

Strategic Budget Advisory Committee – New Funding Request Presentations
1:30 p.m., 11/10/11

- Because of an HLC requirement for UCA to begin strategically budgeting/planning for future financial commitments/needs, the Strategic Budget Advisory Committee has asked the VP's from each university division to make a short (10-minute) presentation detailing their new funding requests and how these requests fit into UCA's Strategic Plan.
- The requests made at this meeting will be reviewed and considered by SBAC members and then prioritized at the December meeting of the SBAC.
- Academic Affairs – Dr. Lance Grahn
 - Handout – top 20 Academic Affairs new funding requests, compiled/prioritized by a polling process and input from the Council of Deans
 - § Total of the new amount requested (for all 20 items listed) - \$465,331
 - § Dr. Grahn highlighted and further explained how several requests on the list fit in with the Strategic Plan and/or HLC goals
 - Details were given on the first 14 items, including items such as the following: step raises; FY13 faculty replacements; Nursing MSN and ECSE – UACCM programs; position in the Interdisciplinary Leadership PhD program; Senior Chemist position; FACS Dietetics Master's program; more support for General Education program and faculty; conversion of various positions; UTEACH; etc.
 - § A correction on the amount of line item 2 was noted – the amount shown should be \$19,076 (to include cost of fringe benefits)
 - This makes the corrected total amount requested \$469,845
- Finance & Administration – Diane Newton
 - § Diane noted that as CFO, she must remain committed to a couple of key items:
 - The university must not reduce its contingencies, and the university must allow planned transfers to continue forward as they have the last two years.

- This is directly related to the strategic plan – we must have an adequate balance sheet to support running the university from day to day, and we must keep up with the facilities and technology needs. This cannot be done without continuing these practices.
- Faculty and Staff Senates should be involved in developing salary plans going forward
 - With no new revenue, any pay increases will be funded by charges paid by students. This needs to be very carefully considered, because that means that we will either have to enroll more students or pass on more tuition increases to existing students.
- The new funding request for Finance & Administration is entirely devoted to Information Technology, because their resources impact every other area of the university as well.
 - The state has repeatedly noted UCA's lack of an operational Disaster Recovery Plan, a major part of which is the redundant data center, but we have been unable to fund this in the past. A nearly catastrophic event on campus this week drove home the reason that this is necessary, and the construction/implementation of a redundant data center can be put off no longer. It will be costly, but it will be well worth the cost.

§ We will look into several options to meet this need.

- Switch to Degree Works for online degree planning - \$92,000 one-time fee & \$10,000 ongoing maintenance costs

● President's Office – Jack Gillean

- No new funding requests

● University & Government Relations – Jeff Pitchford

- Main priority is to get UCA's website refreshed and in line with the needs of its users

§ In the previous fiscal year, UCA's website had 5.6 million hits. While many of these were from on-campus users, a little over 6,000 hits each day were from off-campus, non-Conway locations.

§ Potential students are now viewing the website rather than actually visiting campus – it is important that our website is an accurate and positive reflection of our campus.

§ One-time \$150,000

- Hiring of a vendor to develop a new WordPress theme for uca.edu.
- Wordpress conversion
- Plug-ins
- Production of training material for campus users
- Hardware/software/training for Web Team

○ Ongoing costs - \$85,000

- WordPress vendor, hardware, licensing, software and training for Web operations
- WordPress vendor to provide monthly site review, plug-ins, etc.
- Hardware, software, licensing and training for Web operations

○ New position - \$50,000 (salary and fringe) – Associate Director of New Media

§ Focus on UCA brand monitoring and promotion through various social media; work on multi-media projects to enhance the university brand; provide content for media and communication production; assist with various other media relations

● Student Services – Ronnie Williams

○ New request for Disability Support Services – \$80,000 contingency account

§ UCA is required by law to make reasonable accommodations for students with disabilities, and all it takes in many instances is one accommodation being made for this office's entire budget to be spent.

- It is difficult to plan for budgeted funds each year when M&O money has to be used to make necessary accommodations. A contingency account is needed for this so that the office can end its cycle of deficit spending year after year.
- New position – to be housed in the Student Wellness area and to work directly with SGA to focus on student wellness and develop student leadership opportunities.
 - § SGA supports funding the creation of this position and provided a memo of support to the members of the SBAC

● Advancement – Shelley Mehl

- Small request of an additional \$10,000 for travel is all that is requested this year
 - § Travel is crucial to Advancement in order to reach out and connect with alumni and potential donors.
 - § More travel = more donors = more funding to support UCA
 - § Department has been re-organized so that when the next campaign begins, they will be ready.
- More new funding will be requested in coming years – additional staff and support
 - § The more adequately equipped the Foundation is to manage and create more donor support, the more self-supporting it can become. The hope is to become a more wholly financially separate unit from the university (while still existing to help support the University and its mission).
 - § Eventually plan to have a development officer presence for each college of the university

● Enrollment Management – Dr. Robert Parrent

- Enrollment Management was brought together by putting together several offices and departments that were once housed in other divisions. This is an entirely new division and has not had its own dedicated budget in the past
- All requests will generate income by recruiting and retaining more students. It is impossible to know an actual number ahead of time, but experience has shown that these measures will increase enrollment and retention.

- Request for \$282,000 to be reallocated from existing sources for CRM (Customer Relationship Management)
 - § Tech support for software
 - § Web development – microsites (at least 75)
- Bring all Student Financial Assistance together into one office
 - § New position – Financial Aid Coordinator – to oversee all awards
 - § 2 student workers
- Assistant Director for Transfer Services – to have a presence on community college campuses and actively recruit transfer students to UCA
- Replacement funds for 2 Graduate Assistants – have been funded by Academic Affairs in the past, but that money will be going back into Academic Affairs' budget now that Enrollment Management is its own division.
- MapWorks – one staff position and 10 student supports
 - § To identify at-risk students early on so that they can receive the assistance they need (retention)
- A form for the SBAC to review/rank all of the new budget requests will be sent to the committee before the next meeting in December.
- The meeting was adjourned at 3:11 p.m.