

General Faculty Meeting Minutes

November 30, 2016

Approved January 25, 2016

4:00 - Sininger Hall 100 and via ZOOM

1. Call to Order at 4:01

Note: quorum obtained (33 voting Faculty and 2 non-voting attendees) 25 needed for a quorum.

2. Approval of Agenda: MOTION MADE AND SECONDED to approve the agenda. Motion passed

3. Approval of Minutes: MOTION MADE AND SECONDED TO approve the minutes from October 26th. Motion passed

4. HLC Report:

- a. See attached
- b. Dr. Kempner received 40 volunteers to assist with writing the HLC report. He is still accepting volunteers.
- c. Documents are being loaded at www.nmhu.edu/hlc

5. Faculty Senate Chair Report

- a. Faculty are invited to the President's residence after the Board of Regents meeting Friday evening.
- b. *Starving the Beast* was a disturbing movie about how politics and market forces are trying to disrupt and reform universities. It was suggested that the library purchase it.

6. Invited Guest: VP of Advancement, Terry Law, to discuss process for receiving foundation funds.

- a. There are funds available for faculty projects.
- b. She is developing a process and procedures to apply.
- c. The Provost, President and VP of Advancement make the final decision.
- d. See attached handout for more information about the office.

7. Invited Guest: Jessica Jaramillo, to demo the NMHU Virtual Tour software.

- a. Office re-organized and admissions now falls under her.
- b. Would like to meet with departments so she can learn about programs
- c. Send her photos if you would like them to be included on the "tour."
- d. Link will be sent out tomorrow.

8. ACTION ITEM: Statement of support for HLC Accreditation - tabled

9. Invited Guest: Eric Romero Sanctuary Campus

- a. There is a DACA (Deferred Action for Childhood Arrivals) provision that undocumented immigrants will not be deported as long as they are students and will receive a SS#.

- b. Students are leaving because of possible reversal of DACA.
- c. The Diversity Advisory Council began discussions regarding being a sanctuary campus. Immigration and Customs Enforcement (ICE) has a policy that they will not do raids at several types of designated sanctuaries such as churches, synagogues, universities, etc.
- d. Students are working with United We Dream and other organizations.
- e. They want NMHU to not release information, not allow ICE raids, and that local police not assist ICE.
- f. They want a safe space on campus to meet and provide information
- g. They have several events scheduled.
- h. Should it be broader than undocumented students?

10. DISCUSSION ITEM: Bookstore - tabled

11. Other

12. Announcements

13. Adjournment at 4:58

HLC Update
Board of Regents 12-2-16

1. The full accreditation website is up and running at www.nmhu.edu/hlc.
2. Formal call for volunteers to work on the Assurance Argument went out on November 28, 2016 (included).

Next Steps in all 9 Probation Areas:

1. Probation Area 1.A: Mission:
 - a. Regularly report on achievements in mission and strategic plan to Board of Regents and campus community; archive reports online
2. Probation Area 2.A: Contingent Faculty Handbook
 - a. Continue to distribute Contingent Faculty Handbook to all contingent faculty
3. Probation Area 3.C: Contingent Faculty Evaluation and Orientation
 - a. Finish designing online orientation module; distribute information to contingent faculty; monitor to see that contingent faculty complete online orientation
 - b. Work with ITS and EOS to make contingent faculty student evaluations available to Deans and Department chairs
 - c. Department chairs complete contingent faculty evaluations by February 15, 2017
4. Probation Area 3.D: Resources at Centers
 - a. Center directors work to document accomplishments in the plan developed at the Center retreat last Summer
5. Probation Area 4.B: Assessment: Student Learning Outcomes and Co-Curricular
 - a. OIER and Outcomes Assessment committee continue to work with Faculty to make sure 2015-2016 Outcomes Assessments are completed and uploaded to the web
 - b. Co-Curricular Assessment Process approved by Faculty Senate, Staff Senate, Administration, and Board of Regents
 - c. Co-Curricular programs develop their assessment plans and collect data
6. Probation Area 4.C: Student Retention, Persistence, and Completion
 - a. Information from Ruffalo-Noel-Levitz and Retention Summit placed online
 - b. Retention Advisory Committee continues to meet to implement retention plan
 - c. Accomplishments regarding retention are presented to Board of Regents and Campus Community
7. Probation Area 5.A: Reserves and Strategic Budgeting
 - a. Budget Prioritization is finalized and presented to campus community and Board of Regents
8. Probation Area 5.B: Board of Regents
 - a. Board of Regents AGB training to take place December 7, 2016
 - b. Board of Regents completes self-assessment
 - c. Board of Regents documents revised as needed
9. Probation Area 5.C: Strategic Planning
 - a. Units implement their strategic plans, reporting progress to their supervisor, campus community, and Board of Regents; archive reports online

