

## **Faculty Leadership Committee Report From April 15, 2011 Board of Trustees Meeting**

### **ACADEMIC AFFAIRS COMMITTEE**

from Jack DeRochi

The Board of Trustees' Committee on Academic Affairs met from 9:00- 10:45 on Friday, April 15, 2011 in the Polly Ford Conference Room. After approving minutes from the February 18 meeting, the committee heard a report from Vice President Tom Moore and Associate Vice President Karen Jones regarding the recent SACS site visit. Jones said a more full report will be given to the Board later in the day but reiterated how successful the visit had been; Chair Janet Smalley likewise related the positive evaluation she had received from President DiGiorgio. V.P. Moore thanked Karen Jones and Pat Graham for their tremendous efforts through the SACS Reaffirmation process.

V.P. Moore next discussed the development of new programs at Winthrop to sustainability, including a "Sustainable Business" track for the Business Administration major. He also noted the recent creation of the Interdisciplinary Studies Department in the College of Arts and Sciences; this department will house interdisciplinary majors and minors and be chaired by Dr. Marsha Bollinger. Following V.P. Moore's report, each academic unit reported a selection of their many accomplishments through the previous academic year. This portion of the meeting was highlighted by a longer presentation from Dr. David Wohl, Dean of the College of Visual and Performing Arts. Dean Wohl began reading the new mission statement of CVPA, which focuses more attention on the College's belief in community outreach programs. Throughout the presentation, Dean Wohl reiterated how the faculty in CVPA are not motivated to teach "starving artists"; instead, they intend to foster the development of creative thinkers, students who will excel in all endeavors as members of their community after graduation. The success of the College of Visual and Performing Arts was also noted for being one of a select number to attain professional accreditation from all of its programs.

After Dean Wohl's presentation, the committee heard reports from the College of Arts and Sciences, the College of Business Administration, the Richard Riley College of Education, the Dacus Library, University College, and the Graduate School. The meeting adjourned at 10:45.

### **STUDENT LIFE COMMITTEE**

from Matthew Manwarren

The Committee on Student Life met Friday, April 15, 2011. Dalton Floyd, member of the Board of Trustees, called the meeting to order.

Mr. Floyd introduced Tom Hickman, who gave an update on Intercollegiate Athletics. The following is a summary of his presentation.

- A search is ongoing for a women's Lacrosse team coach. The initial search, which began last fall, proved not to be successful. The search committee did not believe the pool of candidates was strong. A finalist was invited to campus for an interview. Unfortunately, due to inclement weather (3 attempts to get the candidate to campus), the candidate withdrew her application. The committee hopes to have a person on board May 1. The team hopes to play its first game in 2012-13.
- The Fall 2010 GPA report revealed that athletes performed better academically than they ever have in the past. The cumulative GPA was 3.06 (which represented 10 teams). The semester GPA was 3.1.
- The NCAA Academic Progress Rate (APR) Report revealed that no Winthrop athletic teams were below the benchmark in 2009-2010 for scholarship penalties.
- The Big South Conference Scheduling policy has changed due to the fact that Campbell University has joined the conference. This will put the conference at 11 institutions, which will have a great impact on schedule (particularly for baseball and basketball). This will result in our teams downsizing the number of non-conference teams they will play.

Mr. Floyd introduced Frank Ardaiole, who gave an update from the Division of Student Life.

