

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
EXECUTIVE COMMITTEE MEETING
AUGUST 22, 2014
MINUTES**

Mr. Minor called the meeting to order at 11:10 a.m. in the SCHEV main conference room, Richmond, Virginia. Committee members present: Gil Bland, Steve Haner, and G. Gilmer Minor. **Committee members participating by phone:** Johanna Chase, Heywood Fralin, and Gene Lockhart.

Staff members present: Peter Blake, Beverly Covington, Alan Edwards, Dan Hix, Tod Massa, Kirsten Nelson, Lee Ann Rung, and Susan Wood.

JBLA consultant present: Stacia Aylward. JBLA consultants participating by phone: Mason Erwin, and Don Norris.

APPROVAL OF MINUTES

On motion by Mr. Haner and seconded by Mr. Bland, the minutes from the July 21, 2014, meeting were approved unanimously. Because three members were participating by phone, the minutes were approved by roll call vote.

Mr. Minor reminded members of the Freedom of Information Act (FOIA) rules regarding electronic meetings that require that the meeting stop if one of the members loses the phone connection. The meeting can resume once the connection is restored. He also noted that any action items require a roll call vote, as noted above.

UPDATE ON STRATEGIC PLAN DEVELOPMENT

Ms. Aylward began the discussion by stating that JBLA has been working since the Council's last meeting on August 12 to incorporate the feedback they received.

Ms. Aylward reviewed the five themes: access/affordability; student success; sustainability; excellence; prosperity and economic vitality, and the success factors under each theme. She mentioned that at the August 12 meeting, members generally accepted the Mission Statement.

She introduced five draft goals and explained that each of the goals align with the mission statement, and explained that strategies are assigned to each goal. Initiatives will align with, and determine how, the strategies will be carried out. The draft goals also align with Council's priorities from the August 12 meeting.

Ms. Aylward asked for Council feedback on the proposed goals and members provided comments on each. Mr. Fralin suggested that this would be a good time for

the state to consider a new funding model that would ensure a stable source of revenue for institutions.

In response to concerns expressed by Mr. Lockhart and Mr. Haner about cost productivity, Mr. Lingenfelter said gains in productivity can be realized by increasing graduation, completion, and student retention rates. He stressed that the key is to use the resources currently available.

Mr. Fralin expressed a desire to highlight technology and funding in the plan. He also said institutions must realize efficiencies in cutting costs.

Mr. Blake said SCHEV could provide trends in Virginia. He summarized the member comments that the plan should be bolder with regard to sustainability.

Mr. Blake opened a discussion on affordability and Mr. Haner suggested a constitutional amendment to elevate higher education to the same level as K-12. Mr. Fralin felt that was not a feasible option. Mr. Bland said the plan should address the true needs of higher education, not just what is politically feasible.

Mr. Fralin expressed concern for additional funding for higher education because of the budget reductions that are imminent this year.

Members provided input on Goal 4 and Ms. Aylward agreed to clarify that the reference to public service in strategy 4.4 is within the higher education community. Mr. Fralin suggested that this goal include all of Virginia rather than confining it to certain locations.

With regard to Goal 5, Mr. Haner suggested that SCHEV take a leadership role in conveying a compelling story for the value of higher education in the Commonwealth in conjunction with the Virginia Business Higher Education Council (VBHEC) and other constituents.

Ms. Aylward stressed that while strategies and initiatives could change over the years, the mission and goals should remain stable.

Mr. Lockhart inquired about the timeline and Mr. Blake said JBLA and SCHEV staff would meet with staff from the money committees, the Secretary of Finance, and representatives from the Department of Planning and Budget on August 25.

The Executive Committee will meet again on September 8 as a follow-up to this meeting. All materials that the Executive Committee reviews will be made available to the entire Council. The Council will meet jointly with public college presidents on September 15-16 at James Madison University to discuss the plan, and final approval will take place at the Council's October meeting.

OTHER BUSINESS

Mr. Minor requested that staff send members the “Expectations of Council Members” document that was discussed at the May meeting.

The meeting adjourned at 12:45 p.m.

G. Gilmer Minor
Chair

Lee Ann Rung
Director, Executive & Board Affairs