

**Faculty Leadership Committee Report
From the June 7, 2013 Board of Trustees Meeting**

COMMITTEE ON ACADEMIC AFFAIRS

from Jennifer Jordan

Began meeting with report on Emeriti faculty status granted (over 185 years of service total): 17 faculty were awarded tenure; 18 faculty were awarded promotion.

AAAS report: We were given an overview of DegreeWorks. Gina Jones discussed the new online transcript ordering/delivery system, you request online and they get delivered electronically. Parchment is the name of the program and alumni can register through them to request transcripts. SCTRAC is a system for transfer students in SC to look at how their credits will apply to any program at Winthrop. Maria Lynn discussed space and services; she explained the faculty governance calendar. You can schedule online any of your room needs. She has also taken over event scheduling. Naomi Morgan discussed having assessment data more readily available on the website, there is an accountability site with board data and the state report. They offer training sessions on what is available and where to find it if needed. You can also request information that you are unable to find. Blackboard analytics-helps access data easily, show cohort breakdown of retention and other data you may want to report. There is a 10 year Matrix available and improvements were all evidence based changes.

Each College Dean gave updates:

Arts & Sciences:

Dr. Karen Kedrowski – new Dean replacing Dr. Peter Judge; Dr. Jennifer Disney – new chair of Political Science Department; Dr. Schott Shinabargar – new chair of World Languages & Cultures Department; Dr. Tom Polaski – new chair of Math Department

Education:

Winthrop/Winthrop School Partnership Network received 2013 award from the National Association of Professional Development for Exemplary Professional Development School Achievement.

Visual & Performing Arts:

Jennifer Belk awarded 2013 Carol A. Kueker Construction Education Visionary Award by the National Association of Women in Construction Education Foundation. Installation work by Fine Arts students featured at the Mint Museum of Art in Charlotte in May.

Business:

18-credit hour Certificate in Healthcare Management added. 54 Nantong students graduated in May with BS/BA. Many attending graduate programs in U.S.

University College:

Academic Success Center saw record number of students. Return to Learn program initiated to target students near degree completion, but not enrolled.

Dacus Library:

24-Hour access continues to be popular. Most traffic from 8:00 pm to 2:00 am. Additional hours have increased demand for programs such as Librarian services, Circulation and Technology.

Graduate School:

372 graduated with Master's or Specialist degrees; establishing a Community Advisory Board.

I. Athletics Highlights – Tom Hickman

- a. Men's Soccer - College Cup, NCAA Round of 32
- b. Women's Tennis - Won Big South Tournament, 3.5 GPA
- c. Women's Basketball - 2nd in Big South Tournament, NIT Round of 32
- d. Women's Soccer and Softball - Championship Game Runners Up
- e. Athletic GPA>Winthrop Overall GPA
- f. Anthony DiGiorgio inducted into Big South Hall of Fame
- g. Anthony DiGiorgio and Gregg Marshall inducted into Winthrop Hall of Fame
- h. VMI moving to Southern Conference 2014-2015, leaving Big South to 11 schools
- i. Winthrop student-athletes performed 3,283 hours of community service this year
- j. SAAC collected 11,585 pounds of canned food for local shelters/food pantries
- k. SAAC won the 2012-2013 Student Life Award for Exemplary Record of Service

II. Summer Orientation and Fall Welcome Week – Carrie Whiteside

- a. Orientation Leaders Training June 10-14
- b. Freshmen, Transfer, Family Orientations June 17-21, June 24-28
- c. Academic Preparation – Academic Unit Meetings, Dean's Expectations, Academic Advisor Course Registration, First Class
- d. Campus Engagement – Scavenger Hunt, Twitter, Campus Organizations
- e. Creating Connections with Other Students – Diversity, Academic and Personal Responsibility, SKITS - Coach Kelsey participated
- f. Saturday, August 17th – Coach Kelsey Coliseum Event 3:00-5:00pm - Buses 2:00pm
- g. 1,282 New Students (1,098 Freshmen, 184 Transfer Students)

III. Critical Incident Management Team – Frank Ardaiolو

- a. Continuity of Operations Plan (COOP) completed for the entire university in preparation for any kind of major disaster or critical incident
- b. WU has a seat at the York County Emergency Management Center table
- c. Macfeat Lab School safety plan implemented and new entry access protocols with retina identification technology utilized
- d. All exterior doors are numbered for location identification according to national protocols
- e. All emergency plans loaded to the Cloud to be accessed from anywhere
- f. WU Watch Program Application for reporting emergencies – Over 6500 downloads

