

## UBAC 12/14/23 Meeting Action Minutes

Members present: Opinder Bawa, Sarah Blackburn, Johnathan Cromwell, David Ferguson, Kurt Keilhacker, Michael Harrington, Angelica Martinez, Lindsey McClenahan, Elisabeth Merkel, Julie Orio, Bhavesh Ram, Isabelle Sholes, Brian Young

Members absent and excused: Max Amend, Shannon Burchard, Otgo Ehremjants, Laura Hanneman

### Welcome & Overview

The meeting began approximately 11:47am. Elizabeth conducted roll call and minutes approval.

### Approval of Action Minutes: Nov 15, 2023

- Motion: Sarah Blackburn
- Second: Kurt Keilhacker
- Vote: 12 Yes, 0 No, 1 Abstain

### Announcements

Provost and April Crabtree will be attending our meeting in January. The discussion will focus on admissions, enrollment, and retention. A UBAC questions document will be sent to them in advance.

Michael shared that the FY24 October close operating forecast is now available. After reports are viewed by the Board, we put them up on the OPB website. This is the second quarterly forecast and largely aligns with the first quarter, August period, forecast.

### FY25 Tuition Increases

Michael reviewed survey results for the FY25 Undergraduate Tuition Increase. A report was shared with ex officio members Charlie Cross and Paul Fitzgerald. Half of the respondents, or six of the twelve responses, supported the 3.9% recommended increase. The report included all the comments made in regards to member's vote on the rate increase. It also included all the responses if there were other pieces of feedback or advice about how we approach the undergraduate tuition and room and board rate increases. It was sent the day following the survey's closure so that the President had time to consider with Cabinet. Final recommendation was a 3.9% increase which went to the Board in the Fiscal Year 2025 Tuition, Fee, Room & Board Recommendations report. This is also shared with the Finance Committee and is discussed as an action item where they have the opportunity to raise any questions. They are then asked to vote on the recommendations contained in the report. They approved. The Chair of the Finance Committee gives a recap to the full Board about discussions taking place in Committee and the full Board then has the opportunity to discuss before voting on the recommended increases. An announcement goes out to the university community following the Board's vote and the report is posted to the Office of Planning and Budget website as well as shared with UBAC. The report is now in the UBAC meeting folder. Michael then went through the elements of the report with the council. The document is also shared with Student Accounts and the Provost Office to serve as a reference of the

Board-approved rates for the coming fiscal year. We preview FY26 in the report which is largely a duplicate of FY25 increases so that we can share with students in the fall an estimated cost of attendance for the following fiscal year which is especially important to our international students. These FY26 previewed rates are not final.

There were no questions on the report or the approval process.

#### FY25 Budget Assists Discussion

Michael reviewed that OPB provided a table of all requests which came in this cycle by type. We also provided a pdf document of the completed online forms of Budget Assist, which also includes any supporting attachments provided. The file is bookmarked by request. We also made use of a questions document for all of the requests. Any follow up questions are sent along to those who submitted the requests. We include their responses in the document in a different color. Responses are shared as they come in. The tri-chairs thought we would focus our discussion on the discretionary increases and follow up our discussion with a survey, similar to the tuition and fee recommendation effort. To support the President, folks will be welcome to provide feedback on the requests as well as the process as a whole. Jonathan added that the discussion today is meant to inform members as to how they will vote and add comments in the survey.

The council then went through the questions document. There are still three question responses to be provided. Julie shared the USF 101 Pilot will be scaled back and is to continue with a smaller expansion of \$45K (from \$400K) for more training and some funds to support transportation for experiential programming out at the farm. While there is no improvement in retention for those now taking the course, there is the confounding element of self-selection and the small sample of those opting to take it. Michael will update the Budget Assist request accordingly. Johnathan asked if the \$45K would be base or one-time. Julie confirmed that it would be base, and that amount would be subtracted from any related future ask. There are still questions to be resolved if the course were to become mandatory around it being credit/no credit as well as instructional space considerations. Elisabeth asked if there is feedback on the course from students, or are they expressing there is value in it? Julie responded there is positive feedback and students are opting to take it. Bhavesh asked if there were any thoughts about making it available to graduate students. Julie shared efforts there are focused on enhancing the orientation as the population is more decentralized and that it is not sure there would be the appetite for this.

