MINUTES
The University of North Carolina at Greensboro
Board of Trustees

December 6, 2012

MEMBERS PRESENT: David Sprinkle (Chair), Kate Barrett, Charles Blackmon, Chelsea Boccardo, Nathan Duggins, Carolyn Ferree, Linda Hiatt, Randall Kaplan, Lee McAllister, Skip Moore, Susan Safran, Harriett Smalls, Martin Weissburg

MEMBERS ABSENT WITH NOTICE: N/A

OTHER STAFF MEMBERS/GUESTS: Mac Banks, Betty Betts, Alan Boyette, Linda Brady, Bonita Brown, Cherry Callahan, Ray Carney, Sarah Carrigan, Edna Chun, James Clotfelter, Jim Eddy, Vidya Gargaya, Michael Garrett, Bruce Griffin, Mike Harris, Helen Hebert, Steve Honeycutt, Celia Hooper, Lise Keller, Lee Knight, Jason Marshburn, Lee Odom, David Perrin, Judy Piper, Kim Record, Cindy Reed, Steve Rhew, David Schaefer, Steve Serck, Terri Shelton, Don Skeen, Mike Tarrant, Reade Taylor, Barbara Wike

Chair David Sprinkle called the meeting to order at 8:30 a.m.

WELCOME:
Chair Sprinkle welcomed members of the Board of Trustees and invited guests.

In accordance with the UNC Board of Governors, Chair Sprinkle then read the following statement:

“As chair of the Board of Trustees, it is my responsibility to remind all members of the board of their duty under the State Government Ethics Act to avoid conflicts of interest and appearances of conflict of interest as required by this Act. Each member has received the agenda and related information for this Board of Trustees’ meeting. If any board member knows of any conflict of interest or appearance of conflict with respect to any matter coming before the Board of Trustees at this meeting, the conflict or appearance of conflict should be identified at this time.”

No conflicts were noted.

Roll call was then read by Bonita Brown, assistant secretary.

REMARKS BY CHANCELLOR LINDA BRADY:
Chancellor Brady began with comments regarding the UNC System’s new strategic planning effort. The goal is for a new strategic plan to be presented to the Board of Governors by February. The plan will direct the UNC System between 2013 and 2018. It is designed to move beyond UNC Tomorrow to help set permanent future directions, influence resource planning and allocation, enable us to think critically about the academic missions of each of the UNC campuses, inform strategic planning taking place on campuses in the next few years, and to ensure that what is done individually and as a system reflects our joint commitment to meet the needs of the people of North Carolina. The plan is evolving around five areas of focus: degree attainment, academic quality, serving the people of North Carolina, maximizing efficiencies, and maintaining access and ensuring financial stability on campuses.
Chancellor Brady remarked about Greensboro’s downtown university district. She said that the three major areas of focus for UNCG around the downtown initiative relate to nursing and wellness programs, the creation of a global opportunity center, and a project called “Degrees Matter.”

The Chancellor told board members that last week she participated in one of eight regional meetings that UNC General Administration scheduled to engage members of the business community in a conversation about what the business community needs from the UNC System.

APPROVAL OF MINUTES:

The Board approved the Minutes of the September 6, 2012 meeting.

CONSENT AGENDA:

Trustee Skip Moore requested that Student Fee Recommendations (BAC-1) be pulled from the consent agenda and placed into the “Report of the Academic/Student Affairs Committee” for further discussion following today’s presentation.

The Board of Trustees then moved on the following amended consent agenda.

1) Candidates to be Awarded Degrees and Certificates December 2012 (ASAC-1)
2) Proposed Revision to University Honorary Degree Guidelines and Procedures (ASAC-2)
3) Discontinuation of the McDowell Research Center (ASAC-3)
4) Acceptance of Completed Projects (BAC-2)
5) Selection of Commissioning Agent for Student Recreation Center (BAC-3)
6) Recommended Appointments and Reappointments to the Board of Directors of The Weatherspoon Arts Foundation (UAC-1)
7) Recommended Appointments to the Board of Directors of the Capital Facilities Foundation, Inc. (UAC-2)
8) Naming the Remodeled Math Conference Room (UAC-4)
9) Recommendation for Award of McIver Medal (UAC-5)
10) Recommendation for Award of Holderness/Weaver Award (UAC-6)

All approved the amended agenda and the motion carried.

