

MINUTES OF THE RC MANAGERS MEETING

September 11, 2014

9:00 a.m. – Noon, 107/108 Eagle Commons

Present: B. Bailey, L. Campbell, P. Fackler, P. Frese, J. Geiger, D. Katis, T. Latour, C. McAleer, R. Nowaczyk, T. Pfannestiel, S. Puleio, H. Tripp, T. Varsek, and K. Whitney. Also attending was D. Love for Agenda Item # 1.

Minutes

The minutes of the RC Managers' Meeting of August 7, 2014, were approved as drafted.

Agenda Items

1. University Brand Launch Session

J. Geiger outlined activities related to the formal launch of the university's new brand. He noted that the launch would coincide with Clarion's Homecoming Weekend and feature a photo booth.

J. Geiger showed a power point presentation covering the extensive research and concept testing that had helped to inform selection of the new brand. He also reviewed four brand promises and noted the need for a systematic way of capturing the stories of students, faculty and alumni that help to demonstrate the brand promises.

K. Whitney noted the importance of everyone getting behind the new brand. D. Love indicated that consultants from Mind Over Media would be visiting campus on September 25 to conduct workshops on the new brand for members of the university's boards and the university community.

D. Love distributed copies of the new Admissions road brochure featuring the branded look. C. McAleer asked if the brand launch plans included the creation of a similar road brochure for Venango College. D. Love noted that there would be a Venango-specific (Venango life) piece. B. Bailey noted that additional pieces including postcards, flyers, etc. would be created with the help of the university's Printing and Graphic Express Services (PAGES).

In response to a question from K. Whitney about the impact of the brand on university stationery and business cards, J. Geiger noted that business cards would no longer feature the eagle logo. He advised that employees use up their current supplies of business cards before ordering cards with the new design. He also discussed the use of the "Courageous, Confident, Clarion" boilerplate on university press releases and changes to the Clarion Magazine, beginning with the December 2014 issue. D. Love shared that the process for

trademarking “Courageous, Confident, Clarion” was underway.

T. Pfannestiel noted the need for new signage for college and departments as a result of last spring’s academic reorganization. D. Katis noted the need to communicate branding issues to R. Taylor in Facilities that would impact design concerns related to the Tippin project. K. Whitney asked that RC Managers receive a copy of the brand manual. D. Love indicated that the manual would be on line and that he would send the link to L. Campbell for distribution to the RC Managers.

T. Latour noted that in the conversion to the new website, a lot of faculty information was no longer available. D. Love noted that while the new site used a directory approach to faculty information, faculty would be able to add a link to more personal information in the coming months. S. Puleio noted the need to consider which tools would be provided to faculty for adding content to ensure that content meets university standards.

ACTION: D. Love will provide L. Campbell with the link to the university’s brand manual for distribution to the RC Managers.

2. Update on Budget

P. Fackler distributed copies of a report on the budget (dated 9/11/14). He noted that the top-down university budget for FY14-15 would be completed by September 18, 2014, for review and approval by the Council of Trustees and then shared with the university community. He indicated that for the first time this year, the budget would be prepared consistent with GAAP principles, with all dollars accounted for.

P. Fackler discussed the impact of enrollment on the budget, noting that based on August projections, overall enrollment would be down. He noted that as a result of a change in the PASSHE formula, Clarion University would realize an increase in appropriation funds of \$800,000 over three years that would help offset the enrollment decline.

Members discussed requests within the Academic RCs for additional faculty hires. C. McAleer noted concerns related to the loss of all graduate assistants in certain areas. P. Frese suggested the establishment of an inter-college loan of graduate student assistants. K. Whitney shared concerns about advising levels (100 advisees to one faculty member) in programs such as Nursing. She asked if a pilot program that would provide for the hiring of some non-faculty advisors might be considered by APSCUF for the value it would bring in terms of freeing up faculty for teaching and research. T. Pfannestiel noted that his college was looking at a multi-year hiring plan. R. Nowaczyk cited the Nursing Department model in which enrollments at a certain level triggered additional strategic faculty hiring.

In response to a question from T. Latour about the availability of firm FY14-15 RC revenue numbers, P. Fackler noted that he would be meeting with M. Lavan that day to review her analysis. K. Whitney asked if Budget and Accounting could provide the RCs with a target number of student credit hours needed. R. Nowaczyk suggested that an

approximate number could be provided. P. Fackler noted the importance for faculty and staff to understand that in terms of revenue, 24% of Clarion's revenue comes from state appropriation (essentially flat), 76% comes from tuition (3% increase), while costs have increased on the order of 6% due to negotiated labor agreements.

3. Final Draft Response to BRIC Recommendations

K. Whitney reviewed a draft response to the Budget Review and Implementation Committee (BRIC) on its recommendations for revisions to the university's RC Budgeting Guidelines. She noted her attempt to capture the comments that had been provided by RC Managers as well as the President's Executive Council (PEC). She noted that she and P. Fackler would meet with the BRIC in October to ask them to focus on one or two initiatives for the 2014-2015 academic year.

RC Managers offered no comments on the draft final response.

ACTION: K. Whitney will send the final response to the BRIC.

ACTION K. Whitney will see that the RC Budgeting Guidelines are revised to reflect the BRIC recommendations that had been accepted by the university administration per her final response to the recommendations.