

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
EXECUTIVE COMMITTEE MEETING
SEPTEMBER 8, 2014
MINUTES**

Mr. Minor called the meeting to order at 1:10 p.m. in the SCHEV main conference room, 101 N. 14th Street, Richmond, Virginia. Committee members present: Gil Bland, Steve Haner, and G. Gilmer Minor. Council member Carlyle Ramsey was also in attendance. **Committee members participating by phone:** Johanna Chase, Heywood Fralin, and Gene Lockhart.

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

Others present: John Lee, JBLA, and Mike Melis, Office of the Attorney General. JBLA consultants participating by phone: Don Norris, Stacia Aylward, Paul Lingenfelter, Hobie Bowman, Mason Erwin, and Don Norris.

PHONE PARTICIPATION

Mr. Minor reminded members that the meeting would be suspended if the phone connection is lost at any time.

Mr. Blake noted that in accordance with the open meeting requirements, three members were present in person, allowing three members to participate by phone. For the benefit of members participating by phone, he listed others in attendance as noted above. Mr. Blake mentioned that David Reynolds from the Joint Legislative Audit and Review Commission (JLARC) was also in attendance.

BACKGROUND INFORMATION

Mr. Blake provided a recap of recent events, including the August 22 executive committee meeting in which the strategic planning consultant (JBLA) received input from members. In addition, a very useful meeting was held on August 25 with a group of “key listeners,” which included staff from the money committees, the Governor’s office, JLARC, and others. He assured members that the consultants and staff continue to engage many audiences in the process.

UPDATE ON STRATEGIC PLAN DEVELOPMENT

Mr. Lee provided draft mission, vision, goals and strategies that were discussed at the last meeting, and presented revised versions of each that incorporated suggestions from the last meeting.

Members reviewed the revised mission statement and provided Mr. Lee with their thoughts about changing certain words to make the statement more comprehensive yet understandable. Members agreed that the word “prosperity” should be changed to “financial.”

For the most part, members agreed with the wording on the revised vision statement but agreed that the sentence should read “higher education will transform the lives....” as was stated in the first version.

Mr. Lee explained that the earlier five draft goals had been reduced to four. He reviewed each and heard from members that the word “reinvent” should be changed to “ensure” or “position.” Mr. Lee agreed to craft alternative language for goal #3.

Members provided comments on the strategies for each goal. In the strategies for goal #1, members expressed ambiguity over the term “differentiated tuition.” Mr. Lee agreed to provide clarification in the revised version.

In the strategies for goal #2, members requested that the revised version emphasize the need for graduate work, particularly in research to include a distinction between graduate work in public and private institutions. Mr. Minor also asked that the plan visibly address the inclusion of private institutions.

In the strategies for goal #3, members agreed to add the word “accountability” to 3.3.

In the strategies for goal #4, members expressed a desire to define higher education as a leader in industry and adding the word “catalyst” or “partner” to 4.2.

Mr. Lee reported that in order for the plan to be approved by the Council at its October meeting, it was critical that members adopt a framework for the goals at the next meeting.

Ms. Rung agreed to send a copy of the presentation from today’s meeting to all committee members.

Mr. Lee reported that the draft organizational audit that is included as a separate deliverable by JBLA, should be complete in the next few days. The final report will synthesize the goals and strategies and provide examples of what other states have done to address the issues. Mr. Minor indicated that he and Mr. Fralin would review the organizational audit with JBLA before it is sent to Mr. Blake.

Mr. Lockhart suggested that JBLA include in the presentation to presidents at the upcoming joint meeting, charts that demonstrate the thinking that led to the conclusions. Mr. Minor also requested that JBLA provide Council with recommendations for innovations that could be considered in the years ahead. Mr. Bland expressed an interest in including proposed technology investments in the plan that might offset longer term costs.

Mr. Lee agreed to revise the documents to reflect the modifications that members suggested and to bring the revised copy to the next meeting. A resolution will be included in the September agenda book that will advance the committee's acceptance of the framework of the plan.

ADJOURNMENT

On a motion by Mr. Fralin and seconded by Mr. Bland, the meeting adjourned at 3:12 p.m.

Johanna Chase
Secretary

Lee Ann Rung
Director, Executive & Board Affairs