

UNM-Los Alamos Advisory Board Meeting
Monday, September 14, 2009
5:30 p.m., Lecture Hall

MINUTES

1. CALL TO ORDER

Ms Chiravalle called the meeting to order at 5:32 pm.

Advisory Board Members

Ms. Marie Chiravalle, Chairperson (present)
Ms. Micheline Devaurs, Secretary (present, left at 7:36 p.m.)
Dr. Ron Dolin, Member (present)
Dr. Nelson Hoffman, Member (present)
Mr. Mike Wismer, Member (present, left at 6:44 p.m.)

Staff Members & Visitors

Dr. Cedric Page, Executive Director
Dr. Kate Massengale, Dean of Instruction
Dr. Patricia Boyer, Student Affairs Director
Ms. Lisa Clough, Campus Resources Director
Ms. Bonnie Gordon, Marketing & Communications
Mr. Alex Han, Computing Services Manager
Ms. Kathy Casados, Recording Secretary

2. NEW BUSINESS

There was none

3. ROUTINE BUSINESS - BOARD ACTION

a. Approval of Advisory Board Meeting Minutes of May 11, 2009 (attachment A)

Ms. Chiravalle called for discussion and corrections to the minutes. Changes were noted on page 3 of 6; first to add the word “no” after “there was” under item d, second to change “prospective” to “perspective” under item 7.a. Dr. Hoffman made a motion to accept the minutes as amended. Mr. Wismer seconded. The vote was unanimous; the minutes were accepted as amended.

b. Annual Review of UNM-Los Alamos By-Laws (attachment B)

Ms. Chiravalle made a motion to revise the agenda order and move the review of the bylaws and operating agreement to the end of the meeting. There was a second by Dr. Dolin. The vote was unanimous; the motion passed.

c. Annual Review of UNM-Los Alamos Operating Agreement (attachment C)

(See above)

4. PUBLIC COMMENT

There was none.

5. PRESENTATIONS OF VISITORS

- a. Bachelor & Graduate Programs: No presentation; Ms. Leyba was on annual leave.
- b. Faculty Assembly: No presentation; an election will be held during the fall semester.
- c. Student Government: No presentation; an election will be held in September 2009
- d. Staff Council: No presentation; Mr. Ciddio was absent.

6. UNFINISHED BUSINESS

- a. ACTION: Finance Committee, Mil Levy Proposal (attachment D)

Ms. Chiravalle asked board members whether they had a chance to review their proposal and to discuss their thoughts. Dr. Hoffman stated that there are two big issues that must be addressed: 1. educating the public and gaining buy-in, and 2. dispelling misconceptions about financial assistance from LAPS and LA County. Dr. Hoffman also stated that we need to highlight successes in teacher training and dual credit. Dr. Dolin stated that LAPS did a good job of clarifying the difference between capital and operational funds and we would need to do the same. Ms. Chiravalle stated that if the board approves the election, then a committee needs to be formed for the campaign and they will be responsible for addressing these issues. Ms. Chiravalle stated that we need to implore upon the public the need for additional funding. Dr. Dolin stated that another challenge is that LAPS will be going out for an operational bond. Ms. Devaurs asked if whether there is a budget for the campaign; Ms. Clough responded that there is no budget, we would need to raise funds. Ms. Devaurs also asked what the impact would be to the campus if we held off the election for one year. Dr. Dolin stated that the board decided last year to postpone the election. Ms. Chiravalle is not in favor of waiting; her belief is that we are at a critical point now. Ms. Chiravalle commented that we are at a critical point when we have to reduce our core faculty and cancel classes not because of need, but because we have no money to pay instructors. Ms. Devaurs also asked about the financial impact on the college based on the three scenarios presented. Ms. Clough responded that 1 mil generates about \$767,000 and each scenario would need to be prorated to see the economic impact on the campus. Dr. Page stated that three areas that could be used to market the need for the mil levy are 1) student support (financial aid), 2) fully staff positions (fill or bring to full FTE positions that were reduced or eliminated), and 3) increasing faculty salaries. Dr. Hoffman asked about new programs and whether funds are needed there. Dr. Massengale stated new program funds blend into faculty salaries, but can be differentiated for marketing purposes. Dr. Hoffman asked how many vacant positions need to be filled. Dr. Page responded that the Communications & Marketing Department was reduced from 1.75 FTE to 0.8 FTE. We also have some positions that are temporarily funded that need to be fully funded. Mr. Wismer commented that he is not comfortable telling the public that we are requesting a tax increase for teacher salaries and student services. He feels that we need to articulate the campus needs through program development. And we need to be very specific in telling the taxpayers exactly what they get for the tax increase and show quantifiable objectives. Mr. Wismer feels that there is support for educational needs in the community, but three basic items need to be marketed. Dr. Massengale stated that it would be fairly easy to outline needs and market new initiatives. Dr. Page stated that we need to

