

## Strategic Planning and Budget Advisory Committee

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### Minutes

Wednesday, January 20, 2021  
8:15-9:50am *via Zoom*

Present: B. Brummund (**Co-Chair**), S. Helm (**Co-Chair**), M. Abecassis, D. Ayoun, B. Berrellez, E. Cantwell, E. Cheu, S. Colina, P. Dourlein, J. Duran, J. Florian, L. Folks, G. Heileman, M. Hingle, J. Hunter, J. Jones, D. Liverman, I. Moore, S. Moore, G. Perry, C. Ramirez, L. Rankin, H. Rodrigues, L. Rulney, S. Sen, T. Singleton, R. Stephan, S. Troutman, B. White

Absent: L. Benson, S. Keim, A. Miller, J.P. Roczniak, M. Taylor

Guests/Observers: C. Blakely, J. Dudas, C. Henderson, J. O'Neil, A. Romero

Presenters: Kasey Urquidez, Vice President, Enrollment Management  
Craig Wilson, Vice Provost of Online and Distance Education  
Steve Voeller, Vice President Government and Community Relations

### **Call to Order**

Co-Chair Helm called the meeting to order at 8:15am

### **Approval of the Minutes of January 6, 2021**

The minutes of January 6, 2021 were approved.

### **Presentation and Discussion: Spring 21 Enrollment & Fall 21 Recruitment / Merit & Need Aid** **Kasey Urquidez, Vice President, Enrollment Management** **Craig Wilson, Vice Provost of Online and Distance Education**

Urquidez presented a review of Spring 2021 enrollment and stated the census date will be February 3. She said new first-year students increased to 248 and there was an increase in Arizona Online students with 10 students using the option for Global Direct. She said transfer students also increased with most coming from Arizona Online.

Urquidez said virtual visits have replaced campus visits through the You Visit and guidebook options.

Urquidez stated first-year students increased in terms of applicants (35,752), admits (30,369), and students who committed to enrollment fees (2,287) and orientations (1,668). There was a decline in the number of students requesting housing on campus to 1,771. Urquidez presented demographic comparison data for resident, non-resident, and international students. She said there was a decline in the number of applications across Arizona, but those who moved through the pipeline had a higher admit rate. She added nationally fewer males were attending college and outreach work was underway to share potential options for college with male potential students.

Urquidez said the University was now test-blind for merit awards and she had worked with UAIR to review information from students that was used to determine merit awards. She added a focus of this work was to maximize GPA while increasing NTR and lowering the discount rate. Urquidez concluded by stating an Admissions, Merit Aid & Outcomes Advisory Committee had formed and would provide a report in February on future recommendations.

Wilson presented regarding Online and Distance Education enrollment and said there were over 800 new students incoming for the spring semester. He said there were no negative impacts from the creation of UAGC. Wilson stated UA Online was ranked #7 for online programs and was ranked #5 for veterans. Wilson added the approach to bringing programs online was changing and marketing analysis would be done first. He added a faculty advisory council had been formed and members of the council were asked to serve on working groups.

Members discussed with Wilson possible confusion from students regarding enrollment in programs now offered by UAGC. Wilson said UA Online and UAGC serve dissimilar audiences and have separate admissions standards but acknowledged a need to make UA Online different.

### **Presentation: 21 Legislative Session**

#### **Steve Voeller, Vice President Government and Community Relations**

Voeller informed the committee the legislative session started 1 week ago, and the Governor's budget proposal was introduced. The investment in higher education was \$35m in ongoing/recurring funds. He added the Board of Regents assist with the budget proposal and health sciences, mining, defense, and engineering were considered new economy priorities.

Voeller shared information regarding TRIF funding and stated Prop 301 would expire at the end of June 2021. He added this meant the Legislature may be able to adjust, amend, or cut TRIF funding and was working with the other Arizona universities to extend protection of this funding.

Voeller concluded with information on the renegotiations of gaming compacts and the possible expansion to include gambling on sports. He added UA Athletics was working with the other universities to discuss what requirements would be in place.

### **Non-COVID-19 Senior Leadership Updates and Updates on Re-entry**

#### **Liesl Folks, Senior Vice President for Academic Affairs and Provost**

Folks updated the committee on the newly formed undergraduate and graduate councils. She added that, as part of academic approvals, there was engagement with Faculty Senate to strengthen the academic approvals process and the role of shared governance. She also updated the committee on approvals for general education courses and stated the administrative review of general education courses had not been in place.

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

Rulney stated \$48m of higher education emergency relief funds could be utilized by UA, of which \$15.5m are required to be used on student aid. She added the new Health Sciences Innovation Building received 3 awards.

#### **Betsy Cantwell, Senior Vice President, Research and Innovation**

Cantwell stated UA research expenditures were down roughly 10% due to COVID while awards increased. She added a consequence of this could be a division that increases over time

regarding increasing expenditures to the level required for funding agencies to be satisfied. Cantwell added HERD expenditures will exceed the previous year's expenditures.

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

Moore informed the committee that student success was now featured on the UA homepage. He added an experience group that focused on improving virtual events was started and the Tucson Festival of Books would be virtual.

**Adjournment**

The meeting was adjourned at 9:50 am.