Facebook, Instagram presence – and audiences are increasing
- Also a huge click rate on Spotify
  
- EMG (our brand marketing company) will be doing an awareness and perception survey of the area.
  
- This is the first time we are doing this, as it was not done when we launched our brand 2.5 years ago

### **Fundraising**

10.5 million this year – highest it's been in five(?) years – and a 100% increase over last year

So far raised 28 million, 57% of the way to the goal of 50 million of the total campaign.

### **Academic Affairs Committee**

The provost spoke on the Associate Provost for Academic Engagement and Student Success.

It is a reframing of the position. Search committee has met and has a list of prelim candidates. Three finalists will visit campus, with the appointment around the start of May.

The provost introduced to the BOV his new special assistant for technology, teaching, and innovation, Jeff McClurken. He emphasized that we have been building our brand identity around the links between these three things, and Dr. McClurken is the right person at the right time for this job.

Dr. McClurken spoke at this point about several key issues to address:

- Leadership
- Expanding our distinctiveness wrt digital fluency
- Helping students deal with massive amounts of information
- Developing a strategic vision for on-line learning that speaks to the true to values of institution
- Finding funding , specifically writing grants, for ITCC
- Finding ways to partner with community
- Utilizing the distinctive, unique set of resources in the ITCC

[The board is pleased with this appointment and UMW's emphasis in these areas; they talked at length with the president and me at breakfast the next morning.]

The provost went on to talk about student success and retention. We have not been utilizing Starfish and should be. His educational advisory board and student success collaborative is looking at some of these issues.

Question from BOV (Ingrao): How do we map students here and beyond in terms of success?

In reply, the provost asked Taiwo Ande to speak to the survey that will be taken when students are lining up for graduation. His office will also follow up 9, 12 months out. Alumni surveys have been difficult to conduct and have a high response in the past.

Comment period – on line and town hall (early fall)

NSF STEP was grant extended through 15-16

### **Admissions Report**

It was mentioned earlier in the day that K. Buster-Williams begins May 25<sup>th</sup>, will have a month of overlap with Carol Descak.

Legacies have been getting a lot of attention this season.

Good news:

- Applicants – up 19% in state and 33% out of state
- Admits – up 16% in state, 29% out of state (but of course applicants were up)
- Deposits – up 9% in state, OOS up 21% (n=70)
- IN addition, academic quality is up, and diversity is up in this population of admissions
- Currently our admit rate is 74% versus 78 at this same point last year
- the MS in Geospatial Analysis has 6 applicants.
- [more info in the Free Lance Star link below]

Students are confused by RN-BSN program – don't realize what it is and that it is not a nursing program.

We had a wonderful guidance counselor “fly in” with counselors from all over.

Financial aid packages went out a little late, so deposits behind, but should catch up. The optimal situation would be for offers for scholarship to go out at the same time as offers, but can't do until after FAFSA.

DTLT gave a report on the success of Domain of One's Own. Some interesting examples include:

[www.toskeink.com](http://www.toskeink.com)

[thenandnow.umwhistory.org](http://thenandnow.umwhistory.org)

[centuryamerica.org](http://centuryamerica.org)

### **Student Affairs Committee:**

- Students had a successful good neighbor day
- Spring formal is April 11 – students are to show up at bell tower and then bussed away

Doug Searcy provided an update on summer orientation

- Difficulty of scheduling when is best for transfer students to arrive—will now come at beginning of August; not ideal but need to have transfer courses on transcript
- Increased communication with all students – will be surveyed ahead of time on their – interests and then pre-placed into 3 classes
- Orientation to provide less stress, better discussion, more personal attention
- Using information gained during recruitment using new CRM technology to help with this process as well

### **Living Learning Communities**

Ken Machande presented on the LLC for business students which incorporated classes, leadership roles, mentors, and writing resumes for business positions.

Classes were more interactive – since the students lived with each other, they were more engaged and spoke up in class more

Students grades were 3% higher

### **Athletics Report:**

- Tangible benefits from athletic success even at the division 3 level
- Adding men's golf (CAC sport – women's not yet sponsored) in fall of 2015

### **Honor Council – Catherine Curtell**

- Amendments to the honor council constitution – mostly clarifying language
- Restitution for stolen items added

### **Financial Reports (Paul Messplay)**

- Bookstore usually makes money
- However, huge cost of bookstore textbooks is hurting that somewhat
- He discussed a school with an entire program with no textbooks; open access for all materials

## **Campus Construction**

- Campus center 4 times the size of Chandler
- Obstacles for graduation – Ball Circle encroached but still holding graduation there
- Realizes there are inconveniences related to parking with all this construction – they are trying to mitigate

There was some discussion of projects for our summer reserves of 3 million (Rick Pearce has list of possibilities)

## **State Budget Update**

### **Tuition and Fees**

Unfortunately I had to leave for what was probably the most important hour of the BOV visit. However, there was a very good summary of this discussion in the Free Lance Star here:

<http://news.fredericksburg.com/newsdesk/2014/04/10/umw-weighs-tuition-increase/>

...and it came up again in the Leadership Council meeting. The bottom line is that no decisions on raising tuition will come until the May visit, hopefully after the legislature has made decisions about the budget. Four and six % increases in tuition have been proposed. The president would like to see a 6% increase (or even higher if possible). Six percent would mean \$792 increases for in state students, \$1564 for out of state.

The president stressed the importance of increasing faculty salaries with the increase to our 2015 budget, and the board strongly agree with this (the state budget has already mandated a 1% increase for all employees.)

From the article: “Now, the most important issue to me is faculty salaries,” said board member and chair of the finance committee Joe Wilson. “It bothers me a 6 percent [tuition increase] only has 1 percent [salary increase]. If we’re going to go for greatness, we can’t do without attracting and keeping great faculty. Having said that, I would entertain more than a 6 percent increase if it meant increasing faculty salary.”

[IN the LC meeting, President Hurley remarked that is a turnaround of the BOV on this issue, which he sees as reflecting possibilities with a new governor more inclined to support higher education on this issue.]

Adjunct conversions were also discussed.

## **President Hurley’s Report**

One large issue is a student group has approached him about divesting the Foundation from fossil fuels corporations. The students are very professional and detective-like students in their

pursuit of information. He is educating them into what the foundation does and why we do it; this type of divesting is not as easy as it sounds, but he is taking the request seriously. The BOV will make a deeper dive into the subject at their summer retreat.