take a positive spin on legislative losses and revenue deficits by stating that the tax increase will support our dual credit program, increase graduation rates, etc. Dr. Hoffman commented that it may be okay to state that decline in enrollment has resulted in a decline in state revenue. Ms. Chiravalle commented that the marketing strategy will be crucial. Ms. Clough explained that on the positive side we have had increased enrollment for five semesters, however, we will not realize revenue for several years which means that instructors will be challenged to provide more services and serve more students with no additional money. Mr. Wismer commented that this was a scenario that the taxpayers would buy into. Dr. Hoffman stated that the business case needs to be airtight and compelling. Ms. Chiravalle stated that she is in favor of a request of 2.0 mil and Mr. Wismer agreed. Dr. Hoffman and Dr. Dolin stated that they were in favor of 1.5 if LAPS is going for a 2.0 mil increase. Ms. Devaurs stated that the psychology should not be a factor, but to ask for the amount that we need rather than going back to the electorate for more money. Ms. Gordon commented that another selling point is the fact that we have not asked for funding in a really long time. Ms. Chiravalle made a motion to recommend that the campus proceed with a mil levy election requesting an increase to 2.0 mil. Mr. Wismer seconded the motion; discussion ensued. Ms. Devaurs amended the motion to state that UNM-LA would proceed with a mill levy election "not to exceed 2.5 mil." Mr. Wismer seconded the motion. A roll call vote was taken; all members voted in favor of the motion. Mr. Wismer stated that we need to engage the LAPS school board early. Ms. Chiravalle asked that Dr. Page begin a dialogue with LAPS through the superintendent's office. Ms. Chiravalle then appointed Dr. Hoffman and Mr. Wismer to serve as the Community Relations Temporary Committee with the charge of discussing the proposal with the LAPS school board members, if necessary.

- b. Approved Schedule of 2009-2010 Meeting Dates (*attachment E*)
A copy of the approved document was provided in the meeting packet.

7. FINANCIAL MATTERS

- a. FY 2008-2009 Report of Actuals (*attachment F*)
Ms. Clough reviewed the report provided in the meeting packet
- b. FY 2009 Review of Actuals (*attachment G*)
This documented provided detailed explanations for the colored coded cells in the Report of Actuals.

8. PRESENTATIONS OF STAFF

- a. Executive Director (*attachment H*)
Dr. Page introduced Alex Han as the new computing services manager. Mr. Han commented that he previously worked for UCLA at several of their campuses. Dr. Page then reviewed his written report.
 - 1). Unfinished Business – Dr. Page distributed a draft copy of the marketing plan produced by Bonnie Gordon. Ms. Gordon reviewed the plan and the strategies that she suggested. Ms. Chiravalle asked a few questions about her work schedule, hiring a work-study, etc. Ms. Gordon went through each point of the plan in great detail. Dr. Massengale stated that she will be working with Extended University to include UNM-LA programs in their newspaper ads when they are marketing programs related to our certificate or degree program (e.g., those that follow into bachelor and graduate programs).