- Winthrop has just recently re-implemented its ROTC program this past February. Currently 5 students are enrolled. Research has indicated that this is a positive recruiting tool for Winthrop. Over 150 prospective students have indicated an interest in ROTC. The program offers scholarships and living expenses for students. ROTC staff officers have been given adjunct faculty status and are now teaching courses on Friday mornings. The program has been given office space in the Campus Center. ROTC will have active participation at all Admissions recruiting programs.
- The Council of Student Leaders amended its Constitution and revised the campus-wide voting process. The student WU Ambassador will now hold a permanent seat on the Board. The revision also calls for a change in the name of the principal officers (Chair and Vice-Chair) to President and Vice-President. The electoral process is now more stringent in that a candidate must have completed 12 academic hours, hold a GPA of 2.75, submit an application portfolio outlining a platform, attend a presentation on leadership, and attend candidate forums on leadership. Student leaders were encouraged by the high turnout in voting this year.
- This past September, Winthrop was notified of a grant award resulting from the Violence Against Women Act administered by the US Department of Justice. This grant provides \$299,209 while fully paying 1.5 employees over three years that commenced October 1, 2010. Through this grant, Carrie Morphis was hired as the new full-time Victim Services Coordinator, and Amy Trader, the new half-time counselor working with victims of sexual and other violence. In addition to working with student victims, the office will coordinate with community organizations such as Safe Passage, Rock Hill Police, and campus ministers to implement a plan when an assault takes place either on-campus or involving a Winthrop student. The office will also be responsible for outreach and educational programs that deal with topics relating to sexual violence.
- Dr. Ardaiole introduced Kim Keel as the new Director of the South Carolina Campus Compact, a national coalition of more than 1100 college and university presidents who are committed to fulfilling the civic purposes of higher education.

There were no items under old and new business. The meeting adjourned at 10:40am.

## **INSTITUTIONAL ADVANCEMENT / DEVELOPMENT COMMITTEE**

from Marge Moody

### Talking Points from University Advancement and Enrollment Management:

(provided to Board by Kathryn Holten)

### Update on Recruitment and Enrollment

**Fall 2011 Freshman Report:** It's always difficult and dangerous to 'crystal ball' the fall enrollment, but overall trends that we reviewed include:

- The total number of applications and admits has increased slightly.
- An e-mail to admitted students was sent on April 8 with a checklist of activities that should be completed by May 1.
- While the out-of-state population remains stable with the last two years of lower enrollments, that is largely due to three factors which have become part of the overall enrollment strategies:
  1. the adoption of the net tuition revenue approach two years ago. The out-of-state scholarships are no longer automatically awarded to out-of-state students with minimal criteria for an award; therefore, although the number of out-of-state students is lower, the net tuition revenue is higher because of the larger number of paying students.
  2. The economy, and the resulting trend nationwide of staying closer to home.
  3. The political climate which is encouraging institutions to enroll more in-state students, and penalizing institutions which enroll disproportionate numbers of out-of-state students.

### Three-Year End-of-Month Report

- Orientation reservations are up by 11.46%. This figure has traditionally been a better indicator of freshman yield than the number of deposits.

### Transfer Report

- Although transfer application numbers have decreased, the number of admits is comparable to previous years.

### Additional Notes

The staff continues to work on increasing the fall 2011 freshman applicant pool, including:

- Conducting another student search for “late” SAT takers.
- Sending applications to 56 self-initiated freshman prospects for fall 2011 this week.
- And sending applications with fee waivers to 234 prospects with SAT or ACT scores that meet our minimum criteria.

### Undergraduate Recruitment Marketing Report

The focus of our committee reports was on undergraduate marketing and messages.

“Twitter Me this: Using Social Media for Publicity and Recruitment”

Presentation by Rebecca Whitehead and Price Feimster, Office of Admissions

We learned that, as social media guru Erik Qualman has said, “We don’t have a choice on whether we do social media, the question is how well we do it. “

We have to engage students where they are and encourage interaction with us and with each other. If we don’t interact with students through social media, someone else will; in this competitive environment, we can’t afford not to be experts at social media.

Winthrop is currently using

- Facebook
- Twitter
- Foursquare and Gowalla
- Flickr
- Youtube
- Text Polls
- And incorporating other new and emerging media as they become relevant.

Some of the results that we are seeing include:

- Facebook Class Groups, which are a good enrollment predictor
  - Fall 2009 – 79% of the Facebook Class of 2013 group enrolled
  - Fall 2010 – 80% of the Facebook Class of 2014 group enrolled
- The student presence on Twitter, Foursquare, and Gowalla is rapidly growing
- Students are using Facebook to find roommates, tag themselves in pictures from visits/events, and ask questions of current students

“World Wide Winthrop Day Marketing Plan”

Presentation by Josh Bistromowitz (Office of Admissions) and Monica Bennett (University Relations)

Next up was a briefing and analysis of the first Worldwide Winthrop Day, which was a cross-campus effort to encourage thousands of alumni, students, faculty, staff and friends around the globe to display their Eagle pride and welcome the admitted fall freshmen by wearing Winthrop gear and sending in emails and photos from around the world.