PRESENTATIONS:

The following presentations were made to the board:

Follow-up Report on Fall 2012 Enrollment – Vice Provost Alan Boyette began by referencing the September enrollment report and significant results. The report documented headcount growth of more than six percent among students engaged in distance learning. The number of undergraduate students in UNCG’s online degree completion programs increased from 569 to 677 students from Fall 2011 to Fall 2012. Boyette also commented on the decline of graduate enrollment reflected in the September report. He said that graduate enrollment declined by over three percent (109 students) in Fall 2012, and has been down for two consecutive years, in keeping with national trends. He reported that we are now over 100% ahead of last year with the number of graduate applications received. Chair Sprinkle asked Vice Provost Boyette to email board members with the number of graduate applications received last year as a point of reference. Boyette reported that an enrollment consultant performed an audit for UNCG and made recommendations, identified some external threats that we face, and identified existing strengths at UNCG. In summary, the consultant concluded that UNCG lacks a strategic enrollment management plan, as well as a broad academic program marketing effort. It was also noted that outside retention initiatives appear to be disconnected and not well coordinated. The consultant reported that key areas of opportunity
include more aggressive recruitment of international students, re-recruitment of non-returning students, expansion of distance-learning options, adoption of a more targeted student communications and social media strategy, and changes in technology systems. Following the presentation by Vice Provost Boyette, Chancellor Brady stressed the need for a clear enrollment management plan to be ready to present to the board at its March meeting.

Tuition and Fees – Vice Provost Alan Boyette told board members that for the past two months, the Tuition Committee, co-chaired by SGA President Chelsea Boccardo and him, has reviewed proposals on campus-based tuition increases and subsequently developed recommendations for Chancellor Brady. The Tuition Committee proposes a $153 tuition increase for all undergraduate students (in-state and out-of-state) and a $175 increase for all graduate students (in-state and out-of-state). Tuition increases would result in approximately $2.6 million. Funds would support need-based financial aid (25%), graduate awards and waivers (3%), faculty recruitment and retention (66%), and student academic advising and career services support (6%). Vice Chancellor Cherry Callahan told board members that the Student Fee Committee, co-chaired by SGA Vice President Meredith Swain and her, proposes a $84 increase in fees per year ($33 athletics, $18 students activities, $8 health, $25 educational & technology), or $42 per semester. In summary, the 2013-2014 proposal includes a tuition and fees increase of $118.50 per semester for in-state and out-of-state undergraduate students ($237 per year), and a tuition and fees increase of $129.50 per semester for in-state and out-of-state graduate students ($259 per year).

The board then moved on the following action items:

1. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve tuition increases and resulting rates for 2013-14, as well as the proposed allocations of tuition revenue as described.

All approved and the motion carried.

2. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve changes for 2013-14 in the Athletics Fee, Student Activities Fee, Health Services Fee, and the Educational & Technology Fee as proposed.

All approved and the motion carried.

Chair of the Academic/Student Affairs Committee Skip Moore then presented requests for approval of differential tuition increases, and the board moved on the following:

1. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the 2013-14 differential tuition rates proposed for the Master of Business Administration, Master of Science in Accounting, and Master of Science in Information Technology and Management programs.

All approved and the motion carried.

2. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the 2013-14 differential tuition rate proposed for the Master of Arts in Communication Sciences and Disorders program.

All approved and the motion carried.

3. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the 2013-14 differential tuition rate proposed for the Master of Science in Athletic Training program.
All approved and the motion carried.

