

**University Council
Meeting Minutes
Park Alumni Center, Hood Room
Monday, March 10, 2008**

Members Present:

Chancellor James Oblinger, Provost Larry Nielsen, Lennie Barton, Robert Brown, David Drooz for Mary Beth Kurz, Thomas Conway, Greg Doucette, Lee Fowler, Blanton Godfrey, John Gilligan, Debbie Griffith, Cecile Hinson, Kevin Howell, Nevin Kessler, Charles Leffler, Terri Lomax, James Martin, Louis Martin-Vega, Bobby Mills, Kathryn Moore, Susan Nutter, Toby Parcel, Daniel Solomon, Thomas Stafford, PJ Teal, John Tector for Marvin Malecha, Ira Weiss, Gail Willis, Johnny Wynne, and Ling Xiang

Chancellor Oblinger called the meeting to order at 10:00 a.m.

Plenary:

Hillsborough Street Update – Ralph Recchie, Director, Real Estate Office, provided a presentation entitled: “Hillsborough Street ... The Front Door to NC State.” He provided an overview of planned street improvements many of which are aimed at enhancing safety as well as overall aesthetics, with new trees, furniture and lighting.

Update on Marketing Efforts – Debbie Griffith, Associate Vice Chancellor for Public Affairs and Brian Risinger, Vice President of Luquire George Andrews, presented an overview of the marketing activity to date. Ms. Griffith stated that building on the findings and recommendations of the Art & Science report and the University’s Strategic Plan, the University has contracted with Luquire George Andrews of Charlotte to work with our Public Affairs Office to develop and implement a new integrated marketing communications campaign. This effort will further define and test a new University positioning and brand and will be reflected in all we do as a University in terms of promotional activities, our media relations, our publications, our websites, our events, our recruitment activities, and our advertising. The new positioning will emphasize the strategic objectives of the University and five focus areas. Mr. Risinger provided an overview of work to date.

Business:

Chancellor Oblinger reported on the following:

- The WolfAlert text messaging and tower alert system has been tested.
- The Water Conservation Challenge with UNC-CH will end this weekend. The winner will be announced during the ACC Tournament. Mayor Meeker and other external constituents acknowledged the University’s effort in conserving water.
- UNC System Budget Priorities:
 - Campus Safety (\$20M system wide; \$2M @ NC State)
 - Competitive Salaries for Faculty (80th percentile)
 - Student Success & Retention and Graduation
 - Research
 - Graduate student recruitment & retention (\$10M)
 - Research Fund (\$30M)
 - NC Research Campus (Kannapolis) \$11M (R) \$2M (NR)
 - K-12 Education (Teacher Recruitment): STEM \$1.25M
 - Regional and Statewide Economic Transformation and Competitiveness --- economic development \$2M

- Bioenergy \$7M
 - Engineering \$10M
 - Advanced Transportation Energy Center \$.5M
 - Hunt Library \$97M
 - Engineering Planning \$21M
- PJ Teal reported on the Chancellor's upcoming Comprehensive Review. The BOT will serve as the Assessment Committee and University Planning and Analysis will develop the draft survey instruments based on a BOG template. The campus surveys will be completed online and Research Triangle Institute will compile the results. Peter Magrath will serve as the outside consultant. BOT Chair, McQueen Campbell, will present the report -- along with the Chancellor's self assessment to the full Board during closed session – at their September 19 meeting. President Bowles and the BOG representative will present the Chancellor's assessment to the full BOG in closed session.

Provost Nielsen reported on the following:

- UNC-Tomorrow Strategy Committee met to discuss five to 10 items under the 29 recommended areas listed in the report. The Provost will be meeting with the Faculty and Student Senate to discuss the UNC-Tomorrow report.
- Planning for the Centennial Campus Library is progressing well. The committee has been meeting with the architects from New York and Norway.

The January 14, 2008 minutes were approved as prepared and distributed.

Information:

The following policies, regulations and programs recently enacted were reviewed including those enacted since the January 12, 2008 University Council Meeting:

- Academic Tenure Policy – POL 05.20.1
- Grievance Procedure for Faculty, SAAO Tier II and EPA Professionals – POL 05.25.1
- Plan of Graduate Work – REG 02.25.8
- Raffles – REG 11.55.5
- Graduate Certification Program – REG 02.25.6
- NEW Certificate Program: Graduate Certificate in Public Policy

Roundtable Reports:

The following announcements were made: (Due to limited time, roundtable was not conducted.)

- Vice Chancellor Charles Leffler announced and distributed the proposed parking permit prices for 2008-2009 Academic year. He also reported that the PACE reduction will be absorbed by the Provost and Finance and Business Offices.
- Faculty Senate Chair James Martin reported the election season for Faculty Senator leaders is approaching. Nominations are due April 1. He asked the Deans' to encourage college faculty leaders to run for the senate.
- Assistant to the Chancellor Kevin Howell announced the legislators would be meeting with their subcommittees next week instead of in May.
- Vice Chancellor John Gilligan announced he would be meeting with the Associate Deans to review the research investment.
- Provost Nielsen encouraged the Deans' to submit nominations for Honorary Degrees.

With no further business, the meeting was adjourned at 12:05 p.m.