

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA  
COUNCIL MEETING  
MARCH 21, 2017  
MINUTES**

Mr. Minor called the meeting to order at 9:15 a.m. in the Hall of Valor, Marshall Hall/Center for Leadership and Ethics, Virginia Military Institute, Lexington, Virginia. Council members present: Ken Ampy, Marge Connelly, Heywood Fralin, Henry Light, G. Gilmer Minor, III, Pamela Moran, Carlyle Ramsey, Minnis Ridenour, Tom Slater, and Katharine Webb.

Council members absent: Gene Lockhart, William Murray, and Stephen Moret.

Staff members present: Lee Andes, Peter Blake, Beverly Covington, Joe DeFilippo, Alan Edwards, Wendy Kang, Tod Massa, Jean Mottley, Paula Robinson, Sylvia Rosa-Casanova, Lee Ann Rung, Lynn Seuffert, and Greg Weatherford. Al Wilson from the Office of the Attorney General was also in attendance.

**CALL TO ORDER AND ANNOUNCEMENTS**

Mr. Minor thanked General and Mrs. Peay for hosting the Council and for the informative tour and the delightful reception and dinner on March 20.

He distributed a VMI brochure depicting photos of the Institute Corps of Cadets' performance at the presidential inauguration on January 20, 2017. Virginia Tech was also represented at the inauguration.

**RECEIPT OF PUBLIC COMMENT**

Mr. Minor reported that no requests for public comment had been received. He invited comments from those in attendance; no one came forward.

**APPROVAL OF MINUTES**

On a motion by Mr. Ridenour and seconded by Mr. Slater, the minutes from the January 10, 2017, meeting were approved unanimously:

**REMARKS FROM GENERAL J.H. BINFORD PEAY, SUPERINTENDENT, VIRGINIA MILITARY INSTITUTE (VMI)**

Mr. Minor introduced General Peay and read his many accomplishments. Because General Peay provided a full briefing to the Council on May 20 before touring the VMI post, he spoke briefly about the 2017 legislative session. He expressed concern with the concepts of some bills introduced this session and lamented that some bills failed

to recognize/support decentralization. He stressed the importance of allowing colleges and universities the flexibility to shape their boards and retain their unique attributes.

### **REPORT OF THE AGENCY DIRECTOR**

Mr. Blake highlighted some of the recent activities from his written report. He reviewed briefly the new legislative duties assigned to SCHEV as a result of the legislative session, and mentioned a few of the notable bills that did not pass. He provided information regarding the agency budget reductions and said that \$250,000 of the \$400,000 reduction was restored to the SCHEV budget to perform duties assigned to the agency. Mr. Blake reported on his recent visits with legislators and answered questions from members.

Mr. Minor noted Mr. Blake's outstanding reputation throughout the Commonwealth and among legislators, saying Mr. Blake's leadership has played a major role in SCHEV's renewed respect and is evident in the additional duties assigned to the agency from the two last legislative sessions.

### **REPORT FROM MATT MUELLER, VICE CHAIR, SCHEV STUDENT ADVISORY COMMITTEE (SAC)**

Dr. Paula Robinson introduced Mr. Mueller and reminded members that the 22-member SAC group is comprised of students from 15 four-year public institutions, Richard Bland College, and six rotating slots from the Community College System. The group meets at least three times per year and elects a Chair and Vice Chair yearly. Mr. Mueller holds the position of vice chair and addressed the Council in the absence of the SAC chair. VMI's student rep, Cadet Luke Phillips, was also in attendance.

Mr. Mueller updated the Council on the work that the SAC has undertaken over the last year and answered questions from members. He spoke about his educational journey and his reason for attending a state university. Mr. Mueller encourages incoming freshmen to get involved, seek experiences outside the classroom, and get to know their professors.

He conveyed the three common themes that emerged from the SAC representatives over the last year as 1) financial aid, 2) state budgetary concerns, and 3) gender neutral protections.

Mr. Mueller and Cadet Phillips answered questions from members. Council members thanked them for their participation and congratulated them for having a good understanding of higher education in the Commonwealth.

## UPDATE ON 2017 GENERAL ASSEMBLY SESSION

Ms. Covington provided a brief update on the bills from the 2017 session related to higher education and informed the Council of the studies that were assigned to SCHEV as a result of the legislative session. Much of the legislation was discussed in other areas of the agenda but she highlighted a few bills related to free speech on campus, board authority issues, and investment fund earnings. Ms. Covington answered questions from members.

The chairman called for a break at 10:30. The meeting resumed at 10:50 a.m. Mr. Fralin did not return to the meeting following the break.

