MINUTES
The University of North Carolina at Greensboro
Board of Trustees
Education Quality and Fiscal Affairs Committee
April 30, 2014

MEMBERS PRESENT: David Sprinkle, Chair, Crystal Bayne, Charles Blackmon, Linda Carlisle,
Vanessa Carroll, Nathan Duggins, Randall Kaplan, Lee McAllister, Ward Russell, Susan Safran,
Harriett Smalls

OTHERS PRESENT: Linda Brady, Bonita Brown, Mike Byers, Imogene Cathey, James Clifton,
Kathy Fair, Donna Honeycutt, Jorge Quintal, Steve Rhew, Tom Ross, David Schaefer, Reade
Taylor, Jan Zink

PROCEEDINGS: Sprinkle called the meeting to order at 11:02 a.m.

Special guest President Tom Ross spoke to the Board regarding the state of the university as well as
the budget situation. He addressed the lack of compensation increases over the last eight years and
the impact that has begun to have on the quality of education and morale as well as business growth in
the state.

The Board asked if there was any movement on changing the enrollment model for appropriations. This
is still being considered.

The Board also asked if there was any hard data on the brain drain from North Carolina. President
Ross advised there is data for faculty but not for staff or students. He advised that the state has not
matched $68 million in matching funds for the Distinguished Professorship Program for recruitment and
retention of faculty that has been raised.

President Ross thanked the board and left the meeting.

Dr. Jerry Pubantz, Dean of the Lloyds Honor College addressed the Board and presented two senior
honors college students, Elizabeth Long and Dominick DeFelice. They spoke of their experience in the
Honors College. Dr. Jan Zink reminded the Board that the last campaign focused on need based
scholarships. This next campaign will address merit based scholarships as well.

The Educational Quality and Fiscal Affairs Committee minutes of February 19, 2014 were presented.
Mr. Russell moved they be accepted as presented. Mr. McAllister seconded the motion. The minutes
were unanimously approved.

Budget Update
Chancellor Brady affirmed President Ross's remarks that recruitment and retention of faculty is a large
problem. Since the start of the budget crisis in 2008 we have struggled to protect the classroom as
much as possible. We have been able to continue the practice of increasing salaries for faculty in the
case of promotion or tenure.

Chancellor Brady advised that during the budget process this year administration engaged not only the
Executive Staff and Deans council but also the Faculty and Staff Senates, the Budget Sounding Board,
faculty, students and the Board of Trustees in determining how the cuts would be spread across the
campus. After much feedback, the cut to Academic Affairs was reduced by $1 million which was spread
out over the other divisions. This will result in a small impact on classes. The final numbers are not in
yet, but UNCG has lost approximately 120 positions during this round of cuts.
The General Assembly will convene for the short session on May 14. There will be a reception at the Cardinal Club that night and the Board of Trustees is invited to attend. RSVPs from over forty members of the General Assembly have been received, so this might be a good time to visit with the members to discuss the priority of higher education.

Chancellor Brady announced an additional holdback of our appropriations for the last quarter of the fiscal year due to budget shortfalls in state revenue. An additional $1.8 million was withheld from UNCG during April, May and June. We do not yet know if this amount will increase prior to the end of the year. We will be able to make payroll, but other items will be curtailed. The carryforward already set aside will be used for this cut. More information should be available by the end of the week regarding any issues. All state agencies are being affected by the revenue shortfall.

**Enrollment Management**
Dr. Brian Terry, Associate Provost for Enrollment Management reported that over his first 84.5 days on the job, he has attended 123 meetings regarding enrollment and is very pleased with the support and engagement of the university community surrounding this issue. He reported that the Deans, directors and department heads have stepped forward to engage incoming freshmen and encourage their attendance at UNCG. The Honors College is 22% ahead of last year in applications without any additional scholarship funds. The Graduate School is ahead 319 applicants from last year.

Dr. Terry advised that the new housing has been one of the factors for this increase. When the dedication was held last week there was a tour of the new housing and several prospective students and parents attended in order to see the housing which helped in their decision making.

Our graduation rate is up. This combined with lower enrollment in the past few years has led to the decline in students. Our traditional strategy was to recruit through the PSAT or sophomore year in high school. It has been found that students are making their decision later and we will begin to focus as well on juniors following the SAT and ACT examinations. Also the state of North Carolina changed their focus toward the ACT exam which is less expensive. We had not been recruiting through the ACT exam and have included that for this year. Further study is being taken on the leveraging of our financial aid to increase assistance to deserving students.

The Board asked how students who left school with only a few credit hours left for graduation might be addressed. These students would need to contact us but current no one owns the "completion" program. Dr. Terry is working with Mr. Paul Mason, Associate Vice Chancellor for Marketing and Strategic Communication on this issue.

Dr. Terry is also working with the Budget area regarding the situation, as increased enrollment will necessitate increased classes. Chancellor Brady advised that we have reduced four learning communities from the campus for cost effectiveness and efficiency. This will be covered in depth at the August retreat. We are predicting that we will have an enrollment of 18,000 by 2015-16.

**Affirmative Action**
Provost Perrin and Benita Peace, Director, Talent Acquisition/Affirmative Action Officer reviewed the charts outlining the progress of recruiting women and minorities to UNCG. Ms. Peace advised that UNCG is now using PeopleAdmin software as a recruitment tool which gives additional information about the pool of candidates and can lead to greater availability of candidates by field.

Provost Perrin explained the tenure process and advised that he changed the procedure when he became Provost to ensure that all candidates were reviewed beyond the department head and faculty of their area. The three areas evaluated during the tenure process are teaching, research and service. Input is received from peers, students and external reviewers. Again the challenge of recruiting faculty to North Carolina was mentioned.
Reprogramming Existing Recreation Center
At the April 10, 2014 meeting of the Board of Governors, the sale of bonds for the construction on the new Student Recreation Center was approved. It is scheduled for opening in fall of 2016. We are now looking at the programming of the facility and a possible collaboration with Glenwood. The Interior Architecture department is starting a design build project and will rehabilitate one of the houses in Glenwood as their headquarters.

This construction allows for the repurposing of the old Student Recreation Center. The options have been studied over the last six months and based on studies by Space Management and Facilities it has been determined that Dance, HHS and the Middle College will utilize the building, freeing up space in the HHP and McIver buildings and addressing a SACS concern regarding Dance's current space. Plans are being drawn up and the cost will be around $7 million. These funds have been identified through carryforward, Repair and Renovation funds (R&R) and Facilities and Administrative Cost Reimbursement (F&A). No student fees will be used in this project. Construction will begin in the summer of 2016 after the completion of the new rec center.

The Board asked if the claw-back of the carryforward would hinder this project. Mr. Taylor advised that it would, but F&A might be able to cover that. The Chancellor stated that R&R is a high priority with the General Assembly.

The Board asked if the Board of Governors had to approve repurposing a building built with student fees for academic use. Mr. Taylor advised that was not required.

Additional business
Mr. Sprinkle introduced Brad Hayes, the Board of Governors nominee to replace outgoing Board of Trustee Martin Weissburg. Mr. Hayes and his wife are UNCG alums and we are fortunate to have him on board.

Chancellor Brady introduced Paul Mason, Associate Vice Chancellor for Marketing and Strategic Communication.

Mr. Sprinkle adjourned the meeting at 2:21 p.m.

Respectfully submitted

Donna Honeycutt