The Board of Trustees
of
The University of North Carolina at Asheville

Meeting of Friday, September 11, 2009

MINUTES

Members in attendance for all of the meeting:
Jim Buckner, Phil Carson, David Cogburn, Joe Damore, Sue McClinton, Audrey
Mosley, Doug Orr, Bruce Peterson, Nathan Ramsey, Pat Smith, Virgil Smith, Pam
Turner and Cortland Mercer.

Others present:
Anne Ponder, Chancellor; Janet Cone, Athletics Director; Merianne Epstein, Director
of News Services; Jane Fernandes, Provost; Bill Haggard, Vice Chancellor for Student
Affairs; Bill Massey, Vice Chancellor for Alumni and Development; John Pierce, Vice
Chancellor for Finance and Operations; Christine Riley, Chief of Staff, Lynn Spaight,
Assistant Secretary to the Board; Danny Dawkins, Dining Services Director; Lothar
Dohse, President of Faculty Senate; Debbie Griffith, Director of Marketing; Chris
Miller, Chair of Chancellor’s Staff Advisory Committee; Sheila Murphy, Chair of the
North Carolina Center for Creative Retirement Steering Committee; Monique Taylor,
Director of Internal Audit; Regina Pente and Liz Langrell interpreters.

The meeting was called to order at 8:34 am, Chair James Buckner, presiding.
Referencing the State Ethics Act, Chair Buckner asked any trustees to declare if they
had conflicts related to items on the agenda. No conflicts were disclosed. The Chair
then asked everyone present to introduce him/herself.

Chair Buckner reviewed Board responsibilities and expectations as guidance for this
next year. He shared information about Board committees, draft charters for
standing committees, and a draft list of committee assignments. He requested that
trustees confirm assignments with him prior to the next meeting. Board action will
be needed at a future meeting to amend the bylaws to include the standing
committees and their charters.

Chair Buckner recognized Provost Jane Fernandes to report on the university’s
reaccreditation process. Provost Fernandes reported that the Southern Association
of Colleges (SAC) is our accrediting organization. The last time the University went
through a reaccreditation process was in 2002. There have been many changes in
higher education expectations since then, including an increasingly greater emphasis
on accountability and the university’s need to articulate and assess student learning
outcomes. Our review by SAC will be held in 2012 and the faculty and
administrators have started preparing the documents and records that will be needed
for the self-assessment that precedes that review. The process will engage all constituents: trustees, faculty, students, alumni and parents. Each academic department will be engaged in developing a mission for the department, aligning that mission with the university’s overall mission, surveying the alumni from the department to determine their level of achievement after graduation, and creating learning outcomes measures. A written self-assessment report will be prepared and sent to the SACS review committee. Then another team of reviewers will make an on-site visit and meet with university constituents. Provost Fernandes has appointed Dr. Bruce Larson to lead the accreditation process and Professor Scott Walters as the Quality Enhancement leader. John Bucher, Budget Officer in Student Affairs will provide the link to the Student Affairs office. Dr. Lisa Friedenberg, Dean of Social Sciences will be the assessment coordinator.

Provost Fernandes also reported on this year’s enrollment, noting that the number of entering freshmen has exceeded the goal set for the admissions department. The retention rate of last year’s freshmen is at 81.9%, which is the highest ever. Provost Fernandes responded to questions from trustees and will provide follow up information as it becomes available.

Chair Buckner recognized Dr. David Cogburn for the trustee briefing. Dr. Cogburn spoke about his perception of the responsibilities of membership on the board – to provide oversight on policy matters; consider the needs of students and the citizens of the state as the major constituents of the university; and the obligation of personal and financial support for the university.

The board recessed at 9:45 AM and reconvened at 10:15 AM.

