



Leadership Council Meeting Minutes

Date: Wednesday, April 16, 2014

Location: Jepson Alumni Executive Center, Minor Board Room

Present: President's Cabinet: Richard Hurley, President; Leah Cox, Special Assistant to the President for Diversity and Inclusion; Richard Pearce, Vice President for Administration and Finance; Salvatore Meringolo, Vice President for Advancement and University Relations; Martin Wilder, Chief of Staff

Appointments: Taiwo Ande, Associate Provost for Institutional Analysis and Effectiveness; Brain Baker, Executive Director Entrepreneurship & Business Development Small Business Development Center; Anna Billingsley, Associate Vice President of University Relations; Hall Cheshire, Acting Chief Information Officer; Courtney Clayton, Secretary, University Faculty Council; Carol Descak, Associate Provost for Admissions and Financial Aid; Richard Finkelstein, Dean, College of Arts and Sciences; Mary Gendernalik-Cooper, Dean, College of Education; Steve Greenlaw, Vice Chair, University Faculty Council; Les Johnson, President, Staff Advisory Council; Sabrina Johnson, Associate Vice President for Human Resources and Affirmative Action; Tera Kovanes, Internal Auditor; John Morello, Associate Provost; Smita Jain Oxford, Representative, University Faculty Council; Lynne Richardson, Dean, College of Business; Mark Safferstone, Executive Director of Stafford and Dahlgren Campuses; Debra Schleef, Chair, University Faculty Council; Ken Tyler, Athletic Director

Absent: Jonathan Levin, Provost; Jeffrey Rountree, CEO, UMW Foundation; Douglas Searcy, Vice President for Student Affairs

1. Internal Operating Budget

Presented by Richard Hurley, President

- UMW is starting from a negative position, mostly due to a continuing decline of out-of-state students.
- Everything UMW is doing addresses the common goal of advancing the institution.

2. Tuition and Fees

Presented by Richard Hurley, President, and Richard Pearce, Vice President for Administration and Finance

- The Board of Visitors was given several cost increase scenarios at the recent meeting. Afterwards, the Board asked how much of an increase is needed to address faculty salary needs. The Board understands the important role that faculty play in making the institution great. Being a best value institution hasn't helped UMW be the best institution.
- President Hurley plans to do an elasticity study and will present the models to the Board of Visitors when it is complete.
- President Hurley understands that we have a need for additional full-time faculty.

3. Capital Planning

Presented by Richard Hurley, President

- Updates on construction:
 - o The University Student Center should be open during fall 2015.
 - o Woodard and Mercer are both being remodeled.
- Next construction projects:
 - o A 40,000 square foot addition to the Jepson Science Center.
 - o A new parking deck on the heating plant parking lot.
 - o Repurposing of Seacobeck Hall.
 - o Performing Arts needs are under consideration
 - o Air conditioning some dorms to improve the quality of living for the students
 - o Battleground track updates
 - o Storm water management project
- The Stafford Campus will continue to be used for rental space and continuing education programs until the development of the next strategic plan. The new director of nursing will be stationed there, as well as other starter programs and computer labs.

4. Strategic Resource Allocation Study

Presented by Richard Hurley, President

- UMW will use the results of the Strategic Resource Allocation Study to inform the development of the next strategic plan.

5. Board of Visitors Meeting Review

Presented by Richard Hurley, President, and Martin Wilder, Chief of Staff

- The Board of Visitors meeting began on Wednesday, April 9, and finished Thursday, April 10, so the board members could attend an AGB conference that weekend.
- Martin Wilder thanked Cabinet and faculty members for keeping the board meeting flowing in a timely manner.
- While the Board usually takes a retreat in July, the retreat will be held August 4-6 at the Hyatt Place Hotel this year.

6. Admissions Update – Carol Descak

Presented by Carol Descak, Associate Provost for Admissions and Financial Aid

- Ms. Descak shared the admissions report that was given at the most recent Board of Visitors meeting.
- UMW is currently up 32% in inquiries, due to student search and CAPEX (a search engine that prospective students use).
- Applications are up 19% compared to the same time last year.
- The admittance rate is currently 74%, compared to 78% last year.
- Applications to the MBA and M.Ed. programs are ongoing.

