



**Minutes of the Meeting of the University of North Carolina at Asheville
BOARD OF TRUSTEES**

**Friday, February 17, 2017
Sherrill Center, Room #417**

The following Trustees were present:

Kennon Briggs, Vice Chair
Richard Lutovsky, Secretary
JW Davis
Bob Long, Jr.
Piyush Patel
Ron Paulus
King Prather
Robby Russell
Wilma Sherrill
Cissie Stevens
Charlie White, Student Trustee
Oscar Wong

The following Trustees were absent:

Pat Smith, Chair

Others present:

Mary Grant, Chancellor
Joseph Urgo, Provost and Vice Chancellor for Academic Affairs
Dave Bailey, Community Member
Luke Bukoski, Chief Communications and Marketing Officer
Chelsey Burke, Executive Assistant to the Chancellor
Janet Cone, Senior Administrator for University Enterprises / Athletics Director
Shannon Earle, Chief of Staff
Joy Flora, Budget and Auxiliary Administrator
William Haggard, Vice Chancellor for Student Affairs
Laura Herndon, Associate Vice Chancellor of Alumni Relations and Giving
Sarah Humphries, Executive Assistant
Amy Jessee, Associate Chief Communication and Marketing Officer
Sam Kaplan, Professor of Mathematics
Ben Lewis, Chair of the Bulldog Athletic Association
Stacey Millett, Executive Director of NCCHW and Community Engagement
Rebecca Nelms, Director of Student Athlete Services
Nicole Norian, Associate Vice Chancellor of Human Resources
Steve Patch, Professor of Mathematics
John Pierce, Vice Chancellor for Administration and Finance
Janisha Slaughter '17, student

Ben Underwood, Associate Vice Chancellor for Advancement Operations
Darin Waters, Special Assistant to the Chancellor for Community Outreach
Clifton Williams, Interim General Counsel
Carla Willis, Vice Chancellor for University Advancement

The meeting was called to order by Vice Chair Briggs at 9:00 a.m.

Ethics Reminder

Vice Chair Briggs reminded the Board of the duty, imposed by the State Government Ethics Act, to avoid conflicts of interest and appearances of conflict, and allowed members to declare any conflicts. No conflicts stated.

Approval of the Minutes of the December 16, 2016, Meeting of the Board of Trustees

Upon a motion duly made and seconded, it was

VOTED: To approve the minutes of the December 16, 2016.

Report of the February 16, 2017, Meeting of the Student Affairs Committee

Trustee Prather delivered the report on behalf of the Student Affairs Committee.

The committee heard from three students who work in Campus Recreation. All three students highlighted their position in campus recreation and their success and skills developed being a part of the program including, professionalism, management skills, time management, and communication. Trustee White added that on-campus experiences, such as the campus recreation department, are transformational experiences that allow students to maintain a connection to campus while earning income.

The Developing Employee Excellence Program (DEEP) requires all Campus Recreation employees to participate in two additional campus programs not planned through Campus Recreation. Examples of these programs are resume writing workshops, Google calendar seminars, Multicultural lunch and learn, and the MLK Day of Service. Chancellor Grant noted this support is a powerful example of our Strategic Plan and student success.

Report of the February 16, 2017, Meeting of the Administration and Finance Committee

Trustee Patel delivered the report on behalf of the Administration and Finance Committee.

The committee received an update on several construction projects, including the new Residence Hall, Highsmith Student Center addition, Owen Hall, and Carmichael Hall. Highsmith renovation will begin after Commencement. To maximize cost savings, both Owen and Carmichael Halls will begin at the same time, starting in Spring 2018.

With the \$2M appropriation from the state to purchase the 90 Zillicoa Property from the Foundation, the Foundation has now retired the purchase debt for that property. Discussions are underway for the Foundation to acquire property near campus and lease it to the University as swing space during construction.

The Management Flexibility Report is a summary of all the actions that require Board of Trustees approval, including the actions taken pursuant to delegated authority. At the end of each year, we are required to report a summary of the actions, to UNC General Administration, to reflect our adherence to appropriate to appropriate policies.

Upon a recommendation from the Administration and Finance Committee, it was

VOTED: To approve the Report and submit to UNC General Administration.

Report of the February 16, 2017, Meeting of the Advancement Committee

Trustee Stevens delivered the report on behalf of the Advancement Committee.

The committee discussed how the University positions itself to capitalize on major gifts. Connecting with alumni is a key piece of this success, as well as following up after an event with those who are in attendance and those who could not attend. Chancellor Grant was recently in San Francisco attending board meetings and the AAC&U Annual Conference. Vice Chancellor Willis reached out to alumni in the bay area and invited them to brunch with Chancellor Grant. Thirteen area alumni attended. Chancellor Grant sent an email of the group photo taken at brunch to all those who did and did not attend. Chancellor Willis spoke with several alumni shortly after the event, and they noted that they will be attending Homecoming this year.

