Strategic Planning and Budget Study Committee
Minutes of the Meeting of December 14, 2011
Raburn Conference Room

The Strategic Planning and Budget Study Committee (SPBS) met on December 14, 2011, in the Raburn Conference Room. The following members were present: Dr. Thomas Calhoun, Ms. Peggy Hoekenga, Dr. Bill Huddleston, Mr. John Ledgewood, Mr. Mark Linder, Dr. Alan Medders, Dr. David Muse, Dr. Steve Smith, Dr. Brian Thompson, Dr. John Thornell, Dr. Kristy Van Rensselaer, Ms. Molly Vaughn (proxy for Dr. Andrew Luna), and Ms. Rebecca Walker. Mr. Ben Baker was absent. Mr. David Shields, committee chair, presided and a quorum was present.

Visitors included: Dr. Bob Garfrerick, Dr. Donna Jacobs, Dr. Mary Maschal, Ms. Carole Maynard, Mr. Josh Skaggs, and Ms. Donna Tipps.

Call to Order

Chair Shields called the meeting to order at approximately 3:35 p.m.

Approval of Agenda and Minutes

The agenda was approved as amended. The minutes from the November 9, 2011 and December 7, 2011 minutes were approved as printed.

Old Business

a. Kilby School (Update from the Board Meeting) – Chair Shields reported that the Board of Trustees, at its December 12 meeting, charged the University administration to do a more in-depth study of Kilby. Mr. Shields is putting together a list of proposed members of a work group to present to the President. He asked that any committee members who would like to be part of the group let him know. Also, Mr. Shields will submit the following suggestions from the committee to Pres. Cale that may help dispel the misinformation being circulated (and printed in the Times Daily) about the Kilby study: 1) that Dr. Cale prepare a statement to be forwarded to the Kilby parents, 2) that Dr. Cale send a Letter to the Editor of the Times Daily, and 3) that Dr. Cale address the Kilby PTO.

b. Bus Purchase – Chair Shields reported that the decision has been made to postpone the purchase of buses that was approved at the October 12, 2011 meeting. It was determined that the buses under consideration do not meet the needs of the athletic teams and there is not enough demand outside of Athletics to warrant the purchase at this time. He also stated that a plan to replace the current shuttle buses is still under consideration and that a 120-mile limit has been placed on all shuttle bus trips. Dr. Smith reported that one of the older vans in the motor pool has been reassigned to Computer Services and another purchased to replace it.

New Business

a. Lease of Downtown Space for Entertainment Industry – Dr. Thornell presented a proposal to lease 9,000 square feet of space in downtown Florence for the Entertainment Industry Program (see Attachment 1). This space is owned by Noiseblock Music Group CEO, Gary Baker, who operates a state of the art music business in the facility and who is willing to
partner with the University, allowing students access to his studio. The move would occur
over the summer and the department would be ready to function by August. There is
available parking in the downtown parking deck. Dr. Garfrerick addressed the benefits of
the collaboration, one of which is to give the University a presence in the downtown area.
Dr. Gatlin made a motion to approve the proposal and Dr. Thompson seconded. The motion
carried.

b. Web Developer Position – Dr. Medders discussed the proposed purchase of nine apps from
AT&T at an initial, one-time cost of $20,000 (after a $5,000 discount) and a $10,000 (after a
$2,000 discount) annual fee. There will be an annual fee of $12,000 for the two subsequent
years of the three-year contract. The committee was informed of the initial cost, which will
be covered by existing money, but the annual fee is new information. The apps will have the
capability of integrating with Banner and Angel and will be available through IOS, Google,
and smart phones. In order to populate and maintain the apps, the University will need to
hire a web developer (see Attachment 2). The cost of this proposal will be approximately
$55,000 the first year, $5,000 of which will be used for equipment purchases. After that, the
salary range will be from $40,000 - $50,000 (including benefits), depending on the person
hired. Dr. Calhoun made a motion to accept the proposal to hire a web developer and Dr.
Gatlin seconded. The motion carried. Dr. Van Rensselaer had to leave before the vote but
asked that it be recorded that she preferred putting the proposal on the wish list.

Miscellaneous Items

• The next meeting will be January 11, 2012, at 3:30 p.m. in the Raburn Conference Room.

Adjournment

The committee adjourned at 4:45 p.m.

Submitted by:

Kelly Ford
Recording Secretary
ATTACHMENT 1

Proposal to Lease Space Downtown for Entertainment Industry Program

The Department of Entertainment Industry (DEI) has been offered a unique academic opportunity. The CEO of Noiseblock Music Group, Gary Baker, owns and operates state of the art music industry space in downtown Florence. He is interested in entering into a partnership with the DEI program and UNA whereby we would lease 9000 square feet of space from him and move the program to that site. We would be under the same roof with his studio facilities and be partnered with Gary and his staff.

The DEI feels this move would be transformational for this program. The current space is inadequate and poorly positioned for program growth. In contrast, being downtown places the students and the program in the middle of excellent space with state of the art equipment and industry professionals who are eager to lend support to the program. The faculty and students embrace this potential move.

The specifics of the proposal are as follows. UNA would sign a five-year lease with Noiseblock Music Group for the 9000+ square foot facility. The cost per year would be $66,000 for the lease. Included in the space is a 300+ seat performance venue, the Keynote Room, perhaps renamed. The DEI Program would vacate the GUC and move entirely downtown. There are ample parking places in the parking deck that are leased by UNA. If approved the move would occur over the summer so classes can be offered there beginning in August 2012.

The Keynote Room can be leased and marketed as a performance venue. It is estimated that some of the cost of the lease can be recouped from this marketing. Moreover, it is anticipated that this revenue will increase over time.

From the perspective of Noiseblock and UNA, the potential exists for a partnership that will transform teaching and learning in the Department of Entertainment Industry. This proposal has received initial review by the Executive Council and is supported.
ATTACHMENT 2

Job Description – Web Developer

As a web developer, you are an expert in using the dynamic programming tools and languages that fuel the Web. You will both work independently and be part of a team that builds and integrates interactive website, applications, and services for both internal and public university sites. Your role is to make it work, which means developing Web applications and testing them on various browsers, enhancing and modifying them as necessary to ensure the best experience for the user. As a web developer, you might also architect websites, design data-driven applications, and find efficient client-server solutions. You must be able to effectively communicate project status, issues, and resolutions.

Skills and Experience

• BA/BS degree or equivalent experience in Computer Science, Information Technology
• Experience developing for mobile devices (iPhone, Android, Blackberry)
• Familiarity with web APIs and development frameworks
• Experience developing web applications in: PHP, Python, PERL, Rails or similar environment
• Strong knowledge of PHP, jQuery, JavaScript, CSS, HTML, HTML5, MySQL
• Create and implement websites
• Code, test, and support database-driven web applications
• Troubleshooting and debugging of web applications

Required Experience

3 to 5 years