



**Advisory Board Meeting
Monday, January 13, 2014
5:30 p.m., Lecture Hall**

MINUTES

1. CALL TO ORDER

At 5:32 p.m., Steve Boerigter, Chairperson called the meeting to order and provided brief opening remarks.

2. ROLL CALL

Board Members Present:

Dr. Steve Boerigter
Ms. Linda Hull
Dr. Michelle Hall
Ms. Micheline Devaurs

Staff & Visitors Present:

Dr. Cedric Page, Executive Director
Dr. Cindy Rooney, Dean of Instruction
Ms. Lisa Wismer, Director, Business Operations
Ms. Kay Willerton, Associate Dean of Instruction, Department Chair, Mathematics
Ms. Gayle Burns, Manager, Business Services
Ms. Elizabeth Rademacher, Academic Student Success Manager
Mr. Vint Miller, Public Information
Mr. Fred Rascon, Financial Aid Advisor
Ms. Monique Morin, Department Chair, IT and Computer Science
Ms. Laura Loy, Adjunct Instructor, Candidate
Ms. Helen Melinsky, Student Government Representative
Ms. Leah Roach, Student Government Representative
Mr. David Sutton, KRSN Radio Station, Candidate
Mr. Troy Hughes, Fire Chief, Los Alamos Fire Department, Candidate
Ms. Cynthia Santos, Instructor, Community Education, Visitor
Mr. Michael DiRosa, Visitor, Candidate
Mr. Phil Gursky, Visitor
Mr. Andy Wohl, Visitor, Candidate

3. PRESENTATION OF VISITORS & INFORMATION FOR THE BOARD

Dr. Page introduced Fred Rascon, the new Financial Aid Advisor. Mr. Rascon spoke about his previous career on local law enforcement. He shared that he has three adult children; one of his children is a full time student here at UNM-LA.

Student Government was represented by two students, Helen Melinsky and Leah Roach. Ms. Roach spoke about their plans for the semester that include an open mike night on February 28th, movie night once a month, and a water balloon fight at the end of the semester. Last semester they had a good turnout for Winterfest parade and study night.

Ms. Melinski said they were very pleased with the student participation for Winterfest and study night. Student Government and PTK provided the snacks for study night at the end of the fall semester. Ms. Melinski also passed out a draft copy of the new UNM-LA day planners to be given out to new students.

4. ROUTINE BUSINESS - BOARD ACTION

Approval Advisory Board Meeting Minutes

A motion to approve the Minutes for the Special Advisory Board Meeting on November 4, 2013 and for the Regular meeting on November 18, 2013 was made by Dr. Hall and seconded by Ms. Hull. One change was noted by Ms. Devaurs. The word “rose” in paragraph 6b, the last sentence should be changed to “raised.” Motion was passed.

Dr. Boerigter suggested that we switch the items on the agenda and proceed with Item 7, New Business next and then proceed to Item 6, Staff Presentations. It was agreed.

Item 7, New Business: The discussion of the vacant board position proceeded with each of the candidates introducing themselves and giving their background information.

The candidates were: David Sutton, Troy Hughes, Michael DiRosa, Laura Loy and Andy Wohl. After hearing from all of the candidates the Board selected David Sutton for the open position.

5. PUBLIC COMMENT

There was no public comment.

6. STAFF PRESENTATIONS:

a. Executive Director’s Report

Dr. Page updated the Board on the LANS grant. We have been working with main campus to overcome the impasse on the 2007 LANS grant. We drafted a new amendment so we can spend the remaining grant money in 2014.

Dr. Page noted that he was appointed to the Los Alamos Commerce & Development Board of Directors. He directed the Board’s attention to a comparative analysis of the currently proposed FY15 State Budgets presented by the legislature and the governor.

b. Office of Instruction’s Report

Dr. Rooney presented her report. Kate Massengale has decided to reduce her work load as of January 31, 2014. She will no longer work as .25 FTE, but will continue to serve as PI on the CyberSecurity Grant. Eva Artschwager will take over the administrative details for the CyberSecurity grant. Community Ed will

hire someone to help with Summer Youth Programs (Children's College). The Mid-Tenure Review is in process for Don Davis.

Mickey Marsee is organizing an OnCourse Seminar to be presented on our campus March 28th. The event is supported with the HSI grant. The Institutional Effectiveness Group and the Program Review Group are working together to develop a comprehensive program review protocol for UNM-LA. Cindy Leyba and Rod Linn are creating an Engineering Advisory Board and working on developing a co-hort to move our program forward.

Irina Alvestad has encountered roadblocks on the NSF grant she has been working on due to on NSF solicitation being cancelled and another one not being an appropriate fit after further investigation. She is working with Joseph Martinez to submit a proposal for a new grant.

Community Education enrollment is increasing. ABE is working with the new GED test which brings with it changes and more expense.

c. Student Support Services

Elizabeth Rademacher presented the update for Student Services. They are busy with spring registration. Ms. Rademacher and Joseph Martinez have been working together on a proposal for another Daniel's Grant scholarship for the 2014-15 year. Academic Support Center had a fantastic fall semester with over 1200 visits and over 125 students served.

Recruiting events have been planned for the next six weeks including UNM-LA participation in MESA, SuperComputer Challenge, Café Scientifique and Discover-E. Dual credit enrollment was discussed.

d. Business Operations

1. The revenue side of the report shows that Fall tuition is below budget, so we hope Spring will make up that difference. Even though Community Education's enrollments are rising, they are still considerable short of realizing half of their revenue. The F&A recovered from our grants is helping to shore up the shortfalls. Expenditures are running below 50% and as a result no budget drawback is planned at this time. A reminder was given that we started the fiscal year with a \$117,000 budget deficit that we need to make up. Currently, there is still \$65,000 of that left to find. Staff salary savings at the beginning of the year helped get it started. Dr. Page noted that out enrollment numbers are currently 16% higher than spring of last year at this time prior to the start of classes.
2. Vint Miller presented the proposed Marketing Plan. There are four areas to be addressed:
 - Regrouping
 - Brand Identity
 - Rebuild Public Perception

- Targeted Messages

He presented specific marketing goals and an analysis of our strengths, opportunities, weaknesses and threats. Examples of the new look for class schedules and for viewbooks were shown. A targeted email campaign and targeted media buys were discussed. Mr. Miller would like to implement a process to track jobs/customers served by public relations.

7. NEW BUSINESS

New business was addressed earlier in the meeting. David Sutton was selected as the new Board member.

8. UNFINISHED BUSINESS

Dr. Page provided an update on the Student Housing Rezoning issue. We have had some good conversations with the prospective developer to help us give information to the community. We need a letter of intent from UNM for the developer before going forward with our request to the Planning and Zoning Commission. The developer will conduct a charrette to show the community and residents to address their concerns. We are also working with main campus to facilitate the process.

Lisa Wismer noted that we have submitted a grant proposal to the County to help with demolition costs.

9. FUTURE BUSINESS

The next Regular Board meeting will be on Monday, March 10, 2014 at 5:30 p.m.

10. ADJOURNMENT: Meeting was adjourned at 7:11 p.m.

*Approved by the UNM-LA Advisory Board on March 10, 2014
Anne Lantrip, Recording Secretary*