

THE UNIVERSITY OF ARIZONA
Strategic Planning and Budget Advisory Committee
Faculty Center
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Minutes

Wednesday, May 3, 2017

8:15-9:50 a.m. Old Main Boardroom

Present: M. Galilee-Belfer (Co-Chair), R. Richardson (Co-Chair), D. Armstrong, M.L. Brown, B. Carter, A. Comrie, V. Del Casino, P. Dourlein, J. Duran, J. Fares, J. Florian, S. Helm, M. Lubisich, J.P. Jones, A. McClure, A. Miller (for J.P. Roczniak), M. Miller, C. Rocha, C. Stoffle, J. Treviño, K. Urquidez, K. Whisman, X. Zeng

Absent: M. Burke, K. Espy, G. Goldman, L. Nadel (Sabbatical), S. Panferov, J.P. Roczniak, M. Taylor, S. Umashankar, A. Vaillancourt

Guests: B. Champion, W. Conway, C. Sigurdson, M. Tatum

Call to Order

Co-Chair M. Galilee-Belfer called the meeting to order at 8:17 a.m.

Approval of the Minutes of April 19, 2017

The minutes of April 19, 2017 were approved with five abstentions.

Updates:

Co-Chair Richardson welcomed the incoming members to SPBAC: former member Bill Conway and new members Melissa Tatum and ASUA President Matt Lubisich. He thanked outgoing members Sue Umashankar (absent) and Carla Stoffle for their time on the Committee and congratulated Sabrina Helm on her re-election to the Committee.

Provost Comrie updated the Committee about the ongoing dean searches:

- Honors College. The three candidates will be visiting the campus individually, starting today through next week.
- College of Education. Department Head of Teaching/Learning and Sociocultural Studies, Bruce Johnson will serve as Interim Dean for the next year during a new search.
- College of Architecture, Planning and Landscape Architecture (CAPLA). The announcement of the new dean should be very soon.
- College of Fine Arts. Dean Jory Hancock will be stepping down as the Dean of the College but will be remaining as the Director of the School of Dance.

Provost Comrie also said that the Promotion and Tenure process was completed and the letters were sent to the college deans last Friday, April 28th. He processed approximately 110 dossiers, which is a few more than last year, but within the normal ebb of cases. Approximately 92% of candidates were awarded promotions.

K. Urquidez told members that the number of in-state new freshman is very good. She will be able to tell the Committee more at the next meeting about new student enrollments overall.

Sustainability and the UA-Ben Champion

Ben Champion, Director for the Office of Sustainability, presented an informational PowerPoint outlining accomplishments and challenges in five domains: Courses and Curriculum, Research, Operations, Campus Engagement, and Student Engagement. Major accomplishments have included the AASHE Gold Star rating, #1 in the nation and #2 in the world for environmental research; over 1600 courses that include sustainability and 10-12 undergraduate majors; significant improvements in energy and water efficiency since 2005; and \$2.8M allocated in student Green Fund. Challenges include weak connections between various domains (research and curriculum, for example); only 0.1% of campus energy from renewable sources; and issues around sustainability and food procurement.

Champion also reminded the Committee about the many Leadership in Energy and Environmental Design (LEED) buildings across campus, especially the ENR2 building with a Platinum rating.

The UA carbon footprint has remained essentially flat, even with gained efficiencies and continued growth. Members talked about the pros and cons of solar energy and the positive light the solar array on the parking garage puts on the UA campus.

Champion presented his “If I had \$1 Million” wish list that involved a “Green Revolving Loan” program, one key element of which is re-investment of savings back into the loan program. J. Florian described a long-standing program that has supported efforts to reduce energy costs, although the savings in the existing program are not specifically invested back into the current program.

Champion ended the discussion by outlining what he feels are important leadership needs to support UA sustainability in five domains: Academic Leadership, Facilities Leadership, Food & Beverage Purchasing Leadership, Investments Leadership, and Planning Leadership.

Discussion: Value Propositions-Sabrina Helm

Sabrina Helm, SPBAC member and Associate Professor in Family and Consumer Sciences, presented a PowerPoint about developing a Value Proposition for the UA. Unlike a mission statement or a brand, a Value Proposition is a clear statement explaining how our organization delivers specific benefits to students, faculty, and other institutional stakeholders. UA does not currently have a Value Proposition in the traditional business sense, and the process of developing one may be important to increase our competitiveness and to help with recruitment (differentiation from other public and private schools). Helm would like to see the Value Proposition incorporated more in the UA Strategic Plan as SPBAC likely revisits the UA Strategic Plan next year under a new President.

A. Comrie said that discussions of the UA Value Proposition, while not necessarily using that language, have been ongoing in Deans’ council and with the marketing group lead by Bill Walker. He also noted that admissions and enrollment management, under the leadership of

K. Urquidez, is also very engaged in discussions around this topic. Provost Comrie said that he highly recommends the book *Playing to Win* by A.G. Lafley, CEO of Procter & Gamble, to help members better understand how to market the UA's many "products."

ASUA President M. Lubisich shared his perspectives on the importance of school spirit and traditions in recruiting new students, and members also discussed the importance of clarity on student return on investment. Members also discussed the value and importance of alumni engagement with perspective students around the world

B. Carter reminded the Committee of the value and need to highlight and champion diversity at the UA. Members agreed that our Value Proposition **includes** diversity and inclusion, as well as a commitment to sustainability.

Adjournment

The meeting was adjourned at 9:51 a.m.

Future Meetings

May 17, 2017

8:15 am – 9:50 am Old Main Boardroom

August 16, 2017

8:15 am – 9:50 am Old Main Boardroom

September 6, 2017

8:15 am – 9:50 am Old Main Boardroom