

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA
AD HOC COMMITTEE MEETING
JUNE 3, 2015
MINUTES**

Mr. Minor called the meeting to order at 4:00 p.m. in the SCHEV main conference room, 101 North 14th Street, Richmond Virginia. Ad hoc committee members present: Steve Haner, Gene Lockhart, G. Gilmer Minor, III, and William Murray. **Marge Connelly and Heywood Fralin participated by phone.**

Staff members present: Peter Blake, Alan Edwards, Wendy Kang, Tod Massa, Kirsten Nelson, and Lee Ann Rung. Susan Wood was also in attendance.

Mr. Minor asked Mr. Blake to provide information on the timeline and the criteria established for the measures and targets. Mr. Blake presented the information and requested input from the members.

Mr. Lockhart indicated that he had no objection to six measures but had questions about the basis for some of the metrics. Ms. Connelly indicated that some of the measures are not intuitive and suggested that a more effective explanation would be useful.

Mr. Blake provided background information on the process and the meetings that have taken place to date. He reminded members that following the March Council meeting, Mr. Minor recommended that Ms. Connelly and Dr. Murray represent the Council in working with staff to refine the measures.

Mr. Haner suggested that draft Measure #3 (M3) include a better explanation for the average layperson to understand the sources of money available to students (loans, third party scholarships, and other forms of scholarship outside of state and federal). Mr. Fralin was concerned that the measure assumes an increase in funding from the legislature, which may not occur; Mr. Haner said the Council should continue to state the needs to the legislature and not give up, even if additional funding is uncertain.

Mr. Minor said it was important to illustrate that the return on the Commonwealth's investment in higher education is large and important. Mr. Fralin said an outpouring of public demand is needed in order for politicians to increase funding for higher education. Mr. Blake indicated that staff would like to have more time to include the Education and General (E&G) numbers in the calculation for M3.

Ms. Connelly said that the sustainable wages mentioned in draft Measure #6 (M6) constituted a low threshold and indicated that this may be a communication challenge. Mr. Massa talked about calculations for livable wages in other states and said there is a wide range of variability. Mr. Haner said that while 75% was an adequate maintenance target for M6, it was not a stretch target.

Mr. Lockhart expressed concern that there was a gap between some of the measures. Mr. Blake mentioned that draft Measure #1 (M1) is not achievable without achieving draft Measure #2 (M2). Ms. Connelly said more articulation on the communication of the measures was needed.

As stated by Mr. Minor, SCHEV is on the right path, but he expressed concern that M1 would not be achievable without gaining the same sense of urgency with the K-12 system. Mr. Minor stated that higher education should be placed on a sustainable path and stressed that the legislature should view it as a pipeline with K-12. Members discussed SCHEV's role, and Mr. Fralin suggested that SCHEV compare the percentage of students that require remedial work in their first year of college in order to highlight the problem.

Mr. Fralin provided his input on each measure and requested feedback from other members.

Mr. Fralin suggested publicizing the amount of debt that students incur, perhaps through an op-ed to clear up any confusion that legislators may have about the issue.

Mr. Blake indicated that staff would take the comments from this meeting and prepare a document that the Council could approve in July. Initiatives will also be highlighted in July.

Mr. Minor indicated that SCHEV may require outside assistance to develop a marketing plan once the final product is complete.

The meeting adjourned at 5:50 p.m.

G. Gilmer Minor, III
Council Chair

Lee Ann Rung
Director, Executive and Board Affairs