

Strategic Planning and Budget Advisory Committee

Faculty Center
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Minutes

Wednesday, April 21, 2021
8:15-9:50am **via Zoom**

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

Absent: L. Benson, E. Cantwell, S. Keim, S. Troutman

Guests/Observers: C. Henderson, H. Jensen, J. O'Neil, A. Romero, P. Scott

Presenters: JP Roczniak, President and CEO, University of Arizona Foundation

Liesl Folks, Senior Vice President for Academic Affairs and Provost
Lisa Rulney, Senior Vice President for Business Affairs and Chief Financial Officer
Garth Perry, Vice President/Chief Budget Officer
Susan Miller-Cochran, Executive Director, General Education
John Pollard, Associate Dean, Academic Affairs

Call to Order

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

Approval of the Minutes of April 7, 2021

The minutes of April 7, 2021 were approved.

Update on SPBAC Co-Chair transition/re-appointment

SPBAC members voted via Qualtrics for Co-Chairs Helm and Brummund to continue for an additional 1-year appointment. This re-appointment will be confirmed by President Robbins in consultation with the Chair of the Faculty.

Presentation and Discussion: Current state of fundraising/endowments

(Presenter: JP Roczniak, President and CEO, University of Arizona Foundation)

Roczniak updated the committee on development and philanthropic giving. He stated of the total U.S. giving, \$64B was given to the education sector. Roczniak stated that as of March 31, 2021 over \$270m worth of gifts and commitments had been made to the University with commitments of over \$62m in December 2020.

New Endowment Gifts: Rocznik informed the committee regarding successes over the previous four-year period and said over \$60m in new gifts to the endowment had been raised as of February 2021. He added the endowment had passed the \$1B mark.

Endowed Funds: Rocznik stated the endowment payout would increase from 4% to 4.125% and the endowment fee would decrease from 1.25% to 1.125% effective July 1, 2021.

Endowed Chairs: There were 167 endowed chairs across campus with 67 established over the last 10 years.

Scholarships Available vs Awarded: Rocznik stated additional support was added to ensure scholarships can be awarded. In AY20, ~\$16m in scholarships were available with 70% awarded.

Rocznik updated the committee on details of the operational merger between the University of Arizona Alumni Association and the University of Arizona Foundation. The merger reflected trends widely adopted throughout higher education and consolidated teams and efforts. The merged budgets and teams were effective July 1, 2020.

Rocznik provided information regarding the virtual homecoming event that took place in 2020. Nearly 8,000 people participated in events that were live and pre-recorded. This led to major gifts across campus. Rocznik stated virtual events would continue despite the return to on-campus homecoming events in the future. Additionally, a Homecoming Giving Day was offered for the first time and raised over \$1m from 1,384 gifts. Rocznik provided information about the Wonder at Home Series, chapters and clubs spread across the country, career development through the Bear Down Network, and revamped magazine.

Rocznik shared information about reduced staffing and budgets in addition to infrastructure projects. These projects included the launch of a new development system in February 2020, new giving forms, search functionality, ApplePay transactions and support for cryptocurrency, and preparations to launch a new financial system. He concluded the presentation by stating the next fundraising campaign will be worked on starting in the summer and into the next academic year.

Members discussed what constituted a major gift with Rocznik. He responded to questions and stated a gift of \$25K or more was considered a major gift. He added 90% of donations came from 5% of donors and this was common across peer institutions. Rocznik responded to questions regarding fossil fuel divestment and said less than 3% of the endowment was in private equity related to fossil fuels. These funds were locked until 2029 and the board had not looked at any new fossil fuel investments.

Presentation and Discussion: Update on AIB

(Presenters: Liesl Folks, Senior Vice President for Academic Affairs and Provost Lisa Rulney, Senior Vice President for Business Affairs and Chief Financial Officer; Garth Perry, Vice President/Chief Budget Officer; Susan Miller-Cochran, Executive Director, General Education; John Pollard, Associate Dean, Academic Affairs)

Perry provided information regarding new committee work, design decisions, and updates on communications going forward. He stated a customized communications model was being developed. Perry updated the committee on college/support advisory groups that were being formed to provide feedback to the AIB Working Group. Perry will act as a liaison between groups and provide their perspectives to the Stakeholder Advisory Committee, the AIB Working Group, and executive

leadership. Membership on the Stakeholder Advisory Committee included individuals across colleges, staff members, faculty, and students.

General Education: Perry provided details regarding General Education. These included: management/oversight will be a support unit with a possible metric but will not be included in the revenue sharing formula; General education courses will be presented in the model for potential alternative distribution rates; and foundation courses will be considered General Education.

Folks expressed challenges related to communicating on campus the issue of tuition per credit hour dilution. She added students paid fixed tuition after 7 credit hours and students taking more credit hours was not the solution to financial problems.

Pollard provided an overview of the driving forces behind the General Education reform. These included:

- Students did not find value in the GE curriculum
- Students did not understand how GE courses were relevant to majors and from class to class
- Faculty valued interdisciplinary thinking
- Faculty expressed strong interest in introducing ways for students to build connections and enhance ways of thinking through an active learning, student-centered curriculum
- Institutional drivers such as increased retention and graduation rates; more student autonomy and flexibility; a more unified and connected learning experience.

Miller-Cochran presented information related to the issue of GE credit hour distribution. She stated this was related to exceptions for students in sciences and engineering and how they have met science requirements. She added courses that have met the science requirement without being in GE previously will need to be approved in GE. An exemption exercised by engineering students for Tier 2 Arts/Humanities requirements was no longer in place. The overall number of credit hours required in GE would be reduced from 36 to 32.

Miller-Cochran addressed the question if science was less valued in the new GE. She explained 15 hours had been cut from the tiered system, with 9 hours cut from Tier 1/Tier 2 moved to Building Connections; 2 hours moved to Intro/Exit Courses; and 4 hours removed to lower the requirement to 32 credit hours.

Due to limited time, Co-Chair Helm concluded the discussion and suggested this item as a future SPBAC meeting topic.

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

President Robbins

Robbins expressed thanks to Miller-Cochran and all those involved with General Education and suggested an entire SPBAC session could be devoted to the topic. He also expressed excitement about commencement and honoring students. Robbins stated the University would continue to follow all CDC guidance and encouraged vigilance while on campus.

Tara Singleton, GPSC President

Singleton informed the committee that Noah Vega will join the next SPBAC meeting as ASUA president.

Liesl Folks, Senior Vice President for Academic Affairs and Provost

Folks thanked ASUA and GPSC representatives for ensuring engagement with the student population.

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

Rulney shared with the committee the University purchased institutional registrations for WACUBO and NACUBO.

Shilpita Sen, GPSC President

Sen expressed excitement about commencement and events in May. She updated the committee on the GPSC graduate student vaccination day and stated there was a goal to vaccinate 200 students. She encouraged graduate students to volunteer at the POD on campus. Sen added grand programs would stay open for students who will be traveling for research, conferences, and field work. She updated the committee on receiving funding from the Provost's Investment Fund (PIF). Additionally, Sen stated the transition to new GPSC leadership would occur on May 6.

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

Moore informed the committee regarding the Fuel Wonder campaign and the integration of the engagement portion of the campaign. He stated this would be used to better forecast student enrollment and understand what happens when an individual receives an advertisement from the institution to when they join the enrollment pipeline.

Adjournment

The meeting was adjourned at 9:50 am.