- 2). Current Activities/Updates
Details were provided in the written report.
 - 3). Budget
Details were provided in the written report.
 - 4). Special Events/Activities
Details were provided in the written report.
 - 5). Director's Calendar – September & October 2009
Details were provided in the written report.
- b. Student Support Services
- 1). Director's Report (attachment I)
Dr. Boyer reviewed her written report, which was provided in the meeting packet. Ms. Chiravalle asked how many people are currently working in Student Services, and how many were there initially. Dr. Boyer responded that she began with seven employees five years ago; she now has four employees. She also commented that interviews are in progress and a new advisor should be hired within a month. Ms. Chiravalle asked how many advisors there currently are and how long students had to wait to see an advisor. Ms. Boyer responded that there is currently one academic advisor (Jackie LaNew) and that students often had to wait up to two weeks to get an appointment. Ms. Chiravalle stated that this is totally unacceptable and that the Student Services Department needs more help. She also commented that a full time financial aid person is needed here now. Financial aid needs to be a priority. Ms. Chiravalle then asked Ms. Boyer how much of her time is devoted to financial aid. Ms. Boyer responded that about 95%. Ms. Chiravalle stated that she feels that no other positions should be filled until the financial aid position is filled. Dr. Page stated that UNM- Taos serves 1,000 students a semester with 1.5 FTE in Financial Aid and that we are working towards filling the position. Ms. Chiravalle commented that Dr. Boyer is filling a void and was hired to be the Student Affairs Director, not to handle financial aid. She feels that we need someone who is qualified to do the job and not just filling in while trying to do their regular job. Dr. Massengale commented that by going through this painful process Dr. Boyer is learning a lot and will be able to know if the next person is doing a good job.

Dr. Page then reported that he asked the Institutional Researcher to review data and determine a profile for a typical student at UNM-LA. According to Ms. Dushdurova's research, the typical UNM-LA student is a minority female, a part-time student, working toward an associate degree, about 23 years old, and from Los Alamos County. Dr. Dolin commented that this information was surprising to him, since in previous years, the typical student was from outside Los Alamos County. Dr. Dolin also stated that this is good information for the mil levy marketing campaign and we should highlight where our students work in the community. Dr. Page commented that highlighting volunteer efforts in the community might also be beneficial.
 - 2). Summer Bridge Program Analysis (attachment J)
The report was provided in the meeting packet.

- 3). Summer & Fall Recruitment Report (attachment K)
The report was provided in the meeting packet.
 - 4). Graduation Report (attachment L)
The report was provided in the meeting packet.
 - 5). Enrollment Report (attachment M)
The report was provided in the meeting packet.
 - 6). Bernalillo Education Site Report (attachment N)
The report was provided in the meeting packet.
- c. Instruction
- 1). Dean's Report (attachment O)
Dr. Massengale distributed a page from her report that was inadvertently excluded from her written report. The report included in the meeting packet provided information on current activities/updates: grants, dual credit, NMCLA, faculty payroll, course cancellations, restructuring, tenure, eLearning, community education, website issues, and ABE.
 - 2). Adult Learning Center Update (attachment P)
The report was provided in the meeting packet.
 - 3). Community Education/Customized Training Update (attachment Q)
The report was provided in the meeting packet.
 - 4). Library Update (attachment R)
The report was provided in the meeting packet.
9. PERSONNEL MATTERS (attachment S)
- Dr. Page reviewed the report provided in the meeting packet which provided details for the following:
- a. New Hires
 - b. Internal Changes
 - c. Resignations/Retirements
 - d. Searches
- Ms. Chiravalle made a motion for the board to retire into executive session to discuss a personnel matter. There was a second by Dr. Hoffman. The three remaining board members (Ms. Chiravalle, Dr. Hoffman, and Dr. Dolin) all voted in favor of the motion. The board retired into executive session at 7:50 p.m. The executive session ended at 7:56 p.m.
10. REVIEW OF OPERATING AGREEMENT & BYLAWS
- The Board members discussed procedures for communicating with the public and other entities about requests for support and potential UNM educational initiatives. The Board members will review draft language for a motion addressing the issue of communication and member expectations for the November 2009 meeting.

The Board members discussed the Operating Agreement. Dr. Hoffman made the motion to accept the Agreement (with minor changes recommended by Dr. Page). Dr. Dolin seconded; the motion passed unanimously.

11. FUTURE BUSINESS

- a. Next Meeting: Monday, November 9, 2009 at 5:30 p.m.
Dr. Dolin requested that he receive a hard copy of the Board packet prior to the scheduled meetings. (Ms. Gordon delivered a packet to his home on Friday, September 11.)
- b. Capital Projects and Planning: Dr. Page reviewed the schedule for the renovation work and noted that the resolution of the roof repairs from the hail damage has created a delay in the start of the project. He reported that UNM Office of Capital Projects expects to have the final drawings from the architects by the end of September and to go out for bids in early October 2009.
- c. Board Committee Meetings: Dr. Page recommended that the Board consider the structure and composition of the committee that would develop and implement the mil levy campaign.

12. ADJOURNMENT

Ms. Chiravalle adjourned the meeting at 8:35p.m.