September 30, 2010

University Planning Council

Minutes for September 30, 2010

Present: Archer Gravely, Bill Haggard, Julie Heinitsch, Jim Kuhlman, Erica Abrams Locklear, Ted Meigs, Chris Miller, Patrice Mitchell, Kevin Moorhead, Linda Nelms, Dave Peifer, John Pierce, Anne Ponder, Christine Riley, Lorena Russell

Absent: Buffy Bagwell, Jane Fernandes, Vic Foster, Courtney Galatioto, Eric Gant, Gary Nallan.

Guests: Rachel Whaley, Cathy Hanby-Sikora

UPC met on September 30 in Highsmith Union 221 from 3:30 to 5:06.

1. In her preliminary remarks, Chancellor Ponder announced that Tom Ross, the new UNC President, will be the commencement speaker at our Spring 2011 graduation. Additionally, she provided UPC with updates on changes in the Development Office and topics of discussion at the recent Board of Trustees meeting.

2. In a budget update, Chancellor Ponder stated that we are required to submit plans to UNC General Administration for both 5% and 10% budget cuts in October for 2011-13. These cuts are above what we have already done. Mr. Pierce noted that a 10% cut would be equal to $4M and a 5% cut represents $2M. In addition, Vice Chancellors will now bear full responsibility for all budgetary decisions within their areas, eliminating the need to send these decisions to the full senior staff group for review. Chancellor Ponder is certain that there will be cuts of some magnitude. She also noted that in addition to the academic core and student experience, it was important to invest in fundraising initiatives. The expansion budget, which was not funded in the last biennium, has been updated for 2011-13 and resubmitted. The expansion budget provides the opportunity to fund new initiatives based on UNC Tomorrow emphases on health and wellness, access to higher education (pre-college programs), and technology readiness. In response to questions about the Pharmacy School, Chancellor Ponder reported that the initial funding has been finalized, and that the long-term upside for additional funding is very positive.

3. **UPC discussed the Strategy for Resource Allocation for 2009-11 document.** Ms. Nelms asked if we have considered what is optimal vs. minimal requirements within the core academic requirements. Chancellor Ponder noted that we have begun the process of reviewing how we deliver the curriculum with the right balance between teaching loads and student experiences. Mr. Pierce noted that the situation calls for much more financial analysis using peer institutions and that we are just getting started in looking at data. He noted further that high level aggregated data such as “instructional” expenditures are easy to obtain, but departmental information is much more difficult. Mr. Kuhlman suggested that we need to look at the consequences of cuts to areas that are outside the core. Dr. Abrams Locklear asked if there were systems in place for looking at potential waste in energy and printing, for example. Mr. Pierce reported that there is an overlap between the state’s emphasis on results-based budgeting and the work of UNC Asheville’s Institutional Effectiveness Committee in matching the student learning outcomes with budgets. Dr. Moorhead asked a question about how to best utilize the external centers such as the
Kellogg Center. Chancellor Ponder asked that UPC members submit cost saving ideas through their Vice Chancellors. She also stated that UNC Asheville is conducting an analysis of outsourcing housekeeping for the new North Carolina Center for Health & Wellness. She noted that A.B. Tech has recently done this and reports considerable savings. Ms. Nelms suggested that we need to review both old and new activities such as the Craft Campus, NEMAC, and especially incomplete projects.

4. Ms. Hanby-Sikora led a discussion on developing a unified campus process for identifying fundraising priorities and telling the UNC Asheville story. Chancellor Ponder suggested that like the development of the strategic plan, we could have a series of conversations with faculty, staff, and students to generate ideas for fundraising priorities. UPC could serve as a meta committee for fund raising conversations. Members also suggested that SGA and academic chairs and program directors be included in the process. Members provided many suggestions for fundraising priorities, including a focus on student experiences outside the classroom, the use of environmental sustainability to reduce costs, undergraduate research, need-based and merit scholarships, the annual fund, and unrestricted endowments.

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