## REPORTS FROM THE COMMITTEES

### Report from Executive Committee

Mr. Minor informed the Council that he has asked Mr. Light to poll the members individually to determine a slate of officers that will be proposed at the May 16 meeting. In accordance with the new bylaws change, the election of officers will take place at the May meeting rather than in July.

He reported that the Committee received an update from Ms. Kang and engaged in a productive discussion of initiative #5 from The Virginia Plan for Higher Education related to communications. Mr. Blake provided a brief update of the staff report. Mr. Minor thanked Ms. Webb for working with staff on the important communications success that has emerged to date.

### Report from Academic Affairs Committee

Dr. Ramsey chaired the Academic Affairs Committee in Mr. Lockhart's absence.

#### *Action on Programs at Public Institutions*

Dr. Carlyle provided an overview of the programs and the Committee's recommendation was seconded by Ms. Connelly. The following resolution was approved unanimously (9-0):

**BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to J. Sargeant Reynolds Community College to initiate an Associate of Science (A.S.) degree program in General Studies (CIP: 24.0102), effective Fall 2017.**

Dr. DeFilippo provided background information about the first Associate of Fine Arts degree in Virginia. He reported that he expects more proposals for this transfer-oriented program in the future. The Committee's recommendation was seconded by Mr. Light and the following resolution approved unanimously (9-0):

**BE IT RESOLVED** that the **State Council of Higher Education for Virginia grants approval to Tidewater Community College to initiate an Associate of Fine Arts (A.F.A) degree program in Music (CIP: 50.0901), effective summer 2017.**

Dr. Ramsey said the Committee had a constructive discussion regarding Old Dominion University's (ODU) Master of Science in Sports Medicine proposal. He indicated that representatives from ODU distributed updated information but staff had concerns that the proposal contained information that was contradictory to approval standards. The committee did not take action but instead recommended that ODU rework the proposal. If the university chooses to resubmit the reworked proposal, it will be considered at a future Academic Affairs Committee meeting.

*Status Report on Accrediting Council for Independent Colleges and Schools (ACICS)*

Dr. Ramsey reported that the Academic Affairs Committee did not have time to discuss this report. Dr. DeFilippo informed the Council that under Sylvia Rosa-Casanova's leadership, a monitoring campaign has been established for the ACICS institutions. If institutions lose accreditation or Title IV after 18-months, it could result in school closures, which will require Council action. Dr. DeFilippo answered questions from members. Staff will continue to provide periodic updates at least through June 2018.

The Committee also engaged in a brief discussion of the updates to initiative #1 of The Virginia Plan for Higher Education, and received a succinct report from the staff liaison to the Committee.

Report from Resources and Planning Committee

Ms. Connelly reported on the update to the 2017 General Assembly budget actions that staff provided to the Committee. The Resources and Planning Committee also received an update to initiatives #2 and #3 of The Virginia Plan. Ms. Connelly reviewed briefly the Committee discussions related to these initiatives, particularly the options related to sustainable funding. Mr. Riddenour requested Council input on restructuring and Mr. Light asked that members provide feedback on the concept of a constitutional amendment to address this issue. Ms. Connelly reported that the Committee requested that staff provide language adopted by other state constitutions regarding higher education funding and report back at the next meeting. Dr. Ramsey suggested that if a constitutional amendment is advanced, the pre-K-12 language should be reviewed in an effort to draw similar language from it. Members provided their input on these issues and staff noted the suggestions.

Report from Ad Hoc Committee on Research

In Dr. Murray's absence, Mr. Ampy provided the Committee's report.

### *Action on Proposed Organizing Principles*

Mr. Ampy informed members that the ad hoc committee discussed the Proposed Organizing Principles and added a 14<sup>th</sup> principle addressing proof of concept proposals to the original list of 13. A copy of the revised document was distributed. Mr. Ampy noted that this will be discussed further at the April 12 ad hoc committee meeting.

The Committee's revised proposed organizing principles was distributed and seconded by Mr. Light. The following resolution was approved unanimously (9-0):

**BE IT RESOLVED that the State Council of Higher Education for Virginia approves the proposed organizing principles as revised on March 21, 2017, to guide development of the guidelines for the first round of awards from the Virginia Research Investment Fund and instructs staff to disseminate these principles and initiate development of the Call for Proposals for Round 1 of VRIF awards.**

Mr. Ampy also informed the Council that the ad hoc committee engaged in a discussion of the Virginia Research Investment Fund's (VRIF) potential strategic opportunities and a timeline for Round 1 of the VRIF award competition.