NMHU Foundation Funding Request Process

The New Mexico Highlands University Foundation welcomes requests for foundation funds from staff, faculty, and organizations across the NMHU campus and centers. In order to best align available funding with the University's Strategic Plan, a process has been established for requesting funding from the Foundation. This process applies to anyone seeking funding, except:

- Departments, faculty members, staff, or others requesting funds be disbursed from a designated grant fund;
- Department chairs requesting disbursement of funds from a restricted fund designated for their department;
- Requests originating with the President; or,
- Scholarship funding administered by the Office of Financial Aid.

All others should complete the attached form to request funds. In order to fully consider requests, they should be received by the Foundation prior to one of three deadlines annually:

- March 1
- July 1
- November 1

The date funding is needed should be no sooner than thirty (30) days following the applicable deadline date.

Requests for funding of less than \$5,000 should ordinarily be directed to the requesting party's department for funding through regular budget sources before being directed to the Foundation. The maximum that can be requested is \$100,000. Requests should be made annually; multi-year requests may be considered with the approval of the Vice President of Advancement, but may not exceed \$100,000 in total for all years in which funding is requested.

The Foundation works with the Office of the President, and, where appropriate, with the Vice President of Academic Affairs, to prioritize and evaluate requests received.

Decisions of the Foundation are final. Requests that are not funded through this process can be resubmitted at the next deadline.

Questions should be sent to the Vice President of Advancement, Theresa M. Law, at x3198 or tlaw@nmhu.edu.

NMHU Foundation Funding Request

Instructions: Please complete all questions. A project or program budget must be attached, including other sources of funding secured or anticipated. All required signatures must be completed before submission to the Foundation. Requests can be submitted to the Foundation Offices in Kennedy Alumni Hall, or electronically to the Vice President of Advancement, Theresa Law, at tlaw@nmhu.edu.

Brief description of project or program funding is requested for, including relationship to NMHU strategic plan and anticipated outcomes:

Amount of Foundation funding requested:

Description of use of Foundation funds for this project or program:

Is this a new or ongoing project/program?

Please describe sustainability plans if applicable for continuation of the program without Foundation funds:

VP, Academic Affairs (for faculty requesters)

Department Supervisor (for staff requesters)

NMHU Foundation History

- Started in 1984, the NMHU Foundation is a private 501(c)(3) organization whose purpose is to raise funds in support of NMHU.
- Although funded in part by NMHU, the Foundation is a separate organization from the University, with its own governing documents, board, and financials.
- Historically, the Foundation has raised between \$300,000 and \$500,000 annually; this past year, thanks in part to the opportunity provided by the state matching grant for HIPS, we raised over \$1M.
- Our current endowment is at approximately \$6.25M

NMHU Foundation Support

- Much of the funds raised support endowed scholarships; nearly \$5M of our endowment is related to scholarship funds.
- Capital projects funded by the Foundation:
 - Purchase and Construction of Highlands' Rio Rancho Center
 - Renovation of Ilfeld Lobby and Auditorium seats
 - Sound System for Perkins Stadium
- Event support from the Foundation:
 - Annual Regional Science Fair
 - Career Fairs
 - Employee and Alumni Recognition and Awards Events
- Advocacy for Highlands:
 - Support of General Obligation Bond Marketing
 - Support for Highlands during Legislative Sessions

