

**University of Mary Washington
Leadership Council**

**December 17, 2014, 2:00 p.m.
Lee Hall, Room 412**

Minutes

Present: President Rick Hurley, Marty Wilder, Doug Searcy, Torre Meringolo, Kimberley B. Williams, Les Johnson, Anna Billingsley, Taiwo Ande, Hall Cheshire, Mary Gendernalik-Cooper, Smita Jaine Oxford, Leah Cox, Tammy Fartrow (UFC Chair), Sabrina Johnson, Jodi Hayob, Tim O'Donnell, Jeff McClurken, P. Anand Rao, John Morello, Ken Tyler, Richard Finkelstein, Lynne Richardson, Jonathan Levin, Jeff Rountree, Mark Safferstone, Les Johnson (SAC President)

Also Present: Pam Verbeck

1. Governor's Budget Recommendations – President Hurley
 - President Hurley will meet with the Governor on Friday, December 19
 - President Hurley shared that as of today, UMW has been appropriated \$575,000 additional dollars for financial aid.

2. Review of Reports on New Positions – President Hurley
 - Two reports were reviewed: Summary of New Positions Created Between 2010-2014, and Summary of Recent Continuing Faculty Lines Created and/or “Re-Created.

3. IPEDS Data Feedback Report – Provost Levin and Taiwo Ande
 - Integrated Postsecondary Education Data System (IPEDS) is a template report that is done for every school annually.
 - Financial aid at UMW is need based – not scholarship based
 - Retention rates have slipped compared to years past (85% in Fall 2010 to 78.5% Fall 2014)
 - UMW has a lot of new initiatives going forward that should help student engagement.

4. **Announcements – All**
President Hurley:
 - UMW was ranked by USA Today in the top 10 Virginia Schools

- The Council of Presidents has formed two committees. President Hurley is serving on the Sexual Assault Task force.

Torre Meringolo:

- Kiplinger just released their 100 best values in the nation, and UMW is on it.
- Focus Group information about the effectiveness of different marketing designs has been received. A report will be given at the February meeting.

Hall Cheshire:

- The UMW website went into the “cloud” today with an uneventful transition.
- Internet connections are being moved tomorrow at noon.

Kimberley B. Williams:

- Data entry is just about caught up, thanks to volunteers.
- Current enrollment numbers are flat with out-of state applicants, and doing well with in-state.
- Deans and Directors of other State colleges will be at UMW in January.
- Representatives from Ruffalo-Cody will be on campus in January to do a mid-year touch base on market targeting.
- Yield Planning: Admitted student lists will go to liaisons and chairs weekly with a request for calls and/or emails be made to students that might need a nudge.
- Details are being finalized for Admitted Student days in the spring.

Les Johnson:

- The Staff Advisory Council will be holding its annual retreat in January. A request was made for Strategic Planning focus points.

Mark Safferstone:

- A GMAT course will be offered at the Stafford campus this spring.
- Dahlgren operations are running smoothly.

Mary Gendernalik-Cooper:

- A core group of schools in our area is planning a collaborative set of next steps where core groups become incubators to new schools.

Leah Cox:

- Safe Zone training – both sections are closed, but will do additional training for units if requested.
- The sexual assault task force had its first meeting last week.

Tammy Fartrow:

- The Hattie M. Strong Scholarship funders came and had lunch with our students last week.

Tim O'Donnell:

- The new director of Disability Resources, Sandra Fritton, started last week.

Jeff McClurken:

- The ITCC was open 24/7 during exam week. The building will be open 24/7 when the spring semester opens.
- The Dome Room in Trinkle will no longer be open 24/7 because of the ITCC hours.
- The Digital Auditorium will hold its grand opening on March 14, 2015.
- Domain of One's Own is running again.

Ken Tyler:

- Attended a meeting at JMU with Darrell Green and plugged UMW to a group of minority athletes.
- Stan Soper is retiring this spring.
- UMW Basketball will be playing during the holiday break, along with regional games being held in conjunction with the Rappahannock Rotary.

Richard Finkelstein:

- UMW received a large donation to sponsor an annual cognitive health in the aging symposium.
- With the College of Education's support, CLEAR is reaching out to area schools.
- The A&S Advisory Board is committed to building a mentoring project that's closely related to retention. Hopeful for a debut in April 2015.

Jonathan Levin:

- Princeton Review is releasing their "green" campus report, which we have been told we are on the top list.
- Thank you to Jeff McClurken for doing the paperwork on the consortium.
- The Strategic Planning Group met for the first time last week and will meet on a weekly basis.

Jeff Rountree:

- Attended the Governor's Infrastructure Conference last week where UMW and the City of Fredericksburg played a big role. President Hurley and Mayor Greenlaw were keynote speakers.
- Held a Foundation Board meeting in November. Topics of discussion included:
 - a. The Foundation had a fully clean audit.
 - b. Approved a 5% spending policy on the endowment that is managed for the University, generating \$2.5 million.
- Multiple property sales are on-going strategically.

Doug Searcy:

- The University Center will have a Professional Career Development Center. Food offerings will include a Jamba Juice and Qdoba.

- Work is underway for a co-curricular honor, leadership and service certificate.

Next Leadership Council Meeting:

Wednesday, February 18, 2-4:00 p.m., Lee Hall, Room 412