### **RECEIPT OF ITEMS DELEGATED TO STAFF**

Mr. Blake noted the categories of recent actions taken by staff as delegated by the Council. As required, a copy of these actions is attached to the minutes.

### **NEW BUSINESS**

Mr. Minor requested members' input on the 2017 legislative session and on progress being made on The Virginia Plan for Higher Education. Mr. Minor expressed his thanks to staff, particularly Mr. Blake, for setting the Council's direction and maintaining focus on the important initiatives. He noted that Mr. Blake's respect and experience in Virginia higher education has made it possible.

### **ADJOURNMENT**

Mr. Blake reminded members that the next special meeting will be held on April 12 at the offices of Owens and Minor. The ad hoc Committee on Research will meet from 9:00 – 11:00. A special meeting to discuss the Virginia Plan will be held from 11:00 till 4:00. Dr. Staples and Dr. Cannaday will join the discussion. The May 15-16 meetings will be held at Averett University and will include a meeting with the private college and university presidents.

The Chairman adjourned the meeting at 12:10 p.m.

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Minnis Ridenour  
Council Secretary

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Lee Ann Rung  
Director, Executive and Board Affairs

## Items Delegated to Director/Staff

Pursuant to the Code of Virginia, § 23.1-203 and Council's "*Policies and Procedures for Program Approval and Changes*," the following items were approved/not approved as delegated to staff:

### Program Actions

Institution	Degree/Program/CIP	Effective Date
J. Sargeant Reynolds Community College	<b>New Degree Program Approved:</b> Associate of Applied Science degree program in Health Information Management (51.0707)	Fall 2017
Old Dominion University	<b>Facilitated Staff Approval:</b> Master of Science degree program in Park, Recreation and Tourism Studies (31.0301) [Conferral: Fall 2019]	Fall 2017
Old Dominion University	<b>Facilitated Staff Approval:</b> Bachelor of Science degree program in Sport Management (31.0504) [Conferral: Spring 2017]	Spring 2017
University of Virginia	<b>Title Change Not Approved:</b> Bachelor of Science in Education in Speech Communication Disorders to a Bachelor of Science in Education in Communication Sciences and Disorders (51.0204)	
University of Virginia	<b>Title Change Approved:</b> From a Master of Education in Speech Communication Disorders to a Master of Education in Communication Sciences and Disorders (51.0204)	Spring 2017
University of Virginia	<b>Substantial Program Modification Approved:</b> Reduce the credit hours of the Master of Arts in European Studies (05.0106) from 48 to 36	Fall 2017

Pursuant to the Code of Virginia, § 23.1-203 and Council's "*Policies and Procedures for Program Approval and Changes*," the following items were reported:

### Diploma, Certificate and Discontinued Programs

Institution	Degree/Program/CIP	Effective Date
Old Dominion University	Initiate three new Graduate Certificate programs [Conferral: Spring 2018]: <ul style="list-style-type: none"> <li>• Arts and Entrepreneurship (50.1001);</li> <li>• Health and Humanities (24.0199);</li> <li>• Social Justice and Entrepreneurship (30.9999)</li> </ul>	Fall 2017
Radford University	Discontinue the Graduate Certificate program in Educational Technology (13.0501) [SCHEV Acknowledgement Fall 2010]	Summer 2017
Virginia Commonwealth University	Initiate a new Graduate Certificate program in Care Coordination (51.1504) [Conferral: Fall 2018]	Fall 2017
Virginia Polytechnic Institute and State University	Discontinue: <ul style="list-style-type: none"> <li>• Master of Science degree program in Hospitality and Tourism Management (52.0901) [Council Approval: May 1989]</li> <li>• Doctor of Philosophy degree program in Hospitality and Tourism Management (52.0901) [Council Approval: May 1995]</li> </ul>	Spring 2018 and Spring 2022, respectively
Wytheville Community College	Initiate a new Certificate Program in Cybersecurity (11.1003) [Conferral: Fall 2017]	Spring 2017

Pursuant to the Code of Virginia, § 23.1-203 and Council's "*Policies and Procedures for Internal and Off-Campus Organizational Changes*," the following item was approved as delegated to staff:

Institution	Change / Site	Effective Date
University of Virginia	Create the <b>Department of Women, Gender, and Sexuality</b> . The Department will reside in the College and Graduate School of Arts and Sciences. The Department will maintain its curricular offerings and sustain a professional environment to attract and retain faculty in the field.	January 18, 2017

Pursuant to the Code of Virginia, § 23.1-211 and Council's "*Commonwealth of Virginia Policy on the Reciprocal Authorization of Distance Education and Related Activities*," the following items were approved as delegated to staff:

**National Council for State Authorization Reciprocity Agreements (NC-SARA)  
Approvals**

Institution	Effective Date
Eastern Virginia Career College	December 12, 2016
Emory and Henry College	December 19, 2016
Virginia State University	February 7, 2017

Pursuant to the Code of Virginia, § 23.1-213 to 229 and section 8VAC-40-31-90 of the Virginia Administrative Code, the following items were approved as delegated to staff:

**Postsecondary, Non-Degree Institutions Certified to Operate in the  
Commonwealth of Virginia**

Institution	Location(s)	Effective Date
Another Level Barbering and Cosmetology School	Petersburg, VA	October 25, 2016
Bristol School of Hair Design	Bristol, VA	September 22, 2016
Cardinal Institute for Health Careers	Fredericksburg, VA	January 3, 2017
Lotus Signature Massage School	Manassas, VA	January 24, 2017
Miracle Beauty and Nails Academy	Virginia Beach, VA	January 5, 2017
Southwest Virginia Advanced Manufacturing Center of Excellence	Abingdon, VA Duffield, VA Bluefield, VA	September 19, 2016
Virginia Institute of Blacksmithing	Waynesboro, VA	October 31, 2016

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA  
EXECUTIVE COMMITTEE  
MARCH 21, 2017  
MINUTES**

Mr. Minor called the meeting to order at 8:10 a.m. in the Hall of Valor, Center for Leadership and Ethics, Virginia Military Institute, Lexington, Virginia. Committee members present: Marge Connelly, Heywood Fralin, G. Gilmer Minor, Minnis Ridenour. Al Wilson from the Office of the Attorney General was also in attendance.

Committee member absent: Gene Lockhart.

Other Council members present: Henry Light, Carlyle Ramsey, Thomas Slater, Katharine Webb.

Staff members present: Peter Blake, Beverly Covington, Alan Edwards, Dan Hix, Tod Massa and Lee Ann Rung.

**APPROVAL OF MINUTES**

On a motion by Mr. Slater and seconded by Mr. Fralin, the minutes from the January 10, 2017, meeting were approved unanimously.

**DISCUSSION OF NOMINATING PROCESS**

Mr. Minor reported that the new changes in the bylaws require that Council elections take place at the May meeting to allow for the officers to be in place prior to the new member appointments that take effect July 1. He asked members to consider nominations for chairman and vice chairman. He requested that Mr. Light contact each member to gather input. This is not a committee assignment and Mr. Light will contact the members individually.

**DISCUSSION OF UPDATES TO THE VIRGINIA PLAN FOR HIGHER EDUCATION**

Mr. Blake reminded members that initiative #5 is the communication initiative for which the Executive Committee has been assigned. Ms. Kang provided an update on the strategies that staff has implemented, including 1) developed a statewide brand for higher education; launched a communications strategy during the General Assembly session to convey the value of higher education to policy makers; initiated a taskforce to identify strategies to improve transitions to postsecondary education to improve communications to students and parents; and set meetings with key stakeholders to discuss common connections with The Virginia Plan for Higher Education. Ms. Webb, who has worked with SCHEV staff on this initiative, reported that this is a first-attempt for SCHEV to educate legislators. She indicated that it was instructive and provided concise higher education information to the legislators. The one-page documents were not meant to be all inclusive. Ms. Kang indicated that

legislative liaisons from the institutions found the documents to be informative and useful. SCHEV staff will begin the process earlier when preparing similar documents for the next legislative session. Mr. Minor said he received positive response from the legislators with whom he met.

Mr. Fralin thanked Mr. Blake for the editorial that appeared in the *Virginian Pilot* newspaper clarifying misleading information regarding higher education funding. Other members agreed that SCHEV should continue to submit accurate facts to other publications. Ms. Webb reminded the Council that some members have joined staff in meeting with editorial boards. Members agreed that these relationships should continue to be developed.

Mr. Weatherford continues to work with communications officers at the institutions and is working on an overall brand strategy for SCHEV.

Mr. Minor summarized by expressing his appreciation to SCHEV staff for the current strides that have been made with The Virginia Plan initiatives and expressed his interest in seeing more progress in the coming year.

Ms. Kang met with staff from the Virginia Economic Development Partnership (VEDP), as well as the University Based Economic Developers (UBED) to develop a message to business and industry on ways in which higher education can advance economic development and demonstrative ways in which Virginia's decentralized higher education system can work in a coordinated manner. New Council member and president of VEDP, Mr. Moret, will play an important role in assisting with this portion of the initiative. Mr. Blake reported that he and Mr. Moret will be making a presentation to the university based economic developers in April.

