

Strategic Planning and Budget Advisory Committee

Faculty Center
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Minutes

Wednesday, December 4, 2019
8:15-9:45am Old Main Boardroom

Present: D. Ayoun, B. Berrellez, M.L. Brown, P. Dourlein, L. Folks, G. Heileman, S. Helm, M. Hingle, J. Hunter, S. Keim, I. Kron, D. Liverman, S. Moore, C. Ramirez, H. Rodrigues, L. Rulney, R. Stephan, J. Summers, M. Taylor, M. Teemant, S. Troutman, K. Washington White, K. Whisman, B. White,

Absent: B. Brummund, M. Burke, E. Cantwell, J. Florian, S. Hess, J. Jones, M. Miller, J.P. Roczniaak, A. Schulz, M. Tatum, R. Wilson

Observers: C. Henderson, A. Miller, R. Miller

Presenter: Jane Hunter, Vice President, Strategic Initiatives

Call to Order

Co-Chair Helm called the meeting to order at 8:16 am

Approval of the Minutes of November 20, 2019

The November 20, 2019 minutes were approved.

Updates

President Robert Robbins

Robbins updated the committee regarding the recent ABOR meeting and made suggestions on how to change the meeting presentations in the future. Robbins also provided details on a recent visit by the former president of UTEP. He also informed the committee about recently hosting a national panel on allowing college athletes to earn money and the direction UA may move forward on the topic.

Liesl Folks, Senior Vice President for Academic Affairs and Provost

Folks updated the committee members about the Provost Investment Funds. 86 proposals were submitted (at least one from each academic college). 12 of the proposals were funded for a total of \$1.6 million. Folks also shared demographic data on the distribution of proposals. The next round of investment funds opened the day after the last round was announced. Proposals will be available online via the UA Provost's office website.

Committee members discussed the equity study with Folks and asked questions about how data from the study will be shared. Members also discussed matters of transparency and reviewed what faculty are hoping to learn from the study.

Lisa Rulney, Senior Vice President and Chief Financial Officer, Business Affairs

Rulney shared information with the committee about the UA's credit rating and the refinancing of portions of the institution portfolio. Rulney informed the committee about a recent memo regarding the all funds multi-year planning process including the change to include all faculty and staff hiring plans as part of the process to ensure requests for new positions are properly reviewed. Center/unit heads will be notified about impacts to the FY20 budget from the decrease in net tuition revenue (connected to increase in financial aid) and also strategic reallocations to deal with deficits in units across campus. RCM will be addressed after a robust review and implementation may be aligned with the roll out of new general education.

Steven Moore, Senior Vice President, Chief Marketing/Communications Officer

Moore updated the committee about the establishment of a brand-tracker and the measuring of click-throughs. Phoenix, Dallas, and Austin are the markets where UA click-through rates are over-performing. He also gave details about licensing requirements, trademark protections, and licensing revenue.

Presentation/Discussion Topic

Jane Hunter, Vice President, Strategic Initiatives

Hunter presented to the committee members information about the strategic plan including:

- A strategic plan progress report was generated and given to the regents after the recent ABOR meeting and can viewed online on the strategic plan website.
- Health Sciences initiatives are integrated into the overall strategic plan.
- There are now 65 strategic initiatives and 65% of these initiatives have been launched.
- Retention is up to 83.2% from 81.2%.
- The Arizona Institute for Resilient Environments and Societies was announced, and a group is being formed for further planning.
- The Phoenix center is developing and will lead to an expanded UA presence in the city.
- UA Global enrollments have increased.
- 40% of undergraduate advisors have been using the beta of Trellis.

Committee members discussed implementation of "living our core values" initiative and gifts to the Campus Pantry.

Hunter also updated the committee on strategic plan communications including the formation of a group to evaluate existing communications about the plan and identify ways to optimize communications. A campus-wide event is planned for spring to encourage collaboration across pillars.

Hunter provided information alignment of strategic plans and goals with college-specific strategic plans and goals. She also discussed with members ways SPBAC can be of assistance with the strategic plan including institution wide goals such as retention. Committee members asked Hunter questions about assessment of the strategic plan and possible adjustments.

Adjournment

The meeting was adjourned at 9:52 a.m.