ADMINISTRATIVE COUNCIL
Minutes of
August 11, 2010

Attendees: J.L. Albert, Paul Alberto, Amber Amari, Mark Becker, Chandler Brown, Doug Covey, Jim Flowers, Kerry Heyward, John Hicks, DeAnna Hines, Steve Kaminshine, Susan Kelley, Cheryl Levick, Tom Lewis, Courtney Lovely, Peter Lyons, Joyce Many, Christina Million, Bill Nelson, Risa Palm, Jerry Rackliffe, Don Reitzes, Tim Renick, Sterling Roth, Jeff Rupp, Nancy Seamans, Robert Slavis, Edgar Torbert, Mary Beth Walker

Minutes of May 5, 2010 were approved as distributed.

Dr. Becker welcomed new members, Dr. Walker and Mr. Massey.

NCAA Compliance

Ms. Levick presented NCAA compliance information, including “Ten Things to Do as a Georgia State Representative” and “Ten Things Not to Do as a Georgia State Representative”. Ms. Levick emphasized that all Georgia State administrators, faculty, staff and students are considered Georgia State representatives in the eyes of the NCAA, and therefore subject to compliance with the NCAA rules. Ms. Levick also emphasized that anyone, who has ever made a donation to Georgia State athletics, is subject to the rules under designation as a booster.

Dr. Becker cautioned the rules can come into play with donors, who want to bring their own high school-age kids to games. Ms. Levick explained the “bump rule” as the acceptable manner for chance encounters with prospects, parents, etc. (basically, “nice to see you…thank you for coming”). Ms. Levick suggested a mere mention of rules will in many cases dissuade parents and prospects from continuing conversations that might jeopardize their eligibility.

Dr. Rupp noted many prospects are interested in majoring in Kinesiology & Health so that the prospects and their parents are likely to ask him academic advisement-type questions during chance encounters in the Sports Arena. Mr. Slavis responded the academic advisement office and coaches would prefer to schedule meetings between players and faculty for advisement rather than have casual encounters.

Alumni Association

Ms. Million reported on growth in membership and other recent developments in the GSU Alumni Association. She stated memberships had increased by 1,000 since February 2010. Ms. Million announced establishment of a GSU Alumni Association scholarship program with start-up endowment funds to make possible the inaugural scholarship awards in 2011-12. Ms. Million also announced a priority points collaboration with GSU Athletics and plans for pre-game tailgate parties during the football season.

Dr. Palm asked about the current status of the alumni database. Ms. Million responded that the database now included approximately 46,000 alumni of whom 35,000 were graduates. She estimated the total number of alumni in the Atlanta metropolitan area to be 120,000. Ms. Million added that the database was becoming progressively cleaner with relatively few returned undeliverable items.

Dr. Kaminshine asked about participation in GSU Alumni Association net community accounts. Ms. Million replied that approximately 5,000 alumni are participating, and the GSU Alumni Association website now features Facebook, MySpace, etc. buttons to expedite connectivity. Dr. Kaminshine pointed to the advantages of using such means to keep alumni database information up-to-date.
Ms. Million announced the presentation of the distinguished alumni awards had been shifted from a luncheon on the day of Spring Semester commencement exercises to a dinner on the Friday evening of homecoming weekend in Fall Semester at 200 Peachtree (formerly Macy’s).

Ms. Million commented on plans to start a student alumni association, including the hiring of a staff person to ramp up student involvement while they are still at Georgia State. She indicated this effort had already begun during new student orientation and would continue through opportunities for students to network with alumni.

**Strategic Plan**

Dr. Alberto presented an update on the University Strategic Plan. He reported drafts of goals and implementation strategies were progressing in anticipation of holding open forums for the campus community in October. Dr. Alberto noted vetting sessions with various constituencies, including the deans, department chairs, Senate committee chairs, etc. over the coming weeks. He distributed a handout, “Summary of Goals and Implementation Strategies (7-26-10)”.

Dr. Alberto announced upcoming campus speakers, Neil Howe (August 26, 2010) and Greg Petsko (September 7, 2010), whose presentations would bear on the future of universities as related to meeting the needs of millennial students and directions for research universities, respectively.

Dr. Nelson asked about engagement of alumni in the process. Dr. Alberto replied that he would be meeting with the GSU Alumni Association board, and there would be a written piece targeted to alumni. He indicated there would be similar outreach efforts to donors. Ms. Amari asked about opportunities for staff feedback. Dr. Alberto responded that he would meet with the Staff Council.

Dr. Becker emphasized implementation of the strategic plan would be a 5-10 year process dependent upon availability of resources. Dr. Kaminshine expressed appreciation for the work of the co-chairs of the Strategic Planning Committee and fellow members of the committee.

**Enrollment Report**

Dr. Renick distributed information on the First-Year Reader Program featuring the book, *Outcasts Unlimited*, by Warren St. John. Dr. Palm commended Dr. Renick and the program committee for creating the most comprehensive program of this type.

Dr. Renick distributed up-to-date enrollment reports showing headcounts running approximately 1,000 students higher than last year same date. He highlighted the gains in high ability students with FIs exceeding 3100. He also noted a late surge in the number of transfer applicants. Dr. Renick shared some new tables showing the steep climb in dollars of unmet need by category of students.

**Budget Report**

Dr. Becker called attention to an article in the AJC concerning FY2011 budget cut options for the University System of Georgia, including the possibility of a retirement incentive program proposed by Georgia State. Dr. Rackliffe reported the Board of Regents had requested 4%, 6% and 8% budget cut plans from the system institutions. He added that the voluntary retirement plan was not part of the FY2011 scenario for managing budget cuts, but savings could be realized in FY2012 and beyond. Dr. Rackliffe emphasized the importance of the funding formula dollars to Georgia State in FY2012 as the number one objective for the upcoming legislative session. He noted the first round of 4% cuts had already been implemented with monthly appropriations reduced by that amount.
Dr. Reitzes asked if it was safe to announce no furloughs for FY2011. Dr. Becker responded the AJC had effectively made the announcement in the mentioned article.

Dr. Kaminshine asked about the basis of the FY2011 cuts. Dr. Becker replied that the FY2011 state budget had assumed revenue growth and that while June and July had been the first consecutive revenue growth months since the budget crisis began, the growth was less than that budgeted. He added that Medicare dollars from the federal government were critical to the overall budget picture, and now apparently on the way. Dr. Becker pointed out that the budget cuts and tuition increases to date had resulted in the Georgia State budget now showing tuition revenues exceeding state appropriations. Dr. Becker cited jobs as a key to the recovery of state revenues.

Dr. Becker commented on the impact of the rising quality of freshman classes on graduation rates, and the USG four-year colleges choosing not to adopt the open admissions approach recently piloted. He also mentioned unofficial alumni chapters in China and Korea as examples of Georgia State interest and awareness in far flung places. Dr. Becker reminded that the replacement of GroupWise e-mail by Microsoft Outlook was forthcoming. He added his kudos to Drs. Palm and Renick for the successful launch of the First-Year Reader Program. He noted some concern that fiction had been excluded from the finalist books. Dr. Renick responded that the decision had been made to alternate between fiction and non-fiction year-to-year.

Dr. Covey reported on the opening of Greek housing and the acquisition of the hotel properties to be known as Piedmont North. He indicated the housing waiting list numbered 600-plus.