- Alumni partnerships are helping to yield admitted students.
- A record amount of students have registered for the upcoming Destination Day Admissions event for admitted students.
- President Hurley commended Ken Tyler and the Admissions team for the recent Athletic Open House.
- President Hurley thanked Carol Descak for her service, as this is her last meeting with the Leadership Council before she departs UMW in June for a permanent full-time position in Pennsylvania.

7. Campaign Report

Presented by Salvatore Meringolo, Vice President for Advancement and University Relations

- Statistics shared during the April 14th Phonathon Banquet showed that student callers attempted over 150,000 calls with 11,800 calls completed and 4,400 gift gained.
- Torre Meringolo reviewed the Campaign report that was presented to the Board of Visitors at their last meeting.
- The campaign officially began on July 1, 2011.
- The campaign goal is \$50,000,000. UMW is currently at 57% of that goal.
- The four gift types are Endowment, Annual Restricted, Annual Unrestricted, and Capital.
- Major campaign initiatives include: UMW program initiatives, Student scholarships, Fund for Mary Washington, the Colleges, and the Amphitheater.
- Dan and Anne Steen are the National Campaign chairs.

8. Announcements:

- President Hurley asked Professor Steve Greenlaw for a comparative of a course that he taught both on-line and in the classroom.
- Richard Finkelstein reported that the College of Arts and Sciences hired 17 new faculty members this year.
- Richard Finkelstein announced that we have two Fulbright scholars this year, and three last year.
- The College of Business advisory board will meet this Friday at Stafford Campus. Honors night is tomorrow night. The basketball coach search is underway. *Lynne Richardson*
- Leadership UMW applications closed yesterday with 21 applicants. Decisions will be made on Monday. An Executive Order from the Governor adding a statement of nondiscrimination is requiring HR to update the statement on our website. UMW is coming to the end of the first affordable healthcare year. *Sabrina Johnson*
- The undergraduate commencement ceremony is planned to end before noon on May 10. *Martin Wilder*

- Steven Cook, a student in Dr. Garcia's BUAD-259 course, is the project lead for a Fredericksburg Main Street Initiative project. His team is partnering with the Center for Economic Development to produce an Industry Gap Analysis. The conclusions from the study will provide a statistical framework for what the Main Street District Industry Mix might aspire to be. The analysis will assist the Main Street Board of Directors and City of Fredericksburg Economic Development staff with determining business development priorities. *Brian Baker*
- Susan Ball, Senior Consultant with the UMW Small Business Development Center, achieved the highest nominal conversion rate of Startup Enterprise amongst Virginia SBDC's in 2013. Her client support efforts supported 47 new company startups in the region. This follows 45 in 2012 and 52 in 2011. The UMW Small Business Development Center in Fredericksburg has been the top center for Startups among the 29 Virginia network of SBDC's during that timeframe. Susan was recognized as a VSBDC State Star nominee in 2013 for her Startup expertise. *Brian Baker*
- Mark Safferstone thanked Golda Elderidge for stepping in during his recent absence, as well as for the support of other UMW employees. The Dahlgren Campus revenue is up 70% this year. Stafford Campus revenue is about equal from last year's totals.
- A survey of graduates is being retooled to figure out how many of them are going on to graduate school, and how many have a job (broken down by major). *Taiwo Ande*
- Educator in Residence will be held Saturday, April 26. The lecturer is Marty Abbott, '72. Notable mentions of recent College of Education alumni include new teacher of the year. Using Facebook and the internet, work is being done to bring attention to what the College of Education students are doing. The College of Education has hired four faculty this year and are working to bring the program "Call Me Mister" to UMW, which recruits black male students. A relationship is being formed with the Richmond Children's Museum that is opening in Eagle Village. *Mary Gendernalik-Cooper*
- Torre Meringolo mentioned that Donna Mejia, Director of Leader Giving and Corporate and Foundation Relations, is leaving UMW for another position in Northern Virginia. Her position has been restructured to include responsibilities for Corporate and Foundation work, as well as major donor prospects.
- UMW has a long list of summer projects, including repaving Double Drive and painting buildings. Work has begun on the Hostess property renovation, which will be used primarily for storage and possibly filling some Department of Theater needs. *Richard Pearce*