

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
SPECIAL EXECUTIVE COMMITTEE MEETING
OCTOBER 21, 2014
MINUTES**

Mr. Minor called the meeting to order at 11:10 a.m. in the SCHEV main conference room, 101 N. 14th Street, Richmond, Virginia. Committee members present: Gil Bland, Steve Haner, and G. Gilmer Minor. **Committee member participating by phone:** Heywood Fralin.

Committee members absent: Johanna Chase and Gene Lockhart.

Staff members present: Peter Blake, Alan Edwards, Lee Ann Rung, and Susan Wood.

Others present: John Lee, JBLA, and Mike Melis, Office of the Attorney General.

PHONE PARTICIPATION

It was noted that because three members were in attendance in person, Mr. Fralin was able to participate by phone in accordance with the open meeting requirements.

UPDATE ON STRATEGIC PLAN

Mr. Bland provided a recap of recent events, including the meeting with key listeners on October 17 that included staff from the money committees, the Governor's office, JLARC, and others.

Mr. Minor asked how the Council could best generate interest of the General Assembly. Mr. Fralin expressed concern that the current plan does not contain any bold and new initiatives that presidents suggested be included. He felt that in order to be effective, Council should call for a constitutional amendment to protect higher education funding. Mr. Fralin also expressed a need to have a mechanism in place to better educate the public on issues facing higher education.

Mr. Lee provided information on the items JBLA included in its final report including a "cheat sheet" that will allow the Council to provide potential solutions and examples of what other states have done to address similar issues. Mr. Blake reminded members that the Council and staff should address an advocacy plan and suggested that if the Committee desires to include a constitutional amendment, it could be discussed with the entire Council and be included as an initiative in the plan. Mr. Fralin also mentioned that suggesting a constitutional amendment is one thing, but achieving it is another.

Mr. Blake reminded members that the Committee should come to agreement on the plan's strategies before requesting full Council approval. Mr. Haner mentioned that there are several ways to use a constitutional amendment to achieve sustainability funding. Mr. Fralin said a constitutional amendment would need support from leadership and it would be preferable to get buy-in from the Governor from the start.

Mr. Fralin suggested that the Council get input from a consultant before advancing any major initiatives in the plan. Mr. Haner said it is too early to choose a consultant. He also said a constitutional amendment could meet with opposition in the legislature because it would change the playing field for higher education and would result in less discretionary dollars to allocate.

Mr. Lee suggested the Council consider an alternative that has been successful in other states. He proposed a "Virginia Promise" that could limit the student's contribution. He suggested \$7,000, which is the typical amount a part-time student could earn in one year. The student's contribution would be calculated first, followed by family income, federal dollars, and state dollars. Mr. Blake indicated that this was one of many funding strategies that could be considered. He suggested that the Committee continue to move forward to get to these types of ideas on the table.

Mr. Blake explained the resolutions brought forward by staff and stressed the importance of getting Council agreement on the strategies in order to keep the plan moving forward.

Dr. Wood reviewed a side-by-side comparison of the draft strategies and options for goal-level measures and targets and noted all suggestions that were made by members. Once suggestions from this meeting are incorporated into the plan, Mr. Blake agreed to share the document with college presidents.

JBLA will present a final report to the full Council that includes an executive summary but will not include a marketing plan. The document will also include a list of initiatives the Council could consider as it takes the plan to the next step.

Mr. Blake said the suggestions from this meeting will be brought back to the Executive Committee at its October 27 meeting. Following input from that meeting, the final measures and initiatives will be brought to the Council in January. Members requested that all documents brought to the October meeting be stamped DRAFT and that there be an explanation stating that there is still work to be done before the plan is final.

Members indicated that they were comfortable with Mr. Blake sharing a draft of the goals and strategies at the new BOV orientation on October 22.

ADJOURNMENT

The meeting was adjourned at 12:55 p.m.

G. Gilmer Minor, III
Chair

Lee Ann Rung
Director, Executive & Board Affairs