**UFS Minutes**

**Meeting: 3 February 2020**

**Consent Agenda**

*Logistical Items*

* Agenda
* Minutes

President Mike Kiel opened the meeting at 12:02. M/S/P to approve the agenda and minutes.

*Information Items*

* BoR Implementation Reports
* SGA Resolutions
* CUSF Reports and Updates
* HEDS Survey Results (The data need to be sorted first before it can be sent out)
* TaskStream Update
* Peoplesoft Upgrade
* Reminder: Workload Committee Charge

Mike would like for us to discuss SGA resolutions in case we would like to endorse them.

**Action items**

* Referral for Emeritus Privileges to the Worklife Committee  
  Catherine reported that Emeritus status might be elevated. We might recognize them at graduation and/or invite them every year to graduation if they like. **M/S/P** Does not appear to be any changes to policy.

**Strategic discussion Items**

* COVID Questions
  + What is University of Baltimore Policy and what is USM policy?
  + What is the relationship between campus access and vaccine eligibility?

Kurt reported on system controlled policy: testing requirement. The Chancellor and the Board of Regents decided that there would be increased testing for all institutions (twice a week testing for personnel “regularly” on campus). Unfortunately all the tests have not come about yet. We were to get some number of tests for free and after that we have to pay. Vaccinations: Chancellor lobbied to get a change in the definition of “educators”. There is still the problem of vaccination access in individual counties. Kurt spoke with the police chief about the Police Training Center adhering to our policies and they agreed to comply. Once people have been double vaccinated we still need twice a week testing. We are not aware of vaccine hesitancy numbers. 30% of staff at Sloan Kettering reported they would not be getting vaccinated. Faculty have concerns about students who have not been vaccinated. We have more control over employees than we do over students. Right now we are in emergency mode and the vaccines still need FDA approval. Is the legal standing for vaccines at the state or the federal level? Kurt thinks it is at the state level. Foreign students must have a proportion of their classes be on campus in order for them to study at UB. Hoping to still offer classes in the fall. Virus mutations also factor in. Staying ahead of that is crucial. For those who cannot get their vaccine we would increase the testing. 50-70 of our people are required to work on campus right now. HR has policies that mirror ADA recommendations. UB is moving forward with a FT healthcare provider and an additional case manager. These personnel will live in Student Affairs but will support both students and staff/faculty. The policy of limiting access to campus affects people’s status in the vaccine queue. Kudos to Kurt for being in the forefront of shutting down early. Can we market what we have done in this regard?

* Follow Up on Fall Matters
  + What is the status of the Code of Conduct following consultation with the AG?

Nicole Marano reported on the process of formulating the Student Code of Conduct. All parties were represented. The Attorney General’s office required some urgency in establishing the policy. Which changes were accepted and which were not? There is some privileged content in the actual document but they can be summarized.

* The Board of Regent’s Taskforce Implementation Teams
  + Group 2: Enrollment
    - How is work proceeding on developing enrollment targets?
    - How are we planning to deepen relationships with:
      * Community Colleges
      * Other entities in the community
      * How can faculty help effectively?
    - What resources are needed to align enrollment management effectively?

Roxie Shabazz reported on both the Task Force generally and on the enrollment plan. Her team has been tasked with stabilizing and increasing enrollment. Retention part will stay with academic affairs. Community College transfers: we are gathering information right now to see what and how we are doing. Shady Grove: looking at academic programs, recruitment and financial contribution for that campus. Recruitment plan includes 5 categories with lots of objectives and strategies. Is enrollment management protected from budget cuts? What resources are needed to be superior in enrollment management? There are some functions that need to be repurposed. EAB is a company that will help us increase our base. Right now we are focused on reducing the rate of decline. We are down 6.6% to target for the spring. CPA 96% of target. MSB reached 79% of target. CAS reached 107% of target. Law 101% to target. Applied Psychology was a rock star. MSB projected high, hoping to grow. We seem slightly above in grad applications for fall. Down 8.8% from last year’s census. These target numbers were planned pre Covid.

* + Group 6: Marketing
    - Where are we on:
      * Reorganization
      * Website redesign
      * Implementing a clear marketing strategy
      * Evaluating the use of current dollars

Theresa Silanskis put out a report for Marketing and Branding. PR will move over to advancement as well as Marketing and Branding. We need to get our amazing stories “out there”. “The” University of Baltimore and UBALT to differentiate ourselves from other Universities. The website redesign team is looking at other websites to compare. Her team has begun to compile the list of stakeholders. Foundation has committed 150k toward the website redesign. Working with Fuse and EAB to work with enrollment management. Benchmarking is challenging because we did not have data from an earlier contract. What can we do NOW in Marketing to improve fall enrollment? Creating a coordinated plan. Program level marketing? This requires working closely with enrollment and the Deans. We are working with Chris Spencer to make programs attractive for non-traditional adults. Scholarships should be used as a Marketing tool at the grad level. Can we reduce out of state tuition? Enrollment does not have control over out of state tuition. Annual survey to ask students why they enrolled at UB? Roxie agrees this is crucial. We need trend data and then we can market to those trends. We also need to know why people did NOT come. Our data will not typically “fit” with national data. How are we doing recruiting graduate students? We need a stronger graduate recruitment plan. The majority of advertising money has gone toward grad recruiting. We need to form partnerships to feed graduate programs. We are just now tracking this but it is general (number of clicks, amount of time on website) but not specific. Why haven’t we been doing some of these things already? Sometimes nobody asked for the information. Grants for Minority Servicing institutions must have undergraduates. Building a clear marketing strategy requires lots of overlap and communication is key. We might also stop thinking of ourselves as a fall/spring institution and include summer.

Reports related to the Board of Regents Taskforce ultimately end up with Kurt: how are you thinking about this process? Do you have any concerns? Regents ask Kurt to report quarterly. The Financial impact side is still the biggest gap. We’re making lots of progress with lots of participation. Beth has also asked all the Teams to keep financial impact from their work. The intent is on eliminating our structural deficit but everyone knows we can’t to do that in one year. The Regents are looking at our plan moving forward.

Upcoming

* UFS 20-21 meeting dates (all on Zoom)
  + Feb 3
  + March 3
    - There will be action on a number of policies this month and we expect important updates based on the BOR taskfroce this month. The Executive Committee is monitoring this and considering a supplementary meeting
  + April 7
    - Updates to UFS Bylaws and Committees
  + May 5
    - Reports from UFS Committees
    - UFS Elections

Respectfully submitted,

Kristen Eyssell, Co-secretary