

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

Meeting Minutes
March 28, 2014

The University of North Carolina at Asheville Board of Trustees met on Friday, March 28, 2014, in meeting room 417 of the Sherrill Center on the UNC Asheville Campus.

The following members of the Board of Trustees were present: Kennon Briggs, David Cogburn, JW Davis, Audrey Byrd Mosley, Piyush Patel, King Prather, Virgil Smith, Leigh Whittaker.

The following member of the Board of Trustees was present for part of the meeting: Pat Smith (left at 11:15 am).

The following members of the Board of Trustees were absent: Sue McClinton, Doug Orr, Ron Paulus, and Cissie Stevens.

Others in attendance for some or all of the meeting included: Anne Ponder, Chancellor; Buffy Bagwell, Vice Chancellor for University Advancement; Elizabeth Becker, Executive Assistant; Eric Boyce, Director of Public Safety; Luke Bukoski, Director of Digital Marketing; Skip Capone, General Counsel; Janet Cone, Senior Administrator for University Enterprises and Director of Athletics; Greg Carter, Assistant Vice Chancellor for External Relations; Jane Fernandes, Provost and Vice Chancellor for Academic Affairs; Debbie Griffith, Associate Vice Chancellor for Communication and Marketing; Bill Haggard, Vice Chancellor for Student Affairs; Rob Nelson, Fuquay Solutions; Nicole Norian, Director of Human Resources; Pat Odnakk, Executive Assistant to the Vice Chancellor for Student Affairs; Heather Parlier, Associate General Counsel; John Pierce, Vice Chancellor for Finance and Operations; Steve Plever, Manager of News & Public Relations; Christine Riley, Chief of Staff; Lynn Spaight, Assistant Secretary to the Board; Robert Straub, Chair of Chancellor's Staff Advisory Committee; Monique Taylor, Director of Internal Audit.

Opening Remarks

There being a quorum present, Chair King Prather called the meeting to order at 8:17 a.m. Chair Prather reminded trustees of their obligations under the State Ethics Act, and asked trustees to declare if they had conflicts with any items on the agenda. None were mentioned. All present introduced themselves.

Chancellor Search Update

Chair Prather reported that an update had been sent to campus constituents on March 27. It included the news that the Leadership Statement has been completed and published and that

recruiting of candidates has begun. A review of applicants will be made by the Search Committee in late April.

Chair Prather recommended that trustees read an article from the *AGB Trusteeship Magazine* about governing during a president's last 100 days. He will send the article to trustees for their information.

Student Presentations

Chancellor Ponder thanked outgoing Student Government President Leigh Whitaker for her service to the university and to the Board of Trustees. She presented her with a hat, specially made for her, that was Bulldog blue and black. All the trustees present had also brought hats and a group photo was taken wearing their hats as a memento for Leigh. Leigh was asked to make a report on her year as trustee. She thanked trustees and commended them on the job they are doing for the university and especially for being so inviting to hear the student voice. As she is a junior, Leigh will be on campus next year. She has been elected as Vice President to the state Association of Student Government, so she will be meeting with other campus student leaders the next year and making the case for student issues to the Board of Governors.

Chair Prather thanked Ms. Whitaker for her service, saying she has provided tremendous insight and has represented other students well.

Chancellor Ponder introduced Rachel Wells, a member of the Volleyball team and presented her with an award from NCAA for her outstanding season in volleyball and the Division 1 title for Best Digs in the Nation. Rachel is finishing out her senior year and will go on to get her teaching license for High School Health and Physical Education and coaching.

Chancellor's Report

Chancellor Ponder reported first on recent rankings as reported in national media. Many have been excellent: Princeton Review, Kiplinger's Personal Finance and Forbes for value in education, especially. One lesser-known entity, Pay Scale, ranks UNC Asheville low in return-on-investment. The methodology was unusual in that it relied on fewer than 100 self-reporting alumni and didn't include any who received graduate degrees or joined a family business or opened a business.

The Board of Governors met in February and after much discussion on student fees, approved the fee proposal that we recommended [no tuition increases were allowed for in-state students]. UNC Board of Governors met with the Board of the Community Colleges system and signed a common commitment to general education requirements so that community college graduates will be accepted more easily at UNC institutions.