**Athletics Annual Report** – Kim Record, Director of Intercollegiate Athletics, began by talking about the task force report on athletics commissioned by President Ross and the Board of Governors report that is due to UNC General Administration by December 31, 2012. She pointed out two key components of the task force report related to reporting relationships in the areas of NCAA compliance and academic support. Ms. Record introduced Jennifer Sansevero, Associate Athletic Director for Academics and Student Development, who reported to board members on the Academic Progress Rate (APR) and Graduation Success Rate (GSR). She pointed out that UNCG has been recognized nationally for perfect APR scores for men’s cross country and men’s track. Men’s golf and men’s soccer are two areas in need of improvement. Plans for improvement have been implemented. UNCG’s student-athlete graduation success rate is at 78%. Ms. Record then outlined goals for Athletics related to academic success, partnership engagement, financial efficiency, venue and space maximization, and professional development.

**Staff Senate Report** – Staff Senate Co-chairs Jason Marshburn and Ray Carney provided an overview of the current work and future plans of the Staff Senate. Staff Senate committees have been very engaged both on and off campus with coordination of service projects, staff recognition events, and professional and personal development workshops. One of the goals this year has been to improve Senate communication with faculty and other staff members on campus. A Staff Senate meet and greet event was held in October to allow staff members to come and meet their senators. Staff Excellence Awards are given by Staff Senate each year to two staff members. In an effort to enhance faculty and staff relations, a faculty vs. staff kickball challenge is being planned for April 4 at the softball field.

**“Ways to Give”** – Barbara Wike and Lee Knight, Directors of Gift Planning, presented information and provided illustrations on gift plans offered by UNCG Gift Planning Services, including remainder interest in a personal residence or farm, life-income plans, charitable gift annuities, charitable remainder unitrusts, will or revocable trust bequests, IRA or other retirement plan beneficiary designation, and life insurance beneficiary designation.

**REPORT OF THE ACADEMIC/STUDENT AFFAIRS COMMITTEE:** – Chair Moore

Richard Moore gave the report of the Academic/Student Affairs Committee from December 5, 2012. He commented that Provost Perrin provided a report to the committee regarding three dean searches currently underway (School of Health and Human Sciences, School of Music, Theatre and Dance, and School of Nursing). Vice Chancellor Terri Shelton reported on research and economic development noting that we are on track with previous years in terms of submissions and awards. Three of the grants received this year are from some of the most competitive national organizations such as the National Institute of Science and the National Institute of Health. Dr. Shelton said that the appeal of the SERVE grant denied last year is ongoing. Vice Chancellor Cherry Callahan provided updates from Student Affairs. Two students involved in learning communities on campus spoke to the committee about their experiences.

Dr. Moore then directed board members to action item ASAC-4, Proposed Revision of the UNCG *Promotion, Tenure, Academic Freedom, and Due Process Regulations*. Due to confusion regarding the meaning of procedure 4.B.i.h. in the regulations, the item was amended by the Faculty Senate as follows.

4.B.i.h. Right of faculty members to express dissenting opinions

> In cases where the majority vote of the department faculty senior to the candidate is not unanimous, the assembled faculty member(s) who did not vote in accordance with the majority may collectively prepare a single signed statement explaining their vote which should be placed in the candidate’s portfolio.
The board then moved on the following action item:

It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the proposed changes to the UNCG Promotion, Tenure, Academic Freedom, and Due Process Regulations with the amended statement in 4.B.i.h.

All approved and the motion carried.

**REPORT OF THE ATHLETICS COMMITTEE: - Chair Blackmon**

Charles Blackmon reported on the Athletics Committee meeting from October 2, 2012. Committee members received updates about the various committees existing on campus with regards to athletics. Kim Record met with the Advisory Council on Intercollegiate Athletics (ACIA) and the Faculty Senate Committee on Intercollegiate Athletics (FSIA), and both groups agreed that the mission of each group should be reviewed, updated, and brought into alignment with each other. Ms. Record, her staff, and Bonita Brown will be working on this project. In a discussion of the role of the BOT Athletics Committee, it was decided that committee members will review descriptions of roles of athletics committees from various other schools across the state and develop a final description of its role at UNCG. Ms. Record provided updates on the UNC Task Force Report from General Administration, the Southern Conference expansion and realignment, and the student fee request for 2013-14.

