

**University Council
Meeting Minutes
Winslow Hall Conference Room
Monday, October 8, 2018**

Members Present:

Randy Woodson, Warwick Arden, Carolyn Bird, Brad Bohlander, Jeffery Braden, Frank Buckless, Mary Ann Danowitz, Scott Douglass, Jess Errico, Peter Harries, David Hinks, Cecile Hinson, Rob Hoon, Kevin Howell, Mark Hoversten, Duane Larick, Mary Lelik, Richard Linton, Dianne Dunning (for Paul Lunn), Louis Martin-Vega, Chris McGahan, Doug Morton, Mike Mullen, Jason Painter, Mary Peloquin-Dodd, Mary Petherbridge (for Tom Miller), Greg Raschke, Adam Schmidt, Sheri Schwab, Brian Sischo, Janice Sitzes, Benny Suggs, PJ Teal, Mary Watzin, Debbie Yow.

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

Announcements

The Chancellor welcomed attendees to the meeting and provided an update on NC State's response to Hurricane Florence. NC State facilities staff were deployed to UNC-Wilmington and UNC-Pembroke. NC State Athletics is working to raise money to help with relief efforts. Donations to the Department of Academic and Student Affairs' Student Emergency Fund have increased and will be used to support those students on NC State's campus who have been affected.

The Chancellor also highlighted student successes and NC State's potential for increased international partnerships. Tyler Allen was named one of the 100 most influential young African Americans by *The Roots*, for his cancer research in the College of Veterinary Medicine. NC State recently hosted Ireland's Ambassador to the United States.

Executive Vice Chancellor and Provost Warwick Arden shared that the University is conducting a national search for Senior Vice Provost and Director of Libraries and will begin searches for Deans of the Poole College of Management and the Graduate School and Vice Provosts for Institutional Equity and Diversity and the Continuing Education. He also mentioned that the search for the Executive Director of the Friday Institute is underway.

The Provost announced that NC State's next strategic plan will be developed in the 2019-2020 academic year and that the University will begin to discuss the planning process this year. The new strategic plan will seek to build on the momentum created by the current strategic plan. The Provost also mentioned possible that staying mindful of future costs and available resources from tuition, fees and enrollment funding will be critical.

Information:

Policies / Regulations / Programs enacted since August 13, 2018, University Council Meeting
<https://generalcounsel.ncsu.edu/legal-resources/policies-and-regulations/prrs-recently-enactedapproved/>
<https://provost.ncsu.edu/proposed-revisions/>

Approvals

The August 13, 2018 minutes were approved as distributed.

Presentations

Chief Communications Officer and Associate Vice Chancellor of University Communications Brad Bohlander presented a University Communications and Marketing update. NC State's University Communications and Marketing is composed of four main units: Marketing Communications, University Relations, University Special Events, and Development Communications and Stewardship. These units work together to ensure that NC State events and communications are in line with the University's brand and mission.

University Communications and Marketing utilizes a number of tools to generate, share, and analyze the impact of the content they create, including the Social Media Strategy Hub. The Hub also works with individual departments and units to craft customized content and increase collaboration among colleges and units. Its main goal is to promote the use of social media to drive and support the goals of these colleges and units.

University Communications and Marketing created a unified marketing plan with input from colleges, departments, and units across campus. It outlines four main goals for the 2018-2019 academic year: build brand awareness and engagement, encourage strategic communications alignment between the university and individual colleges and units, create content to support the campaign, and generate content to support the NC State experience.

Associate Vice Chancellor for Facilities Doug Morton presented on the *State of Facilities*. NC State's facilities have an estimated replacement cost of \$5.3 billion between state-appropriated buildings, non-appropriated buildings, outlying and leased buildings, and linear infrastructure. NC State generates $\frac{1}{3}$ of the electricity used on campus through its own central utility plants, which also supply chilled water and steam to campus buildings.

NC State Facilities uses a three-pronged approach: plan, build, and maintain. Tools like the Campus Capacity and Assessment Study and the Integrated Priority List were designed to direct future campus development and highlight the most important needs for NC State. Facilities has incorporated new delivery method, Design-Build, that partners designers and construction teams to ensure that the designs can be effectively and efficiently realized. Buildings and infrastructure are maintained and repaired through proactive maintenance and reactive maintenance.

As NC State continues to grow and excel, the Facilities team focuses on determining projects that will create the highest and best use for the university. Some of their main goals are to continue to collaborate, be great at the fundamentals, attract and retain a skilled workforce, and offer creative solutions.

With no further business, the meeting was adjourned at 11:52 a.m.