





Program.

VI Guest Speaker - Vice Chancellor Kirts, Student Services and University Relations and Advancement

Dean Gabrielli was unable to make the meeting and Vice Chancellor Kirts was the guest speaker.

Gift for Chancellor Wadlow - A scholarship has been created for Joan and Dick Wadlow by the senior staff including previous administrative staff, Mike Rice, Karen Cedzo, and Jack Keating. This scholarship is already at the endowed level. Anyone can contribute to this scholarship. This gift was a surprise for the Chancellor. If you are interested in contributing to this scholarship, contact Pamela Davis in the Development Office.

TV Ads - Vice Chancellor Kirts played two TV ads that have been developed to promote UAF. Mike Mills, the new Director of Admissions is working on the out of state recruitment. Twenty states have been targeted for this type of recruiting. Admissions counselors met with current students from these states and asked what is it that we can do to capitalize on getting UAF's message out to the type of students in their state who would be interested in attending UAF.

Polar Express Card - There are a number of units working on this project. Vice Chancellor Kirts stated that students will be able to copy with this card and this will be the pilot test to see how it will phase in to Banner.

Staff Longevity Awards Program - Vice Chancellor Kirts will be out of town and won't be able to MC the ceremony this year and gave her apologies to Staff Council.

Publications - The new fall schedule is out and on the web. The publications incorporate the new brighter colors geared towards a younger audience. The new catalog is out with the bear face on the front. University Relations had five different mock-ups of catalog covers and high school students overwhelmingly selected the bear. Various designs of the bear have been trademarked and registered by UAF. This will alleviate unauthorized usage of the trademarks in inappropriate manner.

Northern Parallel - This publication is sent out to supporters of the University and includes highlights of UAF activities. "This Week at UAF" highlights good things happening at UAF also.

Food Service - Food service is being looked at on campus, and this includes all aspects of food service. A suggestion was made to have a sandwich cart in the Natural Science Facility.

Chancellor Lind - Students Services and University Relations staff met incoming Chancellor Lind at an informal reception the beginning of April.

Alcohol and Other Drugs - A committee is taking a look at this issue on campus. Concerns have been expressed regarding the elimination of the AWARE program. The committee will establish an action plan for alcohol and drug awareness, which will take a broad approach and incorporate agencies from the community.

Enrollment and Retention - Mike Mills, director of Admissions, an enrollment plan has been established and is tied into the marking plan. The retention data has not been favorable and this will be addressed and individual departments will be looked at. Each department needs to ask what actions will make a difference in a student's college experience.

Logo Input - The logo with tou3 TD [(miamO.ern)-15] is designed to attract the young public.

Statewide Student Affairs Conference will be held in Anchorage in early August.

Staff Brochure - There aren't plans at this time for a staff brochure. The intent of these publications is to provide

VII Governance Reports

A. Faculty Senate - M. Schatz

Madeline Schatz is ill and there was no report.

B. ASUAF - J. Richardson

Student leaders will meet with Marshall Lind on April 5. The ASUAF budget is being addressed. There is a shortfall of 20,000. Cuts will have to be made.

Jean Richardson encouraged staff to testify on the University budget on Tuesday, April 6 at the Legislative Information Office. Also students will hold a rally statewide on April 13 and the theme will center around the \$16.3 million increase President Hamilton has proposed.

C. Alumni Association - J. Poole

The budget is now at the House Finance Committee and has given flat funding thus far. Come out on April 6 from 5:00-6:00 p.m. to provide public testimony on the University budget at the Legislative Information Office. Talking Points were distributed and staff were encouraged to contact their legislators.

UA Funding Talking Points

- UA has seen a decline of over 35% in real dollars of its general fund budget since 1985.
- Funding cuts have compelled the Board of Regents to more than triple tuition and increase fees since 1981 to offset general fund declines.
- Campuses have reduced administration costs by \$11.6 million during the past two years in an effort to protect instructional programs.
- UA faculty and staff have been reduced by 248 full time positions in FY90-96, less than half have been filled.
- The University has also identified and captured all alternative-funding sources available. This amounts to an additional \$62 million in additional income during 1990-96. These include increased federal receipts, university receipts, indirect cost recovery and auxiliary receipts.
- Deferred maintenance has left many facilities across the state in disrepair. Although money has been provided through capital revenue, there is still more to do.
- Higher education spending by other states increased nationally by 12% over the past two years, while higher education general fund spending in Alaska has decreased over the same period.
- UA is an investment in the state. For every dollar the state invests the university returns \$4.40. So for a \$183 million fund investment the state will see a \$806 million return.
- The UA land bill has been touted as the answer to UA's funding problems. This is a diversion. UA will not see any revenues from a land grant for years, due to the required management plans, litigation, and capital investments.
- Many other long term funding mechanisms, including general fund increases, land revenues, an endowment fund, etc. have been proposed over the past decade. Now is the time to start considering these options.
- 95% of Alaskans consider the university's programs and services important or very important according to a McDowell group study conducted in February 1998.
- 64% of Alaskans believe state funding for the University should increase, and 2% believe state funding should decrease, according to the same study.

D. Staff Alliance - S. Christensen

Lobbying Efforts - Staff Alliance has been involved in the lobbying efforts along with Alumni. System Governance Office provided two postcards for staff to write to their legislators. At the state of the University address, President Hamilton encouraged everyone involved to contact their legislators.

Make Students Counts - Staff Alliance has been working on this award and President-Elect Christensen will clarify eligibility of staff members to only full-time staff and certificates will be distributed to all staff who are nominated.

Accreditation - Governance will play a part in the accreditation