In response to a question by Mr. Light, Mr. Blake informed the Council that Ms. Kang is seeking grants where appropriate. She also is looking to measure outcomes.

Mr. Ridenour suggested that SCHEV consider forming an advisory committee of the chief research officers on campus.

Ms. Webb thanked the SCHEV staff, particularly Ms. Kang and Mr. Weatherford, and said the progress that has been made in the last year on the communications plan is a direct result of their dedication and hard work.

Mr. Blake asked members for feedback on the board software that has been in use for approximately six months. Mr. Light finds the notes feature to be useful. Mr. Ridenour suggested that individual committee agendas be provided. Ms. Rung will take the feedback and work to make the product more user-friendly.

**MOTION TO ADJOURN**

The Chair adjourned the meeting at 8:50 a.m.

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Minnis Ridenour  
Council Secretary

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Lee Ann Rung  
Director, Executive & Board Affairs

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA  
ACADEMIC AFFAIRS COMMITTEE  
MARCH 20, 2017  
MINUTES**

Dr. Ramsey (Vice Chair) called the meeting to order at 2:00 p.m. at Virginia Military Institute in Richmond, Virginia. Committee members present: Ken Ampy, Heywood Fralin, Pam Moran, Carlyle Ramsey, Katherine Webb.

Staff members present: Beverly Covington, Joseph G. DeFilippo, Wendy Kang, Monica Osei, Paula Robinson, Sylvia Rosa-Casanova, and Greg Weatherford.

**APPROVAL OF MINUTES**

On motion by Ms. Webb, and seconded by Mr. Fralin, minutes from the January 10, 2017, meeting were approved unanimously.

**ACTION ON PROGRAMS AT PUBLIC INSTITUTIONS**

J. Sargeant Reynolds Community College, Associate of Science (A.S.) in General Studies (CIP: 24.0102)

In attendance:

Dr. Jackie Bourque, Director of Office of Institutional Effectiveness  
Dr. Barbara Glenn, Dean, Humanities and Social Services  
Dr. David Loope, Vice President of Academic Affairs  
Dr. Jason Sampson, Program Head for General Studies

Dr. DeFilippo provided an overview of the proposed program. Under transfer policy, general studies degrees are not deemed transferable unless specifically approved to transfer by the State Committee on Transfer. The program has been approved for articulation by at least two institutions. The program was approved by the State Board in September. Dr. Ramsey asked that staff monitor the success of the program.

On motion by Mr. Ampy and seconded by Ms. Webb, the following resolution was approved unanimously to be forwarded to the full Council:

**BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to J. Sargeant Reynolds Community College to initiate an Associate of Science (A.S.) degree program in General Studies (CIP: 24.0102), effective Fall 2017.**

Tidewater Community College Tidewater Community College, Associate of Fine Arts (A.F.A.) in Music (CIP: 50.0901)

In attendance:

Dr. Kerry Ragno, Dean of Languages, Mathematics, and Science  
Dr. Kellie Sorey, Associate Vice President for Academics

Dr. DeFilippo provided an overview of the proposed program, which would be the first Associate of Fine Arts degree authorized by SCHEV to be offered in Virginia. As such, staff expects to see other community colleges emulate TCC and submit proposals to offer the award. The degree is intended to be an effective transfer degree. In the past, the curriculum did not mirror the lower level credits required at the four-year institutions for a bachelor's degree in fine arts.

On motion by Mr. Fralin, and seconded by Ms. Webb, the following resolution was approved unanimously to be forwarded to the full Council:

**BE IT RESOLVED that the State Council of Higher Education for Virginia grants approval to Tidewater Community College to initiate an Associate of Fine Arts (A.F.A) degree program in Music (CIP: 50.0901), effective summer 2017.**

[Old Dominion University, Master of Science \(M.S.\) in Sport Management \(CIP: 31.0504\)](#)

In attendance:

Dr. Jane Bray, Dean, Darden College of Education  
Dr. Gail Dickinson, Associate Dean, Darden College of Education  
Dr. Jeanie Kline, Provost's Office, Academic Affairs  
Dr. Lynn Ridinger, Chair Human Movement Sciences, Darden College of Education  
Dr. Stephen Shapiro, Graduate Program Director, Sport Management, Human Movement Sciences

Dr. DeFilippo provided an overview of the proposed program and described why staff is not recommending approval of the program. When staff does not feel they can recommend approval, the institution is advised and offered the option of withdrawing the proposal or bringing it to Council to make the case for approval. ODU has elected in this case to come to Council. Dr. DeFilippo described the options available to Council in acting upon the proposal. Representatives from ODU provided a written response and testimony in support of approval.

