University Planning and Budget Council
Approved Minutes
Friday, April 28, 2017
Chancellor’s Conference Room
10:30 a.m.

Members Present:

Rakesh Bharati         Ken Moffett
Ken Holbert            Randy Pembrook (ex officio)
Luke Jansen            Ann Popkess
Stacie Kirk            Morris Taylor (Chair)
Nancy Lutz (Chair Designate) Bill Winter (ex officio)
Norris Manning

Members Absent:

Cindy Cobetto          Mallory McCune
Gireesh Gupchup
Stephen Marlette

Guests:

Scott Belobrajdic      Doug McIlhagga

I.   Call to Order
   *The meeting was called to order at 10:33 a.m.*

II.  Additions to the Agenda
   *There were no additions to the agenda.*

III. Approval of April 21, 2017 meeting minutes
    *The April 21, 2017 meeting minutes were approved as written.*

IV.  Announcements
    a. Chancellor’s Announcements
       i. Chancellor Pembrook clarified that the special BOT meeting on May 10
          will begin its executive session at 4:30 pm, and then open their meeting,
          which would allow for public comments and questions.
       ii. At next week’s UPBC meeting, we will discuss budget scenarios.
    b. Other Announcements
       *There were no other announcements.*

V.   New Business
    a. Enrollment update – One handout was distributed: “Discount Rate Trend Report –
       First Time, Full Time, Undergraduate Students.” Associate Vice Chancellor Scott
Belobrajdic provided an overview of Freshman scholarships, as related to
discount rates and retention.

b. University Marketing and Communications update – Executive Director Doug McIlhagga gave a PowerPoint presentation: “Marketing & Communications Budget Update.” McIlhagga provided an update on the FY17 marketing highlights, the impact of the 9% realignment, future marketing plans, the top two funding requests, and additional budget cuts at the 6% level, should they be requested.

c. Other New Business

_There was no other new business._

VI. Adjournment

_The meeting was adjourned at 12:01 p.m._

Next Meeting: Friday, May 5, at 10:30 am in the Chancellor’s Conference Room