IV. Student Leadership Initiatives in Student Life - Alex Miller and Sean Blackburn

- a. Leadership Development: Rooting Down and Branching Out
- b. Excellent Powerpoint Presentation of Campus Leadership Programming
- c. Emerging Leaders: 20-25 Freshmen Selected
- d. Living Community in Richardson – Shared ACAD class
- e. All-Star Leaderboard
- f. Hundreds of Leadership Opportunities on Campus, including Orientation Leaders, Peer Mentors, CSL, DSU, RSA, SAC, Fraternity and Sorority Councils
- g. Thousands of ways to get involved, including more than 160 Student Organizations in 12 categories

INSTITUTIONAL ADVANCEMENT & DEVELOPMENT

from Scott Huffmon

The regular meeting of the Committee on Institutional Advancement and Development of the Board of Trustees of Winthrop University was held at 9:00 a.m. Members attending were Mrs. Donna Tinsley-Holley, Dr. Jimmie Williamson, Mr. Scott Talley and Mr. Robert Thompson, presiding. Dr. Kathryn Holten also attended. Visitors included Ms. Debi Barber, Ms. Monica Bennett, Mr. Shawn Cetrone, Ms. Robin Embry, Dr. Debbie Garrick, Ms. Susan Gunderson, Ms. Amanda Stewart, Ms. Laura Lynn Stubbs, and Ms. Ellen Wilder-Byrd. The meeting was called to order by committee chairman, Robert Thompson. The minutes were approved as distributed.

Division of University Development and Alumni Relations: Ms. Amanda Stewart, Director of Program Administration gave an update on the scholarship process. Ms. Stewart reported that several years ago, her office initiated an annual “Scholarship Summit,” which brings together staff members that are involved with the scholarship process across the university. Ms. Stewart shared a PowerPoint presentation from the summit, which included updates related to scholarship policies and distribution; discussion of any issues related to scholarship administration; and funds available for distribution to each program or department in the subsequent year. Traditionally held in the spring term, with follow-up meetings through working groups, this year’s summit was held on March 19. This year, they were able to see the largest increase in the number of scholarships as well as scholarship dollars in total, since the market downturn began in 2008. This is in part due to an update to the Foundation’s spending rule, which now allows for accounts to spend so long as they are at or above 85% of the original gift, thus preserving the bulk of the gift while enabling the scholarships to be used. Ms. Stewart said that they are talking more with donors about their interests, intentions and criteria when setting up scholarships and also make return visits to discuss endowments with them. Ms. Stewart explained that with the new legislation, if the fund balance is at or about 85% of the corpus, the value will be awarded. The new legislation also allows donors to reset the corpus value if the fund is above \$25,000. This gives the Foundation flexibility to honor donors’ intentions while protecting their investments and also helping students. Ms. Stewart said that their office is currently preparing a mailing to donors explaining the new policies. Ms. Robin Embry, Senior Director of Financial Affairs for the Winthrop University Foundation gave a report on the new financial systems. Ms. Embry reported that having successfully closed the 2012 year, the Foundation began 2013 with implementation of the new Financial Edge software. This new database allows for a simplified chart of accounts, resulting in more concise and timely reporting of fund activity. Report formats include balance sheet, income statement and budget vs. actual formats. The budget vs. actual report is an internal tool that will enable the Foundation to track scholarship availability and disbursements according to the updated spending rule. Balance sheet and income statement formats have been disseminated to the various colleges and departments on campus and have been well received. In addition, the Foundation has recently purchased a queue module which will allow reports to run automatically at prescribed intervals. Reports can then be uploaded to a shared drive for viewing by authorized users. These new reporting mechanisms are providing improved customer relations with colleges and departments on campus. *Campaign Update:* Dr. Garrick reported that *Distinction: The Campaign for Winthrop* has achieved \$41,303,350 or 82.61% of the goal of \$50,000,000. When compared with May of last year, the dollars raised to-date has increased 16.7%.

Division of University Advancement and Enrollment Management: Dr. Holten gave the committee an update on activities to recruit and enroll the fall 2013 class of freshmen and transfers and reported that the Office of Admissions is partnering actively with other divisions across campus to enroll the fall

class of incoming freshman and transfer students, which is expected to be level with last year or marginally higher. Specific communications to support enrollment activities include all aspects of orientation, tuition bills, final financial aid adjustments, housing assignments, and campus visits.