Ms. Webb asked whether there are other sports management programs in Virginia. Dr. Osei said there is not such a program at any of the publics although some may have a concentration. Ms. Webb said a viable option for Council would be to try to resolve the issue if there is new information the institution can add to the original proposal. Mr. Fralin asked what it would take to recommend approval. Mr. Fralin asked if there is a trend toward sports managers needing to have a degree in sports management because we should be concerned about students getting not just jobs, but high-paying jobs. He would want to see examples to show that students are missing out on opportunities that they would have if they had this degree. Ultimately, he said the program has to improve the ability of the student to secure a successful line of employment. Dr. Moran said the program should place an emphasis on pathways for graduates and salary potential.

Dr. Ramsey said he would like the institution to work with staff to see if this can be resolved. He asked if there were discussions with the business school about the viability of the program. Dr. Schapiro said yes, they discussed how to partner, such as having a dual degree – MBA + MS in sport management.

**Mr. Fralin made a motion, seconded by Ms. Webb and Dr. Moran, to continue consideration of the proposal to the next meeting of Council, which was unanimously approved by the committee.**

### **STATUS REPORT ON ACICS SCHOOLS OPERATING IN VIRGINIA**

Dr. DeFilippo suggested that the item be moved to the next meeting.

### **DISCUSSION OF UPDATES TO THE VIRGINIA PLAN FOR HIGHER EDUCATION**

Ms. Kang provided an update on initiative 1, related to Affordable Pathways. She said that the budget cuts to the Affordable Pathways Grant will necessitate postponing the second round of grants. Mr. Fralin said he has talked about getting the institutions to have a physical presence in their regional schools to create relationships. Ms. Kang said that many of the pathways grant programs involve that type of activity and that a task force of school and college representatives is also looking at such strategies. Dr. Moran said that those relationships are active in some institutions but sporadic or non-existent in others. Dr. Ramsey recommended looking across the state at similar programs that could use as examples for the April meeting.

### **REPORT OF THE STAFF LIAISON TO THE COMMITTEE**

Dr. DeFilippo reviewed items in the liaison report. The report, on page 43 of the agenda, highlighted various activities that staff engaged in since the January meeting.

### **ADJOURNMENT**

Dr. Ramsey adjourned the meeting at 3:31 p.m.

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Carlyle Ramsey  
Vice Chair, Academic Affairs Committee

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Beverly Covington  
Staff, Academic Affairs

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA  
AD HOC COMMITTEE ON RESEARCH MEETING  
MARCH 20, 2017  
MINUTES**

Dr. Murray called the meeting to order at 12:05 p.m. in the New Market Room in Marshall Hall at Virginia Military Institute, Lexington, Virginia.

Committee members present: Ken Ampy, William Murray, Minnis E. Ridenour

Committee member absent: H. Eugene Lockhart

Council members present: Heywood Fralin, Henry Light, Gil Minor, Katherine Webb

Staff present: Peter Blake, Alan Edwards, Lynn Seuffert, Joseph DeFilippo, Tod Massa, Lee Ann Rung. Al Wilson, SCHEV counsel from the Office of the Attorney General, also was in attendance.

**WELCOME**

Dr. Murray welcomed committee members, attending Council members, and staff.

General J.H. Binford Peay III, Superintendent of Virginia Military Institute, welcomed SCHEV to VMI.

Dr. Murray suspended the meeting for lunch to be served.

The meeting reconvened at 12:40 pm.

**APPROVAL OF THE MINUTES**

Mr. Ridenour motioned to approve the minutes of the January 10, 2017, February 23, 2017, and March 8, 2017, meetings. Mr. Ampy seconded the motion. The minutes were approved unanimously.

**UPDATE ON VIRGINIA RESEARCH INVESTMENT FUND AND COMMITTEE**

Dr. Murray called on Dr. Edwards to provide an update.

Dr. Edwards informed the committee that VRIC met on Tuesday, March 14, 2017. He highlighted three parts of the VRIC meeting: (1) an update from staff on amendments to VRIF legislation; (2) new language in the Conference Report for Budget Item 255; and (3) advice from VRIC to the ad hoc committee on research regarding the organizing principles and Round 1.

Regarding advice from VRIC on the organizing principles, Dr. Edwards stated that discussion centered on Items 3 and 8 of that document and asked the Chair, who had attended the VRIC meeting, for his perspective on the discussion.