Also at the February Board of Governors meeting, UNC Asheville's self-liquidating facilities projects were approved. These require no state funds. It means we will be able to complete

the track stadium. The other project is a replacement floor for student recreation center and locker room renovations.

Some members of the Board of Governors have a strong alliance with legislators and their priorities. The Board is bringing a new business acumen to their work. A traditional business model may not allow for unique campuses and have more of a sense that all campuses must meet the same guidelines for efficiency and effectiveness. There may be times when economy of scale or UNC Asheville's special mission may require assertiveness to maintain our quality and culture.

The Office of State Management and Budget has given UNC instructions for a budget rescission for April, May and June for all governmental agencies. This would be significant for us as most of our costs are already committed for the year. The Short Session of the NC General Assembly will be occurring starting in April. If we learn that the rescission may be more permanent, we will ask you to help us with keeping that from happening. UNC General Administration has suggested that we may be asked for a 2% budget cut for next year which would mean about \$500,000 in reduced expenditures. Budget cuts almost always become permanent as the current budget becomes the starting point when determining the next year's budget.

Recently, our students presented their undergraduate research projects for entrepreneurs and business leaders at Research Triangle Park. They were invited by RTP CEO Bob Geolas who is interested in working with Western North Carolina as he expands the influence of Research Triangle Park. The young, tech-savvy audience members were very impressed with our students. A video promotional piece put together by our Communication and Marketing Department was played for the trustees.

Prof Bert Holmes received 2014 award for undergraduate research by American Chemical Society.

Homecoming took place the last weekend in February. In addition to more enthusiastic participation by our students, the events brought in several alumni and we received a record number of gifts from those alumni. The National Alumni Council met that weekend and they are planning projects to strengthen the collective alumni voice.

The Parents Council is growing in size and commitment. Currently they are ahead of Foundation and Trustees in their annual gifts to the university.

Yesterday, Trustees and the university community celebrated the building opening at 118 W.T. Weaver Boulevard. In addition to the Advancement area, where trustees met in committee meetings yesterday, there were tours of the Health and Counseling area on the first floor. This space provides an expanded, professional space to meet our growing student needs for these services.

Also during yesterday's meetings, we heard a comprehensive review of university finances. In reviewing the information provided to Moody's Rating organization to renew our bond rating, as well as a review of the State Financial Audit, trustees learned that the university's financial health is sound.

Our Information Technology Services have been working to improve Internet connectivity for the campus. A second external link to Internet services was completed and we now – for the first time ever -- have redundancy should the first line be inoperable. This was part of a comprehensive upgrade and replacement of the network and power distribution requiring work in every building on campus. All this was completed in the same weeks when we had a 2-day power outage caused by raccoon that took out a transformer, plus a boiler meltdown in Brown Hall, and some water line breakages in Mills Hall. The cost was \$750,000 and was paid by funds from the technology fees, equipment funds, and our repair and renovations funds.

Admissions of mid-year transfer and new students are higher than last year. Enrollment for fall looks good with applications to date exceeding the total for all of last year. We also have increased campus visits, deposits, and applications from under-represented groups. The indicators for SAT test scores and GPA look good as well. The freshman class looks on target for growth projections. We also have a record number of students who have renewed their contracts for housing for next year, which helps with our retention. Advising and Admissions departments are represented at AB Tech's weekly Admissions meetings. Advancement is looking at the strengthened partnership with AB Tech for greater scholarship opportunities. Another opportunity we have implemented to enhance future enrollment is Explore the Tour. We invite Middle Schools students to campus for a day – taking classes, eating in the dining hall, touring the campus. This year we hosted over 1,000 students. UNC Chapel Hill is so impressed, they sent a team to our campus to learn how they could replicate our program.

The National Environmental Modeling and Analysis Center (NEMAC) has received an award from the U.S. Forest Service for its work on Fore Warn, an early warning system that tracks threats and changes to forests. NEMAC has also taken on a new challenge to develop an online climate resilience tool kit that will be part of the Presidents Climate Initiative. NEMAC's director, Jim Fox, went to the White House to attend a meeting of scientists and Obama administration officials to strategize ways to educate the nation on this topic.

Athletics Director Janet Cone has been appointed to the NCAA Men's Basketball Committee, the first from the Big South Conference. This committee determines the roster for the basketball championship games.