Fall 2014 Recruitment Activities: Ms. Barber reported that the Office of Admissions is confident that freshman enrollment will stay level with last year and the number of transfer students will be slightly higher than last year. Ms. Barber distributed the Admissions schedule of events for the 2013-14 academic year. The summer remains a good opportunity to make revisions and improvements to the many campus visit experiences. The Office of Admissions is preparing for high traffic with summer visits, and plans are underway for full staff refresher training in the campus visit experience. Ms. Barber said that the Office of Admissions spends at least 2 or more hours evaluating each event and that will be ongoing during the summer. The office is making events personal to each student. She further reported that campus visits are 18% higher than in previous years and the campus visit process is critical to success in enrolling applicants. Ms. Barber and Ms. Wilder-Byrd reported on the implementation of recommendations from the comprehensive admissions website audit conducted last summer. Many pages have been revised to be more user-friendly and visually appealing. Video and social media components have been integrated to meet the needs of prospective students and applicants. As a result, a multi-faceted recruitment approach centered around the web is going to provide a variety of platforms for students to respond and engage with the admissions office (traditional print pieces with QR codes for quick response, revamped webpages with video and social media embeds, segmented social media sites and posts to personalize messaging, etc.). Ms. Wilder-Byrd said that the Admissions main web page has been reworked and a new visit video is available for viewing, along with new graphics. Likewise, the About Winthrop page has been totally revamped with information graphics, a timeline and photo stream added. Ms. Barber presented the committee with a new search brochure that incorporates links and codes that will enable the Office of Admissions to track how students are responding. Ms. Barber said that Winthrop will go “live” on July 1 with a profile on *College Week Live- Online*, a virtual college fair that is available to students 24 hours a day, seven days a week. Ms. Barber also reported that the Office of Admissions is currently seeking an international counselor and that processing international applications will be moving back to the Office of Admissions. *TOEFL, Hobsons, and NRCCUA* – established vendors who now provide international qualified leads similar to the traditional domestic search purchase – are providing us with better opportunities to connect with international students and enhance our international travel and brand recognition strategies. *Hobson’s Competitive Match* is a new marketing tool that automatically displays Winthrop as an educational option when students select a similar or competing school. Dr. Holten gave an update on the new CRM system, the procurement of which has been delayed because of obstacles with the State of SC. The new CRM will streamline reports and communications with students and will help with recruiting students who will have a more likely chance of persisting to graduation. Ms. Barber said that the new CRM will be a great tool with visit reporting and will establish an individual portal for each student. Review of Recent Videography Projects and Upcoming Initiatives: Ms. Bennett reported to the committee that as part of the way that the Advancement Division utilizes all of its resources to support student recruitment and retention, the integration of the new position of videographer has begun to yield immediate benefits. She introduced Shawn Cetrone, Winthrop’s campus videographer who is headquartered in University Relations, who shared recent videography projects and upcoming initiatives, including a campus visit piece that was

recently added to Youtube and the website to explain more about visit options like Preview Day, First Look Friday, etc. and a new video format for the “My Winthrop Experience” features that are used on the website to showcase the achievements of top students and faculty, successful alumni, and generous donors. Mr. Cetrone explained that videography is now an expected tool for campuses to spread the word about their academic programs. He showed a clip from a TEA Fellows (US State Department’s Teaching Excellence and Achievement Program) video, created when that group of international teachers was on campus and that has gone on to be featured nationally. Upcoming projects will highlight the Winthrop Poll process and the NEW Leadership Institute. Later this summer, Winthrop’s Youtube channel will be rebranded using the new ONE platform. Mr. Cetrone also said that we will soon have available a library of video footage from which to draw upon for future projects.

COMMITTEE ON FINANCE

from Michael Lipscomb

J. P. McKee reported that the budget for the concluding fiscal year would be balanced. The budget for the upcoming year, however, projects a deficit of between \$2, 875, 000 and \$2, 285, 000.

The plan for making up this deficit looks for \$750,000 from House and Senate versions of the state budget, with some hope for \$350,000 in recurring funds in the Senate version. Some money can be drawn from the state’s matching maintenance fund. A projected increase of 100 students would bring in an additional \$1, 870, 000. Finally, based on proposals of fee increases of +3%, the new bottom line would be in the black.