Dr. Murray said the VRIC discussion was correctly focused on discretionary items in that document. He reported that VRIC members appeared comfortable with the minimum dollar amount for awards that the ad hoc committee had recommended in Item 8, but there was not as much agreement regarding the higher end of range. Dr. Murray stated that having a range could be helpful to applicants to signal the scope and scale of projects that were of interest to VRIC. For example, a researcher with a project costing less than \$100,000 would know that this funding mechanism was not a good match and, at the other end of the range, there is not enough funding to start a new national center so those mega-scale projects might also not be the best matches.

Dr. Murray offered an amendment to remove the dollar figure at the higher end of the range. He stated his preference that the ad hoc committee be responsive to key stakeholders.

As for Item 3 of that document, Dr. Murray confirmed his support of limited submissions because that approach helps to ensure an “institutional screen” on applications, rather than a departmental-level or school-level filter.

### **ACTION ON PROPOSED ORGANIZING PRINCIPLES**

Dr. Murray formally offered an amendment to strike the maximum amount from the dollar range in Item 8 of the organizing principles document.

Mr. Ridenour seconded the motion. The amendment was approved unanimously.

Dr. Murray asked whether any members had additional discussion items before further action on the organizing principles.

Mr. Ridenour expressed his support of the organizing principles, but requested an amendment that would formally prioritize using VRIF funding for the recruitment of researchers over the funding of research projects. He stated his belief that this approach was most likely to lead to the achievement of the VRIF objective to increase overall funding coming into the Commonwealth and improve the Commonwealth’s national academic research ranking.

Mr. Ridenour further offered his perspective either that VRIF funds be used for projects at the proof of concept stage or that VRIC work with other state-funded research programs to identify a strictly dedicated pool of funding for proof of concept projects. As the discussion evolved, it became clear that speakers were using the phrase “proof of concept” differently.

Dr. Murray stated that proof of concept projects are less expensive and generally fall below the minimum dollar range of awards expressed in Item 8 of the document.

Ms. Seuffert suggested that proof of concept is very near the beginning of the research and development continuum and that VRIC was leaning toward funding applied research that had already passed the proof of concept stage because a high percentage of projects that enter that stage never result in a product that makes it to market. Projects that have been through proof of concept are de-risked just a bit more and therefore more attractive to VRIC.

Mr. Ridenour stated his belief that proof of concept signals the end of research and that there is no further research to be done once the concept has been proven. He would like VRIF to fund the stage of research and development at which industry is brought in to look at the design of the product and partner on its commercialization.

Dr. Murray suggested that the decision whether to segregate amounts of VRIF funds for different purposes fell under the VRIC's purview. Mr. Blake stated his understanding that VRIC had chosen not to earmark funds for certain categories. He recalled that VRIC is aware of universities' interest in access to funding for proof of concept projects and that VRIC had discussed that option.

Dr. Murray then asked whether there was additional discussion on the organizing principles.

Mr. Fralin, member of Council and of VRIC, but not a member of the ad hoc committee, said that VRIC has a lot of members and they have differing opinions. He stated that this applies to researcher recruitment, too. He stated his belief that VRIC does not want to prioritize recruitment. However, his opinion is that recruitment is critical because 10% of the researchers get 90% of results.

Hearing no further requests to speak, Dr. Murray offered two amendments.

Regarding Mr. Ridenour's interest in researcher recruitment, Dr. Murray offered an amendment to Item 5 by inserting the phrase, "recognizing the importance of" to indicate that the guidelines and application formats should indicate the relative importance that VRIC chooses to place on the two kinds of projects.

Regarding Mr. Ridenour's interest in ensuring funding for proof of concept projects and/or the stage at which industry partners join researchers for commercialization, Dr. Murray offered an additional Item 14 be added to the organizing principles:

14. Nothing herein is intended to limit the Virginia Research Investment Committee's discretion to reserve or otherwise identify funding for proof of concept proposals below the minimum and apart from the limited submission concepts expressed herein. It is recommended that all proposals, including but not limited to proof of concept proposals, speak to the entire research and development cycle, including commercialization.

Dr. Murray then moved to approve the two amendments.

Mr. Ridenour seconded the motion. The two amendments were approved unanimously.

With the understanding that staff would add the amendments to the document for the full Council meeting on Tuesday, Mr. Ridenour moved to approve the amended organizing principles. Mr. Ampy seconded the motion. The amended organizing principles were approved unanimously.

The resolution that had been included in the agenda for action was held in abeyance until the full Council meeting on Tuesday.