Chair Buckner recognized Debbie Griffith, Interim Associate Vice Chancellor for Communications and Marketing, to provide a report on the branding and marketing implementation plan, in response to the Widmeyer report. Ms. Griffith reported on the need to shape the university’s messages for its audiences to give a clearer understanding about what the university does and how it serves the region, state and nation. A new web site will be ready in January. Trustees will receive updates on new web page designs to give them information about work in progress. Trustee discussion included suggestions for a new video for use on TV during sporting events, on the web site, at community meetings, admissions events, etc.

Chair Buckner recognized Bill Haggard, Vice Chancellor of Student Affairs. Vice Chancellor Haggard introduced Danny Dawkins, Director of Dining Services who provided a brief overview of the sustainable practices and variety of food options in the University dining hall.
Chair Buckner called a recess for lunch at 11:45 a.m. Trustees joined students for lunch in the dining hall. The meeting re-convened at 12:52 p.m. Chair Buckner recognized Chancellor Ponder for her report.

Chancellor Ponder reported on the following recent events:

- The Zeis Science and Multimedia Building dedication was successful, with many people from the community attending, including State Senator Martin Nesbitt.
- Enrollment is higher this year than last and has exceeded the goal for the year for entering freshmen. This freshman class is accomplished, engaged and interested in service as well as academics.
- National rankings in publications such as US News & World Report, Fiske Guide to Colleges, and Princeton Review continue to list UNC Asheville as a leading liberal arts college and best buy.
- The state budget has been released and budget officers continue to work with UNC General Administration to determine what we need to do to meet the budget requirements for this year.
- The update from the Board of Governors included instructions to make cuts from senior administrative staff rather than support staff. Cuts in these areas will be required in addition to the personnel cuts already made. Other Board of Governors sessions covered student insurance, H1N1 flu preparedness, the UNC Tomorrow action plan and campus mission statements.

Chancellor Ponder responded to questions about budget issues, then reported on organizational changes:

- Organizational changes are being made to invest as much as possible in the academic area. These include elevating the Provost’s role as the clear number two leader on campus. The Library, Institutional Research and Classroom Technical Support areas will now report to Provost Fernandes and the Financial Aid staff will be aligned as part of the Admissions department.
- Chancellor Ponder introduced Sylvia Farrington, recently appointed as Interim Director of Emergency Management. She was hired after the state hiring freeze was lifted on an interim basis to help with urgent needs for the start of the academic year, including dealing with H1N1 flu and emergency notification systems installation and testing. Additionally, all staff related to safety matters will now be aligned with Student Affairs, providing a stronger safety network for students.
- The Alumni Relations staff will be reporting to Chancellor Ponder and will take on responsibility for campus events, including events at Pisgah House.
- The Development department will put all of its focus on raising funds.
- Because of the state funding cuts, the position responsible for Community Relations has not been replaced. The duties of this area are being covered by several staff people: Jim Fox will be responsible for federal government
relations, John Pierce for state government relations and Janet Cone for community affiliations including the City of Asheville, Buncombe County, Mission Hospital and other partnership organizations in Health and Wellness.

- University General Counsel, Tom Lawton, is on leave. Chancellor Ponder and Chair Buckner have consulted with Laura Luger, Vice President of Legal Affairs and General Counsel at UNC General Administration. Ms. Luger will assist UNC Asheville with legal questions as needed during this period.

Chair Buckner declared a recess at 1:50 PM. The meeting reconvened at 2:05 PM. Vice Chancellors John Pierce and Bill Haggard made a presentation on options for additional student housing. Bill Haggard reported that student retention has increased and that is attributed in part to the requirement to have freshman live on campus during their first year. There are more students wanting to live in the residence halls than there are spaces available. Staff members from Student Affairs and Finance and Campus Operations have been researching possibilities for increasing the number of beds for students, consistent with the goals of the Strategic Plan. Three options have been researched and were presented:

- Replacing or renovating Governor’s Village.
- Building a new residence hall on the site of the former facilities building next to Governor’s Hall.
- Purchasing an existing building or complex that is currently not part of campus.

