

MINUTES

The University of North Carolina at Greensboro Board of Trustees

September 16, 2010

MEMBERS PRESENT OR BY TELEPHONE: Randall Kaplan (Chair), Kate Barrett, Earlene Hardie Cox (telephone), Carolyn Ferree, Linda Hiatt, Katherine Marshall, Richard Moore, William Pratt, Susan Safran, Martin Weissburg

ABSENT WITH NOTICE: Jean Davis, Gwynn Swinson

OTHER STAFF MEMBERS/GUESTS: Rebecca Adams, Keith Ayscue, Joy Bhaduri, Alan Boyette, Linda Brady, Bonita Brown, Cherry Callahan, James Clotfelter, Mike Fox, John Gamble, Bruce Griffin, Helen Hebert, Jill Hillyer, Bruce Michaels, Clarenda Phillips, Jorge Quintal, Kim Record, Cindy Reed, Steve Serck, Terri Shelton, Don Skeen, Patricia Stewart, Mike Tarrant, Reade Taylor, Jessica Thomason

Chair Randall Kaplan called the meeting to order at 8:30 a.m.

WELCOME:

Chair Kaplan welcomed members of the Board of Trustees and invited guests.

In accordance with the UNC Board of Governors, Chair Kaplan then read the following statement:

“As chair of the Board of Trustees, it is my responsibility to remind all members of the board of their duty under the State Government Ethics Act to avoid conflicts of interest and appearances of conflict of interest as required by this Act. Each member has received the agenda and related information for this Board of Trustees’ meeting. If any board member knows of any conflict of interest or appearance of conflict with respect to any matter coming before the Board of Trustees at this meeting, the conflict or appearance of conflict should be identified at this time.”

No conflicts were noted.

Roll call was then read by Bonita Brown, assistant secretary.

REPORT OF NOMINATING COMMITTEE: - *Carolyn Ferree (in absence of Jean Davis)*

As submitted by Jean Davis, Chair of the Nominating Committee, the Board of Trustees approved the nomination of new officers for 2010-2011 as follows:

Chair – Randall Kaplan
Vice Chair – Kate Barrett

Secretary – Carolyn Ferree
Assistant Secretary – Bonita Brown
Executive Committee Member – Earlene Hardie Cox
Executive Committee Member - Richard Moore

Chair Kaplan told board members that he and Chancellor Brady have discussed the possibility of revising the bylaws regarding the timing of the election of officers and swearing in of new trustees to the board. Thoughts are to move both to the last meeting in the spring rather than the first meeting in the fall.

REMARKS BY CHANCELLOR LINDA BRADY:

Chancellor Brady recognized Vice Provost Alan Boyette who attended the board meeting in place of Provost Perrin who was currently in Washington, DC at a meeting led by the Gates Foundation focusing on student success. She then welcomed John Gamble, chair of the faculty senate, and Keith Ayscue, president of the alumni association.

Brady highlighted three priorities that she considers to be absolutely critical for the university.

- The first priority is to enhance the quality of UNCG's undergraduate student profile. Effective immediately, as students are recruited for fall 2011, the minimum SAT scores required for admission have been raised. While this will strengthen the reputation of the university over time, it will also present some costs to us in terms of a smaller freshman class in fall 2011, and, as a result, potentially a smaller enrollment change allocation for the next year or two until enrollment can be rebuilt with a higher quality student population. We will accelerate student recruitment with the addition of admissions officers in the northeast and in the Washington, DC area.
- The second priority relates to the development of learning communities in conjunction with the development of the mixed-use village along the Lee Street corridor. National research indicates that participation in learning communities by undergraduates is directly related to their academic success. Brady thanked Steve Roberson, dean of undergraduate studies, and Rosann Bazirjian, dean of libraries, who are co-chairing a committee involved in the development of learning communities.
- The third priority relates to the academic realignment of areas of health and human development. Brady stressed that in order to remain competitive, the visibility of these programs needs to be enhanced and administrative overhead needs to be reduced in an effort to invest future funds wisely. She added that the realignment will not dismantle any existing departments or eliminate any degree programs. The Graduate School and several academic programs located within The Graduate School are also being reviewed to determine whether the school is well positioned to support efforts to grow graduate enrollment.

APPROVAL OF MINUTES:

The Board approved the Minutes of the April 15, 2010 meeting.

CONSENT AGENDA:

Chair Kaplan indicated that item BAC-1, Exterior Elevations for Dining Hall Renovations, will be removed from the consent agenda for further discussion. The Board of Trustees then moved on the following consent agenda.

- 1) Candidates to be Awarded Degrees and Certificates August 2010 (AAC-1)
- 2) Revision of Merchandising Policy Guidelines (SAC-1)
- 3) Revision of Promotion, Tenure, Academic Freedom and Due Process Regulations (AAC-2)
- 4) Revision of Policy on Administrative Separation and/or Retreat to a Faculty Position (AAC-3)
- 5) Closed Session Item – Personnel Report dated August 23, 2010 (AAC-7)

All approved and the motion carried.

DISCUSSION OF EXTERIOR ELEVATIONS FOR DINING HALL RENOVATIONS:

A presentation was given by Jeff Huberman of Gantt Huberman Architects, the firm selected for the dining hall renovations. Two board members expressed concerns about the exterior design, stating that in their opinions its features, particularly the entrance archway, are too contemporary and the building does not blend with surrounding campus buildings. Further discussion indicated that the general design of the building appeals to trustees, but the archway is a concern for some. Trustee Katie Marshall (SGA President) said she thought the design would appeal to students and be a nice focal point on campus.