## **DISCUSSION OF DEVELOPMENT OF VRIF ROUND 1**

Dr. Murray called on Dr. Edwards to discuss the potential timeline for Round 1.

Dr. Edwards stated that the draft timeline would allow VRIC to make awards by the end of the calendar year, if they choose. He stated that VRIC members were not all necessarily in agreement that awards should be made by end of year.

He reminded members that SCHEV has a duty to create guidelines regardless of whether VRIC chooses to issue the resulting Call for Proposals.

Dr. Edwards then highlighted the upcoming April 12 ad hoc committee meeting where the draft guidelines would be discussed and the May meeting at which the committee could choose to approve the Call for Proposals. If that happens, the Call for Proposals could be issued in late May, if VRIC decides to do that.

Mr. Blake asked Dr. Murray to allow Dr. Edwards to walk through the strategic opportunities document, which had been revised in response to comments by the ad hoc committee members at the last meeting. Dr. Edwards highlighted the three opportunities described in that document.

Regarding the third opportunity, “a bridging of the gaps in research and commercialization infrastructure and expertise,” Mr. Fralin expressed his concerns that there is a difference between which research is the best research and which is most likely to get to the marketplace. Academic researchers do not always understand how the venture capitalists analyze the commercial potential of research. Mr. Fralin does not want VRIC to rely on academic researchers’ assessment of the commercial viability of their own research.

Dr. Murray suggested that Virginia universities have excellent MBA programs and perhaps that expertise can be leveraged.

Ms. Seuffert suggested that the Virginia Bioscience Health Research Corporation had convened a diverse panel of experts to review applications to that fund. The panel includes academic researchers, venture capitalists or angel investors, and people with small business start-up expertise. She stated that the review panels that would be convened for VRIC would also include these kinds of experts.

Dr. Murray suggested the addition of a representative from an established company, given that any new spin-off companies that might be created by researchers would want to become established companies at some point in the future.

### **DISCUSSION OF TIMELINE AND NEXT STEPS**

Dr. Murray and Mr. Minor conferred on actions that would need to be taken at Tuesday's meeting of the full Council.

It was agreed that, after staff added the amendments, the action item would be approval of the organizing principles.

Dr. Murray stated that he was not available to attend the Council meeting. Mr. Ampy offered to present the committee report.

### **ADJOURNMENT**

Dr. Murray adjourned the meeting at 1:45 p.m.

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William Murray  
Chair, SCHEV Ad Hoc Committee on Research

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Lynn Seuffert  
Associate for Research Investment

**STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA  
RESOURCES AND PLANNING COMMITTEE  
MARCH 20, 2017  
MINUTES**

Ms. Connelly called the meeting to order at 2:02 p.m. in the New Market Room, Marshall Hall/Center for Leadership and Ethics, Virginia Military Institute, Lexington, Virginia. Committee members present: Marge Connelly, Henry Light, Bill Murray and Minnis Ridenour. Chairman G. Gilmer Minor also was present.

Committee member absent: Stephen Moret and Tom Slater.

Staff members present: Lee Andes, Peter Blake, Alan Edwards, Dan Hix, Tod Massa, Jean Mottley, and Lee Ann Rung.

**APPROVAL OF MINUTES**

On a motion by Mr. Light and seconded by Mr. Ridenour the minutes from the January 10, 2017, meeting were approved unanimously.

**UPDATE ON 2017 GENERAL ASSEMBLY BUDGET ACTIONS**

Mr. Hix reviewed the summary of the Governor's introduced budget amendments for the 2016-18 biennium as well as final details of the budget conference report. He explained that the Council's recommendation related to faculty salary increases was advanced, with certain exceptions. The final budget included a 2% salary increase for teaching and research, administrative faculty, and appointed officials at public institutions. Also included was an additional 1% salary increase for teaching and research and administrative faculty and appointed officials at those selected institutions that did not provide faculty salary increases in FY2017. Classified state employees will receive a 3% increase. All salary increases will be effective July 2017.

Mr. Hix reviewed several charts in the agenda book and explained the outcomes as compared to the Council's recommendations. Mr. Minor stated a need for Council to articulate The Virginia Plan successes prior to the next legislative session. Several members expressed an interest in SCHEV weighing in and Mr. Blake suggested that members begin thinking about what issues the Council would like to advance next session. Mr. Ridenour urged support for utilizing graduate students to move The Virginia Plan forward.

Dr. Murray reminded members of the importance of making a connection with the gubernatorial candidates prior to the fall elections.

## **DISCUSSION OF UPDATES TO THE VIRGINIA PLAN FOR HIGHER EDUCATION**

Mr. Hix and Dr. Mottley