**REPORT OF THE AUDIT COMMITTEE: - Chair McAllister**

Lee McAllister reported on the Audit Committee meetings from September 18, 2012 and December 4, 2012. In September, two internal audits were reviewed. The Weatherspoon Arts Foundation audit resulted in no findings. The travel expenditures audit reported one minor finding related to the submission of expense reports, and it has been corrected. One external audit on SERVE, Inc. reported no findings. The Audit Committee’s compliance with the Board of Governors requirements was reviewed. At its December meeting, the Audit Committee heard about one internal audit on the misuse or theft of state property. There were no findings. External audits included the UNCG financial statement audit, university endowment and foundation audits, the Alumni Association, and Gateway University Research Park. All audits resulted in no findings. An independent auditor’s report on internal control over financial reporting and compliance concluded that there are no deficiencies.

**REPORT OF THE BUSINESS AFFAIRS COMMITTEE: - Chair Safran**

Susan Safran reported on the Business Affairs Committee meeting from December 5, 2012. The committee noted the number of capital improvements and amount of building activity on campus, including the recently renovated Quad, the JSNN, Curry Building update, the dining hall renovation, new roof on Cone, the pedestrian underpass, UNCG police building, and the mixed-use village. Two pending projects include the recreation center and renovations to Reynolds and Grogan Halls. The committee heard a report on designers selected by the Chancellor. Vice Chancellor Reade Taylor provided an update on the UNCG Investment Fund, and a presentation was given on deferred maintenance.

**REPORT OF THE EXECUTIVE COMMITTEE: - Chair Sprinkle**

David Sprinkle reported that during a special called meeting of the Executive Committee on October 4, 2012, revisions to the UNCG mission statement were approved.

**REPORT OF THE NOMINATING COMMITTEE - Chair Kaplan**

Randall Kaplan reported on the Nominating Committee meeting from October 30, 2012. The committee discussed upcoming vacancies on the Board of Trustees, including three Board of Governors
appointments being vacated on June 30, 2102, and possibly one Governor appointee. The deadline for submission of nominees for BOG appointments is December 7, 2012.

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE:**  
*Chair Weissburg*

Martin Weissburg reported on the December 5, 2012 meeting of the University Advancement Committee. In addition to the action items approved on the consent agenda, the committee heard a report on private giving by Judy Piper, interim vice chancellor for university advancement. In response to questions from the committee, Ms. Piper also reported on efforts underway to improve data mining and data management capabilities with respect to fundraising at UNCG.

**CLOSED SESSION:**

Susan Safran moved that the board go into Closed Session to prevent the disclosure of privileged personnel information under Chapter 126 of the North Carolina General Statutes. Richard Moore seconded, and the board went into Closed Session.

The board then moved on the following action item:

1. It is recommended that the Board of Trustees of The University of North Carolina at Greensboro approve the Personnel Report dated November 8, 2012.

All approved and the motion carried.

The board then heard an update on a personnel matter from University Counsel Steve Serck.

Chancellor Brady then responded to questions regarding another personnel issue.

David Sprinkle recommended the board return to Open Session, Lee McAllister seconded and the board returned to Open Session.

**ANNOUNCEMENTS:**

David Sprinkle announced that the next meeting of the board is scheduled for March 6-7, 2013. Commencement is on December 13, 2012.

**ADJOURNMENT:**

David Sprinkle recommended that the meeting be adjourned. Randall Kaplan seconded, and the meeting ended at 12:38 p.m.

Respectfully submitted,

Bonita J. Brown  
Assistant Secretary to the Board of Trustees