Council for Advancement and Support of Education (CASE) gave three awards to our Communication and Marketing department: for the 2013 commencement Social Media campaign, for the UNC Asheville After Dark photo display, and for our signage and wayfinding project.

Debbie Griffith and Luke Bukoski provided a brief Communication and Marketing Update. The web site has been revised to make it more mobile-device friendly. It is important for the upcoming student population that we provide a robust digital communications format and strategic and targeted marketing. It is too early to determine the complete impact of our Seriously Creative campaign but our recent Admissions successes may be one way to assess the impact that the campaign is having.

The Moog Music organization is planning a four-day Moog Fest in Asheville. UNC Asheville is working with them and sponsoring a large event on April 25th with representatives from national organizations as guests.

At the conclusion of Chancellor Ponder's report, Chair Prather called for a break at 9:45 am. The meeting returned to order at 10:02 am.

Committee Reports

Academic Affairs – Audrey Byrd Mosley reported that the committee had discussed the change of UNC Asheville's mission statement made by the Board of Governors. There was concern that the Mission had been carefully crafted earlier and there had been no opportunity for trustees to comment and review the changes. Provost Jane Fernandes noted that President Ross had convened a panel to review all the UNC campus missions. The initial suggested change was sent to us and we requested that our mission be approved without changes, but that request was not honored. Trustees commented that the changed language specifically mentions our current graduate program and would seem to exclude expansion into additional graduate programs. Provost Fernandes stated that we are continuing our assessment of possible additional graduate programs. Those programs would need Board of Governors approval, even if the mission statement had not been changed. She noted further that there are signs that the Board of Governors may be rigorous in their review of any new degrees. We will need a strong proposal and document the need and ability to support a new program. Chancellor Ponder mentioned that the authority for the mission belongs to the Board of Governors. Even if we added four to five graduate-level degrees, UNC Asheville would still be primarily an undergraduate institution and the mission statement supports that. The fact that the Board approves and is enthusiastic about our mission is an asset we need.

Trustees were in agreement that the minutes should reflect that they would have preferred the sentence defining specific graduate programs as exceptions had not been added to the original mission statement, as well as their understanding that this change will not prevent us from considering and proposing new graduate programs.

Advancement Committee – Buffy Bagwell reported. Advancement Committee met jointly with the Athletics Committee to discuss strategies these departments are pursuing in partnership. Athletics is working with Advancement to reach out to Alumni for support for

their shared goals. Ms. Bagwell reported that the Foundation Board has made donations totaling \$48,500 to the Foundation's scholarship fund and the Board of Trustees has contributed \$29,000.

A grant writer has been hired and has submitted grants to several organizations in support of programs such as Mechatronics. Sisters of Mercy responded positively to a grant application in support of our work in expanding our diversity through the AVID for Higher Education program.

UNC Asheville has partnered with AB Tech for scholarship funding with an application to Children's Welfare League (CWL).

Athletics Committee – Kennon Briggs reported briefly on Athletics committee discussions.

Audit Committee – Virgil Smith reported that the committee reviewed progress on the 2013-14 annual plan and latest audit department activities.

Student Affairs – Bill Haggard provided a virtual tour of the renovations to Brown Hall dining facilities. They are working with the Student Environmental Center to develop sustainable dining practices such as local sources for foods, composting and reduction in water usage. The renovated space will include a hand-washing station.

Undergraduate Research Presentations

Professor Mark Harvey introduced the program which supports students working to make original and independent contributions to research and scholarship. Students compete for grants to conduct research and travel. In addition to an annual on-campus forum for presentation, students can participate in a National Conference for Undergraduate Research and a peer-reviewed online journal. A special opportunity was provided for students to present their work at Research Triangle Park, as Chancellor Ponder had reported earlier. Two students who took part in that program presented their work for trustees.

Erin Litke, a December 2013 graduate, worked with Professor Surain Subramanian. Her topic was *Nationalism, Westernization or Neither*. She studied Chinese students and how responses to globalization shape their future.

Sophie Berry, a senior, worked on the Virtual Lincoln team with Professor Christopher Oakley. She used a video presentation to show the work done to create a virtual image of Abraham Lincoln at Gettysburg.

Chair Prather called for a lunch break at 11:15 am. The meeting returned to order at 12:02 pm.