The group walked to the front exterior of the existing dining hall and viewed renderings of the renovations to attempt to get a better feel for the completed project. Chair Kaplan then asked for thoughts and opinions from each trustee regarding the proposed exterior design.

The board then moved on the following action item:

1. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the exterior design of the Dining Hall renovation and authorize the administration to proceed with completing the design and renovation of this building.

Eight board members approved, two opposed, and the motion carried.

PRESENTATIONS:

The following presentations were made to the board.

- Alan Boyette, vice provost, gave a presentation on Student Enrollment for Fall 2010. UNCG's final Fall 2010 regular term and distance learning enrollment data confirm moderate growth at the undergraduate level and a slight decline at the graduate level. Total enrollment (headcount) is 18,582, compared to 18,497 in Fall 2009.
- Chancellor Brady provided an update on the UNCG Strategic Plan 2009-2014. She indicated that during the last year 13 goals were activated from the plan. Implementation

plans developed by the implementation teams for the goals activated last year are posted on the UNCG Tomorrow website. A risk assessment was completed for each goal. During the summer the Deans Council reviewed the budget and the risk assessments and recommended activities that they believe should be supported in the coming year. She outlined the schedule for the planning process in 2010-11.

- A presentation on Integrated Marketing and Strategic Communications was given by Helen Hebert, associate vice chancellor, University Relations, Dr. Joyendu “Joy” Bhadury, associate dean of graduate programs and research, Bryan School of Business and Economics, and Mike Fox, president of the Mullingar Group. Mike Fox outlined the process used to develop a positioning statement for UNCG, including the creation of a matrix based on responses from students, faculty/staff, and external audiences. He also spoke about aligning the mission statement and positioning statement.

REPORT OF THE ACADEMIC/STUDENT AFFAIRS COMMITTEE: – *Chair Moore*

Richard “Skip” Moore reported that the Academic Affairs Committee began its meeting on August 24, 2010 with a report from Provost and Executive Vice Chancellor Dave Perrin that included the status of searches for the Dean of the School of Education and the Dean of the School of Business, a report on student enrollment, and some discussion on the reorganization of divisions to create an emphasis on health and human development. The committee acted on items AAC-1 (Candidates to be Awarded Degrees and Certificates August 2010), SAC-1 (Revision of Merchandising Policy Guidelines), AAC-2 (Revision of Promotion, Tenure, Academic Freedom and Due Process Regulations), AAC-3 (Revision of Policy on Administrative Separation and/or Retreat to a Faculty Position), and AAC-7 (Personnel Report Dated August 23, 2010) that were presented on the consent agenda. The committee also heard three information items that are posted with the full board meeting materials.

REPORT OF THE AUDIT COMMITTEE: – *Randall Kaplan*

In the absence of committee Chair Jean Davis, Randall Kaplan reported that the Audit Committee met on August 24, 2010. Don Skeen, director of internal audit, provided a summary of the audits performed since March 2010. Internal audits included EAGLE (no findings), the Weatherspoon Arts Foundation (no findings), and travel expenditures (no findings). External audits included a UNCG Financial Statement Audit (one finding related to inappropriate information system access; corrected prior to completion of the audit), Gateway University Research Park, Inc. (no findings), and SERVE, Inc. (no findings). Mr. Skeen also provided an overview to committee members of compliance documents submitted to General Administration.

REPORT OF THE BUSINESS AFFAIRS COMMITTEE: – *Chair Safran*

Susan Safran reported that the Business Affairs Committee met on August 24, 2010. Three information items were presented and are posted with the full board meeting materials for review.

The board moved on the following action item:

1. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approves the proposed ranking and the firm of HH Architecture, PA as the designer for the Curry Building Renovation project. If agreeable terms cannot be met with the recommended designer, then the Board authorizes the administration to negotiate terms with the second and third ranked firms, respectively.

All approved and the motion carried.

REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE: – Chair Ferree

Carolyn Ferree reported that the University Advancement Committee met on August 24, 2010. She referred board members to the Report on Private Giving and mentioned in particular the 249.2% increase in documented planned gift expectancies (\$5,174,723) over last year's total (\$1,481,700).

Vice Chancellor Patti Stewart told board members that in preparation for the next capital campaign, two nationally known consultants have organized various statistical data, and their findings will be presented at the December board meeting.

Chair Kaplan expressed his thoughts on the importance of every member of the Board of Trustees contributing to the annual campaign at UNCG, and he asked everyone to consider a meaningful gift. He asked the University Advancement Committee to think about developing a guideline for board member giving. Kate Barrett agreed that perhaps a policy statement should be developed for giving for all boards at UNCG.

OTHER:

Chancellor Brady asked board members to place a hold on their calendars for a visit to UNCG by incoming UNC President Tom Ross on February 18, 2011. A lunch with the board is being considered.

Skip Moore recommended that a resolution congratulating Tom Ross be drafted from the board. All approved.

ADJOURNMENT:

Randall Kaplan recommended that the meeting be adjourned. Kate Barrett seconded, and the meeting ended at 12:30 pm.

Bonita J. Brown
Assistant Secretary to the Board of Trustees