

**APPROVED MINUTES
MEETING OF BOARD OF VISITORS
APPALACHIAN STATE UNIVERSITY**

**Monday, March 25, 2013
The Piedmont Club, BB&T Tower, 19th floor
Winston-Salem, NC**

CALL TO ORDER: The Board of Visitors of Appalachian State University met at the call of the Chairman on Monday, March 25, 2013, at 10:10 a.m. at the Piedmont Club in the BB&T Tower in Winston-Salem, North Carolina. Mr. Jimmy Barnes, Chairman, presided and called the meeting to order.

MEMBERS PRESENT:

Laura Aiken
Cantey Alexander
Pat Anderson
Jimmy Barnes
Andrea Breazeale
Paul Brown
Wayne Duncan
Bob Hatley
Mike Hayes
Rhonda Hayes
April Kappler
Tom Lawson
Michelle Lewis
Tasse Little
Virginia Parker
Sam Powers

OTHERS PRESENT:

Beth Alexander
Lorin Baumhover
Johnny Burlison
Dayton Cole
Lori Gonzalez
Greg Lovins
Susan McCracken
Jackie McInturff
Ken Peacock
Susan Pettyjohn
Cindy Wallace

MEMBERS ABSENT:

Martha Guy
Morrison Hall
Jim Harrell
Fernando Little
Steve Metcalf
Charlie Murray
Steve Shipwash
Mike Steinback

WELCOME REMARKS: Chairman Jimmy Barnes welcomed everyone and thanked them for coming. He expressed special appreciation to Cantey Alexander for allowing the Board of Visitors to meet at the Piedmont Club. He also thanked Cantey Alexander, Charlie Murray and Tom Lawson for hosting lunch. Chairman Barnes recognized the new members who were approved at the September Board of Trustees meeting, Michelle Lewis and Virginia Parker. He also thanked Sam Powers and Mike and Rhonda Hayes for their service to the Board of Visitors as their terms are coming to an end.

APPROVAL OF MINUTES: Upon motion duly made, seconded and approved, the minutes of the October 19, 2012 meeting were approved as presented.

COMMITTEE UPDATES:

Scholarship and Advocacy

Tom Lawson, Chair of the Scholarship and Advocacy Committee, stated that the group has held two meetings thus far. The second meeting focused on advancement of the institution as it relates to the university and scholarship opportunities. University Advancement has identified 36,000 people that have the potential to give \$25,000 or more. They will continue to look at the criteria and identify groups to contact; some examples could be the class of 1982 or a specific major. This committee would like to focus on one project such as the ACCESS study abroad and consider supporting several students to travel overseas this summer. He feels this would show tangible support that the Board of Visitors has done something publicly. All contributions will go into an account and a check would be written on behalf of the Board of Visitors, not individual members. Cost to support an ACCESS student would be \$4,000 per year, \$2,000 per semester or \$3,000 per summer.

Action: Asked BOV to look through personalized data to see who we know and how to get them involved.

Action: If anyone would like to contribute, contact Tom Lawson by May 15 in order to support students for this summer. Frequent flyer miles may also be used.

Legislative Advocacy

Susan McCracken spoke on behalf of Charlie Murray, who could not attend. The committee would like to focus on being advocates for the western part of the state and develop state-level relationships with legislators. Several events for area legislators happened in November 2012 and February 2013. On November 29, a breakfast for members was held in Asheville and included members from that region. On November 30, members were invited to meet in Boone. Jimmy Barnes and Steve Stroud hosted an event for members on February 6 that had a great turnout. Committee members have been active and are looking forward to establishing genuine relationships with members. Susan mentioned the NC General Assembly form that can be found at <http://chancellor.appstate.edu/board-visitors>. At the meeting this afternoon, members will discuss the action plan developed by Susan and go over key messaging and timeline for what needs to be accomplished by the June meeting.

CHANCELLOR PEACOCK'S REMARKS: Chancellor Peacock thanked outgoing members, Sam Powers and Mike and Rhonda Hayes, for their service to this board. He also thanked everyone for serving on the Board of Visitors and stated how important this group is to ASU.

University Update: Many successes on campus even though it is a tough time right now. Chancellor Peacock is excited about the BOV scholarships for ACCESS students. 1) Budget- we are early in the process but what we are hearing from General Administration is not positive. There is fear and uncertainty on campus. Even though our budget has been reduced, we have been able to increase degrees. According to the *Our Time Our Future* document, the number of degrees awarded at ASU has increased 28.5% in spite of the reductions. 2) Strategic Plan- is data-driven, data shows ASU is not getting a fair share. ASU is still delivering high quality research even with budget cuts. Former Board of Trustees (BOT) Chair, G.A. Sywassink, and ASU Alum, Scott Lampe were elected to the Board of Governors. 3) Campus safety- Cindy Wallace, Vice Chancellor for Student Development, and Greg Lovins, Interim Vice Chancellor for Business Affairs, are doing a great job to make sure we are prepared to keep students safe. The Chancellor shared that 65.2% of students graduate with little debt. As tough as it is with these challenges of budget and safety, admission for 2013 is very good but there is no more space to expand the freshman class. 4) Construction on campus- The Schaefer Center for Performing Arts is scheduled for completion this summer, Beasley Media Center is complete, and The Honors and Engagement Village for Brad and Carole Wilson, alumni, at the BOT meeting last week. The building for the College of Health Sciences was not listed at the top of the capital projects or the budget priorities for the UNC System this session. 5) Football program- if ASU is going to change conferences, the offer needs to come from the conference to make that announcement and then be approved by the BOT.

DR. SUSAN MCCRACKEN, LEGISLATIVE UPDATE: Dr. McCracken shared highlights of Governor McCrory's budget. This year there is \$50 million in our continuation budget, out of the \$150 million for R & R, the UNC System will only receive \$50 million. There is a proposal for a 1% increase to state employees. There is a proposed 5.4% cut to the UNC System. Instructional efficiencies are included, utilities are not. No tuition increase for in-state students, out-of-state tuition went up significantly. No additional money in need-based aid. ASU's flex reduction cut is the largest reduction across the UNC System, \$28 million and \$25 million non-recurring; Greg Lovins discussed the numbers in the Authorized Budget handout. The magnitude of cuts to each division is on the back of the handout, this does not include distance education. Higher Education needs to be proactive and seek public/private partnerships. The Senate budget is expected by mid-April, House budget by May 30 and completed by June 13. Susan will begin sending regular budget updates.

PROVOST GONZALEZ- STRATEGIC PLAN UPDATE: Provost Gonzalez discussed the Strategic Plan. Higher Education is changing and we need to be aware of those changes. The University Planning and Priorities Council (UPPC) will be a standing council with monthly meetings and rotating members. A website is being developed with a launch date by end of spring semester. Academic Affairs is currently doing a program review across the board.

The next meeting is scheduled for June 5 in Raleigh, with a reception the evening before or after. More details will be forthcoming.

Meeting adjourned at 12:15 p.m.

Respectfully submitted by,

Jackie McInturff