March 27, 2013

University Planning Council

Minutes for March 27, 2013

Present: Jeff Brown, Shannon Earle, Jane Fernandes, Catherine Frank, Melodie Galloway, Eric Gant, Archer Gravely, Gregg Kormanik, Ted Meigs, John Pierce, Anne Ponder, Keith Ray, Christine Riley, Leisa Rundquist, Jim Stanton, Christy Williams

Absent: Buffy Bagwell, Jessica Dunsmore, Bill Haggard, Julie Heinitsh, Blake Hobby, Nicole McGaha, Ann Martin, Dave Peifer

Guests: Jill Moffitt, Elizabeth Becker

UPC met from 3:05 to 4:30 in HIG 223.

1. Chancellor Ponder announced that the April Board of Governors’ meeting will be held at UNC Pembroke and that she and Greg Carter, Assistant VC for External Relations, will stop in Raleigh on the way, to meet with State Senator Apodaca. She will update the campus on new developments at the next Chancellor’s Briefing in mid-April. Chancellor Ponder reported that education did not appear to be a priority in the recently released Governor’s budget proposal. She stated that the Governor’s budget has no legislative power and is a starting place to begin negotiations. The Board of Governors’ budget priorities include recurring special mission funding for UNC Asheville. Governor McCrory is expected to sign budget legislation submitted by the legislature given his common party affiliation with the House and Senate majority. She noted further that the NC economy continues to grow faster than expected, and neither the Senate nor House budget bills are expected to be worse than the Governor’s proposal. There is great interest in how overall UNC system budget cuts will be implemented on individual campuses. Chancellor Ponder noted the media attention given to the comments of one legislator about consolidating UNC campuses and the response by high profile voices advocating for the University system. She stated that no campus was safer in this environment than UNC Asheville for three reasons: One, UNC Asheville’s effectiveness and efficiency and clarity of mission serve as a shield. Two, given our small size, there is no economic reason for closing UNC Asheville. And three, we have cultivated many friends on the Board of Governors. It is possible that we will have to face further cuts which may be offset by the proposed special allocation. UPC will update the Resource Allocation document later this semester so we will have budget guidance for the 2013-15 biennium.

2. Provost Fernandes provided UPC with an update on the UNC course articulation matrix project. UNC campuses are sending faculty in certain disciplines to determine which community college courses will automatically transfer to UNC and count for general education credit. The development of common course competencies are part of the discussion. Dr. Fernandes reported that faculty on all campuses have concerns about this project as the idea of seamless transfer threatens faculty authority over curriculum. She concluded by noting that we are in the process of asking UNC-GA for clarification.

3. Chancellor Ponder gave an overview over the alignment of UNC Asheville’s strategic plan with
four UNC data-based directives:

- UNC Strategic Directions
- Performance Measures
- VSA College Portrait (http://www.collegeportraits.org/NC/UNC-Asheville)
- College Score Card (http://www.whitehouse.gov/issues/education/higher-education/college-score-card)

She stated that the things that UNC Asheville thinks are most important are being confirmed by these state and national accountability reporting systems. The UNC Strategic Directions features five initiatives. UNC Asheville will have something to offer in all areas, and we will really shine in the academic quality goal. She suggested that we consider using a number of these externally defined measures such as number of graduates receiving Pell Grants, STEM plus health graduates, and alumni giving on our strategic plan dashboard. An example of how this could be helpful to us: The VSA College Portrait definition of graduation rate includes students who start college at UNC Asheville and then graduate from other colleges; this provides a better indicator of student outcomes than traditional graduation rate measures. The newly released federal College Score Card provides an easy to understand measure of UNC Asheville’s affordability in comparison to other colleges and universities. UPC confirmed Chancellor Ponder’s suggestion that we consider incorporating a number of these new state and national measures into our strategic planning benchmark system.

Ms. Riley has been working with the strategic plan workgroups responsible for each benchmark to consider whether and/or how we might use these alternative measures. Chancellor Ponder stated that UPC review of the benchmarks is a priority, and she would like to complete the process in the next few months. She concluded the meeting by noting the significance of having clear alignment about what is important and how to do it together.

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