

Council of Chairs
Nov. 15, 2016

Present: Sandy Huguenin, Bryan Hoyt, Jacob Somervell, Bob Bragg, Donna Henry, Tom Costa, Don Sharitt, Amy Clark, Amelia Harris, Robin Benke, Frank Frey, John Mark Adrian, Margie Tucker, Michael McNulty, Jeff Cantrell

Absent: Cathie Collins

Chan. Henry briefed the group on the stabbing that occurred late Saturday night at a fraternity house in Wise. Two UVa-Wise students, both members of Pi Kappa Phi, were stabbed by a neighbor. The two students were airlifted to Holston Valley Hospital, treated and released on Sunday. The neighbor is being held without bond; an arraignment is scheduled for later today. College counselors are reaching out to students to offer support.

Mr. Bragg offered an update on the College's campaign, titled *Wise Promise*. The campaign theme is based on certain promises to our students: a quality education, preparation for a career, and a safe environment. The campaign will run congruently with the University of Virginia's bicentennial campaign; the silent phase will begin in 2017-18 with the public phase announced in 2020 and the conclusion in 2022-23. Goals of the campaign include:

- Wise Scholars - new scholarship awards
- Wise Essentials - ensure the College is on pace with current technologies
- Wise Experience - experiential learning opportunities
- Wise Initiatives - support new initiatives to distinguish UVa-Wise
- Wise Faculty - recruit and retain outstanding faculty
- Wise Athletics - assure our athletes achieve excellence in the classroom, on the field, and in life
- Wise Facilities - provide an exciting learning environment

Last semester Don Sharitt met with academic department chairs to conduct a needs assessment. He asked that they discuss needs and priorities with their faculty and provide him updates.

Responding to a question about marketing, Chan. Henry said the College targets high school students through direct mail and social media. Large ads have been placed on public buses in Northern Virginia, and a number of alumni have let us know they have seen the ads. Bus ads are planned in Tidewater this month. These ads have the potential to reach a much larger audience than billboards. Ads have also been placed near the baggage claim area at the Tri-Cities Regional Airport and in Abingdon, two high-traffic areas.

Chan. Henry also mentioned two improvements to the web site that has helped to reach students. Students can apply online, and they can pay online using their smart phone. Web site optimization has helped increase the College's visibility in a google search, as well as retargeting. Unrestricted gifts help to pay for these marketing initiatives.

Mr. Bragg announced the hiring of a new director of Alumni Relations, Elizabeth (Beth) Boyd. Beth plans to create five new alumni chapters in areas where there are none, and to get alumni more involved in marketing and recruiting.

Mr. Sharitt distributed a draft of a workshop outline and asked for input. He plans to hold two workshops in January to help faculty prepare Strategic Investment Fund proposals. On the SIF website is an informational video featuring President Sullivan conducting a workshop for U.Va. faculty (<http://sif.virginia.edu>). Chan. Henry noted that economic development was not part of the SIF originally but has now been included. She encouraged faculty to submit proposals; the BOV meets quarterly.

Ms. Harris said she has sent an email asking students to contact their department chair if they are interested in a video course offered by the Batten School at U.Va. This would be a good opportunity for our students.

Emory & Henry has opted not to participate in the undergraduate research symposium next spring because they are undergoing a SACS review. Another regional college will be asked to take their place, and the symposium could be expanded to include three or more schools.

Faculty will have a short time following exams to turn in semester grades; exams end on Friday, Dec. 16, and grades are due Monday morning, Dec. 19. It is important to get grades turned in for a number of reasons. The registrar's office needs to calculate GPAs for athletic eligibility, financial aid, and academic warning/probation/suspension .