The Director of Alumni Relations search is underway and the successful candidate will hit the ground running when they arrive. Finding out where our alumni live and work is very important.

Trustee Stevens challenged all trustees to contribute to the Board Challenge. Currently, 85% of trustees have contributed. Trustee Prather noted that in the last several years there has been 100% participation, and the current amount raised is near what they trustees raised last year.

Report of the February 16, 2017, Meeting of the Athletic Committee

Trustee Briggs delivered the report on behalf of the Athletics Committee.

Coach Mathes Mennell, Head Men's Soccer Coach, is using technology to recruit new players and manage his team in several different and innovative ways, including coach ability methods, watching game film, and field movement.

Brian Hand, Assistant Athletic Director for External Relations presented the new Big South Branding Campaign across campuses and the Conference. The new tagline for the Big South Conference is "Where Winners are Made."

Chancellor Grant provided an overview of the work of the Athletic Task Force in the committee meeting, and will provide additional details later this meeting.

The men's basketball team is having great success with the possibility to host the conference championships the first weekend in March.

Report of the February 7, 2017, Meeting of the Academic Affairs Committee

Trustee Paulus delivered the report on behalf of the Academic Affairs Committee. Steve McKillips will join us March 1, 2017 as the Senior Director of Admissions and Financial Aid. He comes to UNC Asheville with 20 years of experience, mostly recently from the University of Memphis, and is a specialist in communication strategies to prospective students and retention of students.

UNC Asheville submitted a proposal to the Mellon Foundation for \$700,000 in support of the Humanities.

We are in the process of final stages with a partnership with the United South and Eastern Tribes (USET). Their board is meeting next week to discuss UNC Asheville's proposal to establish an MOU with USET member tribes, modeled on the Eastern Band of Cherokee Indians (EBCI) partnership.

UNC Asheville is participating in the National Science Foundation (NSF) faculty workload assessment. Faculty will spend a day reporting their workload for an entire 24 hour period to establish data on the pace and content of faculty work.

Faculty Senate Update

Dr. Steve Patch reported to the Board of Trustees on behalf of the Faculty Senate.

The Faculty Senate recently approved the requirement to provide academic alerts in all 100 level classes. Faculty are required to submit an academic alert, six weeks into the course. Attendance and academic performance alerts help identify at-risk students and provide referrals to the appropriate support system. Students will also receive feedback on strategies to make their classroom experience successful.

There are a number of important task forces working in Faculty Senate, including those focused on best practices for student rating/feedback instruction, faculty salaries and equity with salary allocations, and the use of a non-tenure faculty workload.

The Faculty Assembly recently passed a resolution, and submitted it to the Board of Governors, related to faculty and staff pay increases. For the last 10 years, increases have been well below inflation. UNC Asheville has done a better job with faculty and staff increases compared to our peers in the UNC System, and Dr. Patch thanked the administration for working hard to make this a priority.

The Faculty Senate is working with a group in Asheville who is starting a Retired Faculty and Administrators Association. They are currently developing a charter and Faculty Senate will continue to work with them to work on connections with the University.

Dr. Patch has been on Faculty Senate for nine years and at the University for 33 years. He noted the current administration enjoys the best working relationship with the faculty that he has ever seen, citing successful collaboration between the administration and faculty as a key reason.

Trustee White noted how invested our faculty are in ensuring student success and it is eminent through this report. Chancellor Grant added that there is a lot of talent in the room and the important work the Senate is leading is making an impact.

Report of the February 16, 2017, Meeting of the Audit Committee

Trustee Davis reported that Audit Committee did not have any business to conduct and did not hold a committee meeting.

[The Board took a 10 minute break at 9:52 a.m.]

Chair's Report

Vice Chair Briggs thanked the Trustees for taking the time to complete the trustee assessment and asked that, at the next meeting, when Chair Smith is here, they can further review the details of the assessment.

Chancellor's Report

To show examples of our strategic plan, Chancellor Grant invited Stacey Millett, Executive Director of Community Engagement and the North Carolina Center for Health and Wellness and Co-Chairs Provost Joe Urgo and Vice Chancellor Bill Haggard to speak to the Board.

Community Engagement – Stacey Millett

Stacey Millett joined UNC Asheville almost two years ago as the Executive Director of the North Carolina Center for Health and Wellness. Based on her involvement with the community and her ability to connect and engage, Stacey was asked to take on the additional role of Executive Director of Community Engagement. Stacey works in collaboration with many departments on campus, including Student Affairs, Center for Diversity Education, and the Key Center. She is also leading the work with Campus Compact and creating a civic action plan.

