November 14, 2013

University Planning Council

Minutes for November 14, 2013

In attendance: Anne Ponder, Gregg Kormanik, Rob Bowen, Melodie Galloway, Keith Ray, Don Diefenbach, Scott Walters, Ellen Pearson, Shannon Earle, Jane Fernandes, John Pierce, Christine Riley, Jessica Dunsmore, Nicole Norian

Guests: Annie Burton, Sonia Marcus, Adam Reagan, Mathew Turpin (SGA Representative)

Absent: Fred Santos, Leigh Whittaker, Stephanie Watkins-Cruz, Catherine Frank, Bill Haggard, Buffy Bagwell, Jeff Brown

Staff: Elizabeth Becker

1. Chancellor Update

a. Chancellor Ponder reviewed the spring 2014 UPC schedule. The dates: (Monday, February 17, 4:15-5:30 pm, HIG 104; Wednesday, March 19, 4:15-5:30 pm, HIG 104; Monday, April 7, 4:15-5:30 pm, HIG 104)

b. The Chancellor encouraged UPC members to participate in the annual holiday party. Due to Highsmith Union renovations, the gathering will be moved to Sherrill Center 417 and the Scholarship Deck.

c. The University is moving forward with the purchase of the 525 Broadway property from the UNC Asheville Foundation. The Foundation is also involved with additional property acquisitions and the Chancellor is optimistic about how it will proceed.

d. The University is actively pursuing Undergraduate Research as “counting” for students as well as faculty members. The Board of Trustees endorsed the idea and subsequently Chancellor Ponder and Provost Fernandes presented it to UNC General Administration for Presidential Authorization that would not require changing BOG policy. President Ross approved the request. Faculty members and Provost Fernandes will work through the details. The Undergraduate Research format and process will need to be regularized.

Questions from the Chancellor’s Update:

a. What are the plans for 525 Broadway? Part of the 525 Broadway property will be used for the greenway that is currently under development. Once finished, students, faculty, staff and neighbors can walk or ride from campus to Magnolia Street downtown. Once we know what property we own, we will engage in a full campus master plan and that will help determine the use of the land after consultation with campus members.
b. *What is the timeline with the other properties we are pursuing?* Within the 2013-14 academic year.

**2. Review of Updated Strategic Plan Benchmarks** - Christine Riley reviewed the Strategic Plan Dashboard updates from the October UPC consultation. UPC provided the following feedback.

a. **NORTH CAROLINA - Student Success Rate**
   - Add numbers for 2009 if we can find them, even if the UNC System average is not available

b. **UNDERGRADUATE EDUCATION - Student Assessment of Interdisciplinary Learning**
   - Adjust wording for goal to make it clearer
   - 2012 Seniors Field should read 3.53
   - Add scale of 1-4 to give context for viewers

c. **CAMPUS EXPERIENCE - Students Living on Campus**
   - Provide our residential student capacity in some way

d. **ENVIRONMENTAL SUSTAINABILITY - Energy Consumption**
   - Sonia Marcus plans to change the BTU metric to greenhouse gas emissions

**3. School and Community Outreach** - Annie Burton, Director of School and Community Outreach Programs and Partnerships (SCOPP), presented to UPC members on the efforts of Admissions in reaching schools and communities ([SCOPP presentation](#)).

Questions prompted by presentation:

a. *You focused on the location where students are coming from. Do we want to change that? Or, do we need to change admissions policy?* We should not lessen our admissions standards for SAT scores, but we can focus on the programs that can help students in our communities achieve those standards. We want to bring those students up and into higher education. The Chancellor added that a quarter of all UNC Asheville students are Pell-eligible. We should review the data to see the trends for the WNC counties.

Chancellor Ponder thanked Annie and the group for the discussion.

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