Chair of the Finance Committee, Karl Folkens discussed the need to have a state-wide discussion on the role that out-of-state students play in funding higher education (those institutions who educate higher proportions of in-state students, such as Winthrop, are at a competitive disadvantage with those institutions who have a higher proportion of out-of-state students, such as Coastal Carolina).

J.P. McKee doesn’t think that we will have to dip into the \$700, 000 reserve this current year.

Board member Glenn McCall asked for more “actuals” to go along side budget estimates for future Board meetings. The accountants pointed out some of the difficulties in producing final or up-to-the-minute “actuals” at any point in time, but agreed to work with the Board over several iterations to get the board the best, closest to real-time numbers to go along with budget projections for future meetings.

Walter Hardin reported on ongoing challenges of maintaining the University’s physical infrastructure within the limits of budget constraints.

FULL BOARD MEETING

from Cliff Calloway

The full Board met at 1:00 pm on Friday, June 7th, 2013 in the Gold Room of the DiGiorgio Campus Center. No public comments were provided during the Public Comment period. The meeting began with the Call to Order by Board Chair, Mr. Dalton Floyd. Mr. Floyd began by welcoming South Carolina State Senators Wes Hayes and Creighton Coleman. Ashlye Wilkerson, new Board of Trustee member representing the sixth district was introduced. Approval of Minutes from the April 12, 2013 Board of Trustees' meeting followed. The meeting then moved to the presentation of a *South Carolina State Senate Resolution to Honor Dr. Anthony J. DiGiorgio for Meritorious Service* by Senators Hayes and Coleman and a Board of Trustees gift presentation to Dr. DiGiorgio by Dr. Jane LaRoche.

The Executive Committee and Chair of the Board report followed with: (1) an Affirmation of the Employment Contract to Dr. Jayne M. Comstock by Mr. Karl Folkens, (2) a resolution to honor Dr. Cliff Calloway, out-going Chair of the Faculty Conference and Faculty Representative to the Board of Trustees by Dr. Sue Smith-Rex and (3) a resolution to honor Mr. Dalton Floyd, Chair and out-going member of the Board of Trustees for Meritorious Service by Ms. Kathy Bigham. The affirmation and both resolutions were unanimously passed by voice vote.

Following the Executive Committee and Chair of the Board report, Ms. Janet Smalley presented a Resolution to Confer Emeritus Status to ten retiring faculty. The motion was unanimously approved.

Mr. Karl Folkens presented a Resolution to Adopt the Tuition Schedule and Operating Budget for 2013-14, including a 3.1% fee increase and 5% room and board increase, but giving the executive committee of the board authority to amend budget changes as necessitated by state funding or market influence. The motion was unanimously approved.

Dr. DiGiorgio commented on the Tuition Schedule and Operating Budget resolution, noting the State Conference Committee meeting to resolve House and Senate budgets was underway and that June 18-20 is planned for the Special Session to approve the overall state budget, followed by the period of potential gubernatorial veto and any final budget negotiations. "The time window for the budget is tight and we may not know final numbers until the final week of June. Regardless, Winthrop will continue to have to walk a fine line between resources and cost".

Following these resolutions, each Committee of the Board (Academic Affairs, Finance, Student Life and Institutional Advancement and Development) offered a report on the morning sub-committee meetings. Summaries of the morning meetings are included above.

The Nominating Committee (Ms. Janet Smalley, Chair) presented the Election of Officers for 2013-14. Ms. Kathy Bigham was nominated for Chair and Mr. Karl Folkens was nominated as Vice-Chair. The nominations were approved unanimously.

The Faculty Conference Representative, Dr. Cliff Calloway, introduced Dr. John Bird as incoming Chair of the Faculty Conference and Faculty Conference Representative to the Board of Trustees, as well as an update on program changes/modifications and the recent Academic Leadership Retreat. The Student Representative to the Board, Mr. Chris Aubrey, gave a brief report on student allocations, student events and up-coming programming for the 2013-14 year.

Mr. Floyd commented on his appreciation to serve as a Board member and led a final toast to honor Dr. DiGiorgio. Dr. DiGiorgio eloquently thanked all for his time as Winthrop's President. With no other old or new business, the Board adjourned at 2:05 pm.