In order to move ahead on the possibility of building a new complex, the housing project team asked for the board’s support for a feasibility study. The study would seek expert advice on the feasibility of wood versus masonry construction of a new facility, including costs to build and maintain, life expectancy, debt capacity and cost of service, potential for public-private partnerships and a marketing study to confirm the estimated occupancy rates.

Pam Turner made a motion to give authority to pursue the establishment of a 501(c)3 non-profit corporation and a limited liability corporation (LLC) for the purpose of developing residential housing projects and other real estate activities as deemed appropriate by the UNC Asheville Board of Trustees. David Cogburn seconded the motion and the motion was approved unanimously.

Pam Turner made a motion to give authority for a market study for the residential housing project that will, among other things evaluate student housing demand and evaluate proposed housing rates against the student rental housing market. Nathan Ramsey seconded the motion and the motion was approved unanimously.
Chair Buckner called on John Pierce to review the finance and budget report. Mr. Pierce reported that the final percentage of cuts for the 2009-10 budget is 8%. Additional personnel changes will need to be made to respond to General Administration requirements to reduce the number of administrators with chancellor, provost or dean in their title. These requirements are being made of all the institutions in the system in response to a perceived inflation of titles.

Chair Buckner called on Bill Haggard to report on the campus response to the H1N1 flu. Dr. Haggard reported that there have been no reported cases on campus to date but there are cases in Buncombe County. The Health and Counseling department is monitoring the situation and will follow protocols set by the Centers for Disease Control for students in the residence halls. About 80% of our population meets the definition of high risk, so when vaccine is available, it will be provided free.

Chair Buckner recognized Bill Massey to present the Development Plan. Mr. Massey provided the plan in writing, and presented information on Trustees role in fundraising, from information provided by the Association of Governing Boards (AGB).

Mr. Massey reported on the past year’s Development results, citing the economy in creating an environment that has made fundraising difficult. Specifically, he gave an update on the fundraising efforts for Pisgah House.

Chair Buckner called on Joe Damore to present the Audit Committee report. Mr. Damore reported that the Annual Audit Plan had been approved at the August committee meeting and the Annual Certification letters had also been approved and sent to UNC General Administration.

Chair Buckner called for a motion to go into closed session for the following reasons:

- to prevent the disclosure of information that is privileged or confidential pursuant to Chapters 116 and 143 of the North Carolina General Statutes, AND
- to prevent the premature disclosure of an honorary award or scholarship, AND
- to consider the qualifications, competence, performance, or condition of appointment of a public officer or employee or prospective public officer or employee, AND
- to establish or instruct the staff or agent concerning the negotiation of the price and terms of a contract concerning the acquisition of real property
as allowed by sections 143-318.11(a)(1), (2), (5) and (6) of the North Carolina General Statutes. David Cogburn moved to go into closed session for the named reasons. Cortland Mercer seconded the motion and the motion was approved unanimously.

The meeting returned to open session at 5:04 PM

Chair Buckner asked for a motion to approve the consent agenda consisting of the following items:

- Approve resolution to authorize purchase of the Rhoades property from UNC Asheville Foundation, Inc. (Tab 8)
- Approve resolution on the Official Residence of the Chancellor (Tab 8)
- Approve Provost’s action regarding Centers and Institutes
- Approve minutes of June 18 & 19, 2009 Open Session (Tab 8)
- Approve minutes of July 7 Special Meeting Open Session (Tab 8)
- Approve personnel actions, accept personnel reports (Tab 9)

Phil Carson made a motion to approve the consent agenda. Bruce Peterson seconded the motion and the motion was approved unanimously.

Chair Buckner made closing comments, thanking the board and staff for their work and called for a motion to adjourn. David Cogburn moved for adjournment. Cortland Mercer seconded the motion and the motion was approved unanimously.

The meeting was adjourned at 5:06 PM.

Submitted respectfully,

[Signature]
Lynn Spaight
Assistant Secretary to the Board

[Signature]
Jim Buckner
Chair

12/7/09
Date

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Date