

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA  
SPECIAL MEETING  
SEPTEMBER 10, 2013  
MINUTES**

Mr. Bland called the meeting to order at 1:10 p.m. in Capital Room C, Owens and Minor offices, 9120 Lockwood Boulevard, Mechanicsville, Virginia.

Council members present: Gilbert Bland, Martin Briley, Johanna Chase, Joann DiGennaro, Heywood Fralin, Stephen Haner, Gene Lockhart, G. Gilmer Minor, Pamela Moran, Carlyle Ramsey, and Julious Smith

Council members absent: Mary Haddad and Gary Nakamoto

Staff members present: Peter Blake, Ellie Boyd, Beverly Covington, Alan Edwards, Joe DeFilippo, Tod Massa, Kirsten Nelson, Monica Osei, and Lee Ann Rung.

Others present: Noelle Shaw-Belle from the Office of the Attorney General, Ashley Meyer from the Secretary of Education's office, and Andy Fogarty, former SCHEV Interim Director, were also in attendance.

**DISCUSSION OF SCHEV'S ROLES AND RESPONSIBILITIES**

Mr. Bland reminded members of the purpose of meeting and asked Mr. Fralin to speak about the recent press conferences that the Grow By Degrees campaign held around the state. He said the areas of focus for the future include the next steps in college, knowledge and jobs. He mentioned specific areas of focus as discussed by Grow By Degrees, including:

- faculty involvement and competitive salaries;
- student leadership development
- performance funding in STEM-H areas
- student advisement and job placement
- innovative technology for instructional operations
- enhancement of transfer grants, cyber security, and services to veterans.

Staff shared copies of an Op-ed column that Mr. Minor and Mr. Thomas Farrell submitted to the *Richmond Times-Dispatch* demonstrating that higher education fuels Virginia's economy. Mr. Fralin said all of these efforts complement SCHEV's future goals. The higher education summit sponsored jointly by the Virginia Business Higher Education Council and the Virginia Chamber of Commerce is scheduled for September 18. Mr. Fralin encouraged members to attend.

Mr. Bland thanked Mr. Smith for his leadership over the summer in working on the draft position paper on SCHEV's future direction. Mr. Smith indicated that the first step is to meet the October 1 deadline as required in Executive Directive No. 6. The second step is for SCHEV to prepare a systemwide strategic plan.

Mr. Blake reviewed the draft document. Members provided input and Mr. Blake agreed to include the recommendations in the revised report.

Mr. Smith thanked Mr. Fogarty for assisting the Council in this effort. Mr. Fogarty distributed a document listing his thoughts on the draft document, including next steps the Council should take. He stressed that Council should match the TJ21 objectives to current agency resources when developing the plan.

There was discussion on certain agency functions, and whether any should be discarded. If a recommendation is made to discard any current functions, there should be a well-documented statement of another agency that could better carry them out. Dr. Ramsey suggested that before any responsibilities are reduced or eliminated, Council should do a risk analysis, including how much would be saved by reducing or eliminating them.

Mr. Haner felt there was a need to further emphasize ways in which SCHEV will meet the objectives of TJ21 in the areas of measurement, accountability, and assessment.

Mr. Fralin indicated his desire to reduce unnecessary reporting but stressed concern about deleting measures of quality. He felt the best measure of quality among students is the jobs they obtain after graduating. He felt that SCHEV is most relevant to a Governor and General Assembly if it provides advice that cannot be found elsewhere. Mr. Fralin suggested that Council seek information from other states about their successes and failures in this area. He felt that "quality" should be included to the goal of access and affordability.

Mr. Lockhart felt Council should focus on items that will provide value added to the Commonwealth. He also suggested including information on SCHEV's readiness to adopt the items, including if additional resources would be required.

Mr. Briley recommended changing the economic development MOU signed by the colleges from a long-term to a short-term strategy and suggested that Council consider if staff resources are available to carry out the recommendations before finalizing the response.

Mr. Minor questioned the level of detail needed in the Council's response. He also suggested identifying certain areas of importance and laying out a timeframe for addressing them. He also recommended adding emphasis on the importance of research.

Dr. Ramsey said the statement on page 8 was very effective in making the connection between higher education, economic development, and job creation.

Ms. DiGennaro said there was a need to place more emphasis on research as a driver for economic development. She also stressed the need to measure the quality of education, and said the university was never set up just to provide jobs.

Dr. Fogarty reminded members of the recent study done by the Joint Legislative Audit and Review Commission (JLARC) regarding auxiliary enterprises. Because the report has generated much discussion, he felt Council should make a clear distinction between quality of student life and quality of student learning. He felt that Council's efforts should address quality of student learning without making a statement about the quality of student life.

Mr. Blake distributed a list of potential budget initiatives and potential legislation for Council's consideration, and indicated that feedback is needed before submitting to the Department of Planning and Budget by the September 16 deadline. Mr. Lockhart suggested adding value, quality, and outcomes to last item on the budget initiatives list.

Mr. Minor suggested that Council might benefit from outside sources and asked that members consider the possibility of hiring a consultant to help develop the strategic plan. Members agreed that this would be useful and felt that it would be a logical next step in moving to the next level. Given SCHEV's new role to work collaboratively and be more of an advocate for higher education, members felt the General Assembly could support a funding request. Mr. Fralin stated that the advantage of a consultant's report would be from an independent source. Dr. Ramsey suggested that this recommendation be mentioned at the September joint meeting with the Council of Presidents so that they are aware of Council's interest in moving forward with this recommendation.

Mr. Fralin moved the following motion, which was seconded by Ms. DiGennaro and approved unanimously (Mr. Lockhart was not present for the vote):

**BE IT RESOLVED that the State Council of Higher Education for Virginia proceed with hiring a national consultant to assist with the planning process and assessment of SCHEV and its strategic planning process, and authorizes the Council chair and staff to determine how best to proceed.**

Mr. Blake informed the members that he would make changes to the report and circulate it to members prior to the September 17 meeting at which time it will be further discussed.

Mr. Blake also thanked members for their efforts in finalizing the document, which will advance the future of higher education in Virginia.

The meeting adjourned at 4:20 p.m.

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G. Gilmer Minor  
Vice Chair

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Lee Ann Rung  
Manager, Executive & Council Affairs