UNC Asheville is 1 of 450 campuses working on a civic action plan. The plan complements our UNC Asheville Strategic Plan, to sustain and deepen our partnerships. This is also a theme in the UNC System Strategic Plan. The recent, expanded partnership with Mission Health is a great example of deepened relationship with a valuable community partner.

Robert Campbell, Director of the Key Center, shared a few of the ways we are contributing to the civic action plan by increasing the number of courses that involve service learning and expanding our living learning communities that focus on social justice issues.

Janesha Slaughter, a senior from Knightdale, NC is working in the community on “The Facing Project.” The Facing Project has been used in over 70 communities across the country and is a way to strengthen communities through storytelling. Janesha is focusing on affordable and equitable housing issues in Asheville. Student writers are pairing up with members of the community who have been affected by these issues, so their stories can be told. Students are also interviewing those who address housing issues as well as policy makers. The interviews will be turned into a book and, later, a performance.

Sam Kaplan is a math professor at UNC Asheville. The math department completed a self-assessment and wanted to focus more on engagement with the community. They focused on outreach around math literacy, particularly connecting math with issues of public health, personal finance, workforce development, social justice, and the arts. This focus has led to several collaborations across the community. In mid-March, UNC Asheville is partnering with the Housing Authority and the City of Asheville to host a Pi Run. The Pi Run with a course length just over 5K (3.14 miles), will take place on March 12, two days before Pi Day (3.14). The run will promote good health and celebrate mathematics.

Student Success – Provost Joe Urgo and Vice Chancellor Bill Haggard

Provost Urgo and Vice Chancellor Haggard are the co-chairs of the Strategic Planning Task Force. Prior to the start of classes, they hosted a day long workshop centered on student success. Eighty faculty and staff from across disciplines and departments were split into working groups and assigned one of the strategies under student success. Three collaborative initiatives came to the forefront of the discussion.

- 1.) E-Portfolios
- 2.) Coaching Relationships
- 3.) Comprehensive First Year Experience Program

Provost Urgo shared several ways Academic Affairs is centered on student success, including implementing or reviewing: (1) the academic alert program, (2) moving withdrawal deadlines later in the academic calendar, (3) potential changes in registration hold administration and reconsidering the small fees assessed for things like parking tickets, and (4) how UNC Asheville communicates with students regarding suspensions, all of which prevent students from registering for classes on time and continuing progress toward a degree. There is a team taking a deeper dive at all policies in relation to student success and making sure they support the students of today.

Chancellor's Updates

Chancellor Grant updated the Trustees on several items. Highlights include the Board of Governors approval of the UNC Strategic Plan, the new Secretary of Education, San Francisco Alumni Brunch and visits, and our 2nd Annual Retired Faculty Luncheon. Chancellor Grant also had the opportunity to speak to student leaders at the SGA Meeting last week.

On February 6, we announced a renewed, energized partnership with Mission Health, focusing on health, wellness, education, and engagement. It includes a Healthy Campus 2020 Initiative dedicated to improving the health of our campus community, comprehensive sports medicine services, internships and employment opportunities, and the establishment of Mission Health scholarships. Chancellor Grant thanked Trustee Paulus for his leadership in continuing to grow this partnership.

UNC Asheville and Mission Health also partnered for the MLK Day of Service, where over 200 faculty, staff, students, and community members participated in 15 service sites.

Steve McKellips joins UNC Asheville on March 1st as the Director of Admissions and Financial Aid. There are two searches wrapping up for a General Counsel and the Executive Director of COPLAC.

Athletics is having tremendous success with several Player of the Week accolades and Big South Championships just around the corner. Baseball Night in Asheville raised \$30,000 for the baseball program. In addition, AD Cone announced an anonymous six-figure gift to support the program.

Athletic Task Force Update

The Athletic Task Force consists of three members of the Board of Trustees, Vice Chair Briggs, Trustee Lutovksy, and Trustee Sherrill, as well as Ben Lewis, Chair of the Bulldog Athletic Association, and Dave Bailey community leader and friend of athletics. With the success of the athletic program, the task force was created to take a deep dive into all aspects within athletics, including revenue and expenses, future trends and predictors, costs per sport, division information, reports from other colleges and universities in a similar position, athletic scholarships, enrollment numbers, University Enterprises and building costs. After a thorough review, the task force determined the need to bring in an outside consultant to do a campaign analysis. With the leadership of Vice Chancellor Willis, the institution is ready for this next step.

Mr. Lewis and Mr. Bailey both agreed, the task force reviewed all of the numbers and identified the need to raise money, to ensure the success of the program for years ahead. Trustee Lutovksy noted that the time is right, while our programs are successful and we are celebrating our 90th Anniversary as an institution – looking toward the 100th Anniversary.