NMHU Foundation Fundraising

- Key FY 16 fundraising and alumni activities:
 - Successful completion of HIPS grant match
 - Update of Foundation Bylaws, Investment Policy, and Conflict of Interest Policy
 - Creation of RFP process for management of Foundation endowed funds
 - Creation of long-term strategic plan for Foundation
 - Creation of Advancement Policy and process for requesting funds from Foundation
 - Rework of Foundation Board Committee Structure
 - Development of FY17 Operating Plan
 - Recruitment and Revitalization of Alumni Board
 - Expansion of Alumni Relations Activities

NMHU Foundation Advancement Policy

- The Advancement Policy was adopted by the NMHU Foundation Board in March 2016, then by the University's Board of Regents in April 2016.
- It requires that all donations be received and processed by the Foundation, and that all fundraising efforts undertaken on behalf of the University are coordinated in advance with the Foundation.
- It also outlines policies for gift acceptance, particularly of non-cash gifts. Not all gifts offered to the University or Foundation are accepted.

NMHU Foundation Funding Request Process

- The Foundation has developed a form and set of guidelines for requesting funds from our Unrestricted fund pool. This pool is comprised of donations that were given generally to the University, without restrictions or designation that they be used for a specific purpose.
- This process does not apply to restricted funds for a particular program, club, or activity – for example, the Music Department, Women's Basketball, and the Vatos all have restricted funds which may be accessed via check request from the appropriate person at any time, without following this process.
- The President, Provost, and VP of Advancement determine how these funds are allocated. In FY 17, we project having a total of approximately \$100,000 in unrestricted funds available.

Investment In Advancement

- Despite being in operation for 30 years, the Foundation has not developed mature annual giving, major giving, planned giving, or corporate/foundation/organizational giving programs.
- Typically, one mail appeal has been sent out most years, focused on giving to scholarships.
- While the Foundation has a history of fundraising events (Calcutta), often these events cost as much or more than they raised.
- Faculty and staff giving efforts have also been sporadic.

Investment In Advancement

- Data on alumni and friends is inconsistent, and often incomplete.
- The Foundation had never done a comprehensive address update of its donor population until this year.
- Use of Banner limits the ability to segment, track, update, and complete information on donors.
- The Foundation is seeking funding for a new data management system, which will be partially funded by donor contributions.

Investment In Advancement

- ROI on Advancement investments
 - Donor acquisition – this is where underdeveloped programs must begin to grow revenue. For NMHU, about 4700 of our 18,000 living alumni and friends have ever given a gift to Highlands (and some of those gave their first and only gift through their estate plan); a developed program would expect to see about 12,000 who have ever given and about 6000 who give annually. Typically between 500 and 1500 of our donors give annually.
 - Ruffalo Noel Levitz did a study of over 35,000 newly acquired donors beginning in 1995 to see what the costs and return of donor acquisition over a donor's lifetime would be.....

Investment In Advancement

- ROI on Advancement investments
 - On average the RNL study found that the newly acquired donor can be expected to give \$1829 in total over a 20 year period in outright (vs. planned) gifts. The cost to acquire a new donor varies, but a typical organization will spend about \$85 to acquire a donor, factoring in staff time, mail appeals, email/web costs, and other miscellaneous costs. It costs, on average about \$12 to retain that donor annually once acquired for a total cost of \$313 over a 20 year period, producing net revenue of \$1516 per donor.
 - If we were able to add and retain another 500 donors each year for the next 3 years, that could represent a net revenue gain of \$2,274,000 per cohort over the next 20 years.

Investment In Advancement

- ROI on Advancement investments
 - There is also increased opportunity for major (over \$10,000) and planned gifts through donor acquisition.
 - The RNL study found that 75% of those who gave a major gift began as annual givers.
 - In the sample population of 35,000, three \$1M+ gifts were realized, and 226 gifts of \$10,000 or more.
 - In the year they were acquired (1995) the sample population gave a total of \$3.4M; in the last year of the 20 year study period (2015), they had given a total of \$64M.

Investment In Advancement

- ROI on Advancement investments
 - A mature advancement program should return 3-5 times its cost to the institution; or, put another way, should cost 20-35 cents to raise each dollar.
 - Our program is not mature – we will need at least 7 years of consistent effort and investment to reach this level of performance.
 - 2012 CASE Benchmarking Study of 144 higher ed fundraising operations is a good guide to determine how well we are performing in terms of ROI as we grow our program