Julie continued in discussing the Summer Guest Housing Coordinator request. We do not make money with short stays of one, two, or three days as you need to clean the room. Long stays take relationship building. We don't have the bandwidth to cultivate those relationships, hence the desire for a dedicated person. Lone Mountain East is a new building so we could have it available for many summers and its apartment layout is appealing. Elisabeth asked if the \$92K included benefits. Michael confirmed that is the case. David highlighted the furniture replacement needs. Julie responded this applies to Hayes-Healy and Gillson Halls. Toler Hall has been upgraded, namely its bathrooms. There have been discussions with the Board. We are focusing on lounge space for now. Loyola Village hasn't had its furniture replaced since opening. Would like to get the same furniture as now in Lone Mountain East. It's a big expense – millions of dollars. Johnathan asked would there be donor support for this? Lindsey responded that it's difficult to fundraise for maintenance or upkeep. As we fundraise for Masonic East, more funds can be freed up for other university facility needs. Julie shared that roofs and windows take precedence as they

involve health and safety. Kurt commented that he appreciated the marketing implications of maintaining our dorms. Julie acknowledged that Lone Mountain East highlights the various quality of our student housing.

Regarding the Brand Awareness request, Sarah shared additional information will be forthcoming from OMC. The data from previous surveys has been used to have a tangible effect. This is a one-time budget request, so if funds were made available it could be completed in the current fiscal year and taken off the 2025 list. Brian asked about groups surveyed. Sarah said there are several segments investigated. Results are shared with leadership as well as in a university road show with a focus on how we can adjust ongoing efforts.

Regarding the Undergraduate Digital Marketing Year Two request, Michael shared there are a few questions in the document here to be addressed by SEM. Brian asked if they have existing budget? Michael shared this is the second year of a two-year one-time funding request. SEM does have ongoing marketing efforts funding. This particular effort is new and exploratory. A base funding request would likely come forward for elements to continue that couldn't be funded through the reallocation of existing efforts. This represents a collaboration of OMC and SEM. Previously schools would handle this themselves. Elisabeth shared with the council about related SOM graduate admissions process and efforts. Sarah added that more centralized efforts such as this can bring about greater efficiencies. David asked what "media flighting" means. Elisabeth, Sarah and Opinder shared it's about discrete campaigns with scheduling of focused events and communications.

Regarding the Storytelling request, Johnathan asked is this intended to produce revenue? Sarah responded yes, but it's not quantifiable. Johnathan followed with how might revenue then be tracked? It would be easier to support if so. Sarah responded that this type of media tends to be very productive. Brian commented that it would be helpful to learn more. We want to make sure we're doing social media as best we can, e.g., use of fee waivers for events. Elisabeth observed that this request contributes to our digital marketing effort. Opinder then shared that there is an effort underway in coordinating between OMC and SEM the measuring these clicks and identifying how many prospects translate in applicants. Digital media, to website, to Slate and then to Banner is the continuum.

Regarding Campus Card Readers request, Julie shared how far this will get us, namely with our old buildings, Hayes and Gillson. We're trying to have parts on hand so when a lock fails, we can change with a digital one. It's a much better setup than replacing master keys. Johnathan asked why are there three different types? Julie explained there is an extra layer of security for the dorms where codes need to be entered in addition to swipes.

On the Automated Defibrillators request there were no questions or comments.

Regarding the Street Pole Banners request, Johnathan reviewed the media space has no rental cost, and then asked what is the competition for banner space? Brian added how are decisions made on which programs to feature? Elisabeth shared some of it is based upon location, so downtown is MBA, and near the hospitals, School of Nursing. We are able to select which banners go where. Sarah, confirmed, yes, they are targeted, and added that they are cost effective compared to other marketing. She explained that this request is a true up to have base funding instead of seeking one-time funding year after year.

Sarah offered her colleagues to provide expert responses on several questions raised in the UBAC questions document, adding that Anneliese Mauch and Ellen Ryder will be responding. There is wide council interest in the results of previous surveys and how this data can be used for broader decisions and to get more mileage out of it. Johnathan observed this would be very valuable to individual programs in SOM.

Regarding next steps Michael offered that given the number of questions added to the document we could give folks another few days to respond and to have the survey due date be close of business next Tuesday, with the goal of getting the survey results to the President Wednesday. Council agreed. Johnathan reminded that feedback, comments and considerations will be welcome on all requests and that we will require votes on the non-discretionary items. So this is an opportunity for us to provide indirect input to these other areas of requests.

#### Communications Update

Johnathan led a session on Brainstorming on how we can communicate more broadly about what we think are important UBAC activities. Kurt did an update to the part-time faculty association, and Johnathan gave one to the full-time faculty association. There is a demand for the information that UBAC is talking about and is responsible for going into the depths and the details on. Johnathan shared a whiteboard in the Zoom meeting for members to create sticky notes. Johnathan will aggregate and synthesize these later. Some council members had difficulty in being able to make notes initially, and members were invited to make use of chat. David offered his support for the larger effort; Bhavesh had sent an email offering his support earlier. Johnathan took a screenshot of the notes.

#### Good of the Order and Close

Elizabeth recapped that Budget Assist question responses will be due close of business Friday and survey responses will be due Tuesday noon. Access to the questions doc will be added for Anneliese, Ellen, April and Katherine. The meeting ended approximately 1:17pm.