This was a unique way to band together the university's nearly 50,000 alumni from around the world to support their alma mater while at the same time showing Winthrop spirit for the university's newest admitted students who were on campus for Winthrop Day.

Worldwide Winthrop Day was the first time that the university employed a predominantly social media-focused marketing campaign in order to reach the various audiences. These efforts resulted in high interaction via Winthrop's social media outlets with alumni and admitted students.

A few examples from the Worldwide Winthrop Day Facebook event page:

- 1,315 people visited the Facebook event page to indicate that they would attend the world-wide event.
- 162 interactions on the Facebook event page (postings and responses to postings).
- 206 "likes" (to postings, responses to postings, photos, photo albums).
- 171 uploaded photos (individually submitted and within all albums – 41 have been submitted either to the event page or through the photos e-mail address)
- 3 uploaded videos
- Facebook interaction with various local businesses including Founders Federal Credit Union, Substation II, etc., who encouraged their employees to wear Garnet and Gold.

After a successful inaugural event, plans already are underway to begin publicity efforts much earlier in order to market the 2012 event at the November 2011 Homecoming/ARC. A debriefing meeting noted several audiences, such as current students and their parents and local businesses, in which communication could be strengthened.

#### Selected Talking Points from University Development and Alumni Relations

(provided to Board by Brien Lewis)

#### **Updates**

- Importance of Unrestricted Gifts continues to resonate: Winthrop Fund (Annual Unrestricted Gifts) up 20% in 2010 over 2009. For 2011, we are about 6% ahead of this time last year
- Gifts "cash in hand" up 50% over last year at the same time.
- Also reversing the trend of the "narrowing funnel" – the number of donors is up 19% over last year at this time.

#### **FINANCE COMMITTEE**

summarized by Marsha Bollinger based on notes provided to the Full Board

- The following topics were presented:
- A review of 2010-2011 allocation status for the University. We should end the year in the black.
- A report on the status of state funding for next fiscal year.
- A report on capital projects on campus including Tillman renovations, conversion of former Bookworm to archives space, and changes to Dinkins interior. Several upcoming projects in the residence halls were also discussed.
- A report on the conversion of Human Resources and Payroll to the Banner system.

**FULL BOARD MEETING**

from Marsha Bollinger

There were no comments provided by anyone during the Public Comment period.

Four resolutions were presented and passed by the Board regarding the following:

- To endorse Winthrop's Capital Campaign
- To approve a series of International Exchange Agreements
- To raise room and board student fees by about 5%
- To approve Master Lease for \$2 million for scientific equipment

The Board named their nominating committee in preparation for the June Board of Trustees meeting.

Each Committee of the Board offered a report on their morning meetings.

The Faculty Representative highlighted some of the collaborative and cooperative activities that faculty and others have been involved with in the last few months. These included routine curricular activities using the new curriculum action system, the work of the Roles and Rewards Committee, World Wide Winthrop Day, the vast number of outstanding speakers, performances, etc. that are on or near campus, and the preparation for the SACS reaffirmation team visit.

Sydney Evans, chair of Council of Student Leaders and student representative to the Board, reported that CSL has been working on three major projects: a customer service survey related to campus offices and services, the first campus-wide student elections in many years, and some editing of the Dedication for Excellence.

Dr. DiGiorgio finished the meeting by commenting on

- the fact that change is everywhere,
- the general progress of Readiness Winthrop and that he had discussed this progress with the Faculty Committee on University Priorities,
- the continuing uncertainty with regard to the federal and state budgets for the next academic year,
- the fact that he would give a campus update to faculty and staff at 1 pm on Friday, April 22, and
- his immense gratitude for all the hard work put into the SACS reaffirmation process to date