

Board of Visitors Meeting  
February 15, 2013

8:15 session:

Hurley began by indicating some “talking points” for the BOV at lunch with the faculty:

Wage employees – 53 wage employees “could be” impacted, not will be. Far fewer of these, according to Rick Pearce, will actually be impacted. Some of these part timers have been with us 15-20 years; they are an “important part of work force and we’re going to take care of them. We’ll figure something acceptable to almost all.”

Hurley: There is "no chance of it not being passed" and those schools that wait will have less flexibility in terms of how they implement it. Can spread costs over more months and this matters because many of these employees work far fewer hours during the summer.

BOV structure: There was a lot of discussion of the committee structure and some desire to move back to a system where everyone hears everything. There is a lot of redundancy in the current system, but not enough time to discuss certain topics.

10:15 Advancement, Communication

B. University Relations

- Collaborating with admissions – enhance whole experience for accepted and enrolled students
- Search ongoing for Director of web communications
- New director of university marketing - Malcolm Holmes
- Report: Knocking at the College Door (Western Interstate Commission on Higher Educ)  
VA college enrollment is at its lowest in 13-14 and then will be going back up
- Anecdotal evidence that branding/marketing campaign is working  
(No luxury of time to do the full analysis)
- Inquiries are up but applications are down (especially out of state)  
Website content may be an issue  
We have high profile advertising, but not fulfilling that promise once at site  
We’re “doing exceptionally well on Facebook”

C. Alumni Relations and Fundraising

Gifts up 33%, FY 2013 so far raised \$4.6 million  
Finding annual gap in scholarships awards though

## Academic Affairs Committee 1:30

### B. Provost

Newbould reported on the visit to the Center for Medieval and Renaissance Studies (it is a privately owned consortium of 25 universities) at Oxford that provides classes, residence rooms, and faculty. They worked out an agreement for our students to do study abroad there – quite a unique opportunity.

Nursing completion program has been approved by the CAS CC. According to the provost it “Should quite easily pay for itself” and add to our bottom line.

Announcements were also made about our STEM interdisciplinary sciences major, and changes to the MBA, Med, and MIS programs.

### C. Admissions (Carol Descak)

Here a bit of an update from earlier in the day. Applications ARE down 6% from last year but admits are up 28% (as of last week compared to a year ago). Admissions is going to start doing home visits with students (e.g., in New England).

Purchasing a new program CRM (Customer relationship management) which will do robo - calling and other parts of the admissions process lots of other schools already do.

Admissions is not quite at full staff even with merge with career services. One admissions position left to fill.

D. The English Language School program we provide the location for is not working as well as expected. The students are not prepared to succeed at UMW even after their take their last language course, and they aren't as interested in our programs. The idea is to recruit students ahead of time for their program who might like UMW.

E. The MA in Geospatial Analysis received BOV approval and there is little expectation of a problem with SCHEV. The program is designed to be more than self-sustaining. The tuition will be higher than our usual tuition, but still less expensive than others. One hire now with another to come as the program progresses.

Saturday 8:15

C. Report on Foundation

Endowment doubled over the last 10(?) years to 3.5 million

New construction and real estate development is a means of getting unrestricted funds.

Discussed the new campus center (architect Donnelley). There will be a public forum for the campus center. We've been getting lots of kudos from local government on what we've been building

Hyatt Place hotel is on schedule for late October, and budget, and will have 93 rooms and provide 55 new jobs.

E. Master Plan (begun in 2009, needs to be approved and put out to public)

- Will be available on a website
- Scott Sullivan (Burt Hill)
- Preservation plan (by Michael Spencer) will inform the master plan. Each building graded on a standard: renovate, raze, preserve
- Link:  
[http://www.boarddocs.com/va/umw/Board.nsf/files/94UKMA523E7A/\\$file/UMW%20Preservation%20Plan\\_Draft\\_11-7-12\\_BOV%20Feb%202013.pdf](http://www.boarddocs.com/va/umw/Board.nsf/files/94UKMA523E7A/$file/UMW%20Preservation%20Plan_Draft_11-7-12_BOV%20Feb%202013.pdf)
- We are utilizing classrooms fairly well – could increase by 365 students and still have space
- Need to change perceptions in parking – less in center of campus
- 15 residence halls need renovation
- Eagle's Nest in poor condition, too small

Proposed:

- Woodard, Mercer renovated for BUAD and Psych
- New parking deck with public safety (a deck with 550 by 2019, probably across from Klein)
- extension of campus walk
- 50K sq ft of academic space by 20??
- VA Hall, Willard, Ball Hall, Custis first on list for renovation
- Jepson most stressed academic building; add 20K sf
- Bushnell, Framar and South Hall replaced

- News Arts center – location to be determined

#### F. Rector's Report

- James Farmer award to Xavier Richardson James Farmer – Meringolo hopes it becomes one of the leading awards in the field of social justice
- SGA to hold Town Hall on tuition increases
- SACS: Major challenge are the five IE items that were noncompliant
- QEP was sent off
- The Rector discussed the BOV role in the context of reallocation, and I have attached this.

#### G. President's Report

- He will decide on the allocation appointees by mid week (2/20)
- VPs have nominated members of their staffs to him
- Provost search – candidate, 2 women, 1 man to visit campus
- Graduation speaker will be announced know soon

#### M. Academic Affairs report (moved earlier)

There was a discussion of the various encounters with professors that BOV member had a lunch on Friday: discussions of the final outcome of the resource allocation, the BSN completion program, adjunct hires, digital learning, needing a grants writer, the shortage of psychiatric help, honors violations, reallocated funds go to business, our top heaviness in administration, resentment about differential wages, and problems of procurement (among other things).

#### K. Student Affairs

- Honor counsel has seen 25 cases already so far this year
- no honor counsel violations at the Stafford campus
- Crimes on campus as well as large student parties, arrests
- City to include university police at a higher level

#### L. Finance:

- Auxiliary enterprises doing well
- Meal plan a real revenue producing item
- Bookstore is up – used text books, rentals, coursepacks

- Increases in faculty salary 3% going forward

New construction

- Campus Center, convergence center, changes to Woodard and Mercer
- These buildings will be open 24/7 so are more expensive
- If state comes in with funding will split 50/50 for academic buildings
- Thus \$550K needed
- Requires tuition and fee increases over the next several years

I encourage you to look more closely at the budget tables and projects:

[http://www.boarddocs.com/va/umw/Board.nsf/files/94MSNQ72DBF2/\\$file/UMW%20Student%20Center%20%26%20ITCC%20Operating%20Costs\\_BOV%20Feb%202013.pdf](http://www.boarddocs.com/va/umw/Board.nsf/files/94MSNQ72DBF2/$file/UMW%20Student%20Center%20%26%20ITCC%20Operating%20Costs_BOV%20Feb%202013.pdf)