Student Internships

Marlane Mowitz, Director of the Career Center introduced Sheila Meadows, Vice President for Human Resources at Mission Health. Ms. Meadows relayed her experience in working

with the Career Center to match UNC Asheville students with internship opportunities at Mission Health. She confirmed that the internship program gives value to Mission as well as to the students. It gives students understanding of world of work and helps develop values alignment. They have worked with eight interns and look forward to continuing the process.

Ms. Mowitz introduced students who talked about their experiences as interns:

Chelsey Rey is a senior in Health and Wellness Promotion. She participated in an unpaid internship at Care Partners outpatient services. She created a Lipoderma patient care booklet for the outpatient clinic. She worked with the occupational therapists to develop the content.

Tarrah Tate is a senior getting a double major in management and marketing. She worked on a branding campaign in Mission's Marketing and Human Resources department. The experience she gained in helped her be successful in her application to Duke's graduate program.

Jennifer Wannemacher is a non-traditional student in psychology. She interned in the Women's Recovery Center – assisting with charting patients, and directly in HIV training and other therapy. The program allowed her to hone her empathy and active listening skills, and learn the workings of an agency.

Marlane Mowitz introduced Career Center staff Thomasanne Davis who provides career counseling and Jess Kryzenske, an alumna who started working as the employer relations coordinator last fall and has already contacted 150 employers to let them know about our students. She recently put together a campus career fair that attracted 81 employers.

New Student Government President

Leigh Whittaker introduced James Whalen, recently elected as Student Government Association President for 2014-15. James is from Charlotte and a junior majoring in math and philosophy. James shared that his first initiative for next fall is to help more students get registered to vote.

Committee Reports Continued

Finance and Real Property Committee – JW Davis reported. The committee has three resolutions that are recommended for approval:

314-1 Approval for Designer Selection for Contracts under \$500,000. After discussion, Chair Prather called for a vote of approval for the resolution as recommended from committee. The resolution was approved unanimously.

314-2 Approval of an Easement for a Water Line for Rhoades Hall. Chair Prather called for a vote of approval for the resolution as recommended from committee. The resolution was approved unanimously.

314-3 Approval of an Easement for a Water Line for Governors Village. Chair Prather called for a vote of approval for the resolution as recommended from committee. The resolution was approved unanimously.

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

- To prevent the disclosure of privileged or confidential information pursuant to the law of this State or the United States, or not considered a public record within the meaning of Chapter 132 of the General Statutes,
- To prevent the premature disclosure of an honorary award or scholarship,
- 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, AND
- To consider the qualifications, competence, performance, or condition of appointment of a public officer or employee or prospective public officer or employee, as allowed by sections 143-318.11(a) (1), (2), (5) and (6) of the North Carolina General Statutes. Piyush Patel moved approval of the motion, Kennon Briggs seconded and the motion was approved unanimously.

Chair Prather asked Chancellor Ponder, Jane Fernandes, Bill Haggard, Janet Cone, John Pierce, Skip Capone, Heather Parlier, Christine Riley, Elizabeth Becker and Lynn Spaight to remain for the closed session.

The meeting returned to Open Session at 1:15

Consent Agenda

Chair Prather called for a motion of approval of the Consent Agenda, consisting of the following items:

- Approval of Minutes of Open Session, December 6, 2013
- Approval of Minutes of Open Session, Special Meeting, January 16, 2014
- Approval of Minutes of Special Meeting February 3, 2014
- Approval of Minutes of Special Meeting March 19, 2014
- Approval and Acceptance of Personnel Report (report in closed session materials)
- Approval of 2014 Annual Nepotism Report

David Cogburn made the motion of approval, JW Davis seconded and the motion was approved unanimously.

Closing Remarks

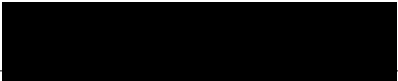
Chair Prather reminded trustees of the May 10 Commencement and encouraged their participation in the ceremony. He thanked everyone for their work.

There being no other business to bring before the board, Virgil Smith made a motion of adjournment. David Cogburn seconded the motion and it was approved unanimously.


The meeting adjourned at 1:17 pm.

Submitted respectfully,

Approved,



Lynn Spaight
Assistant Secretary to the Board



N. King Prather
Chair

2/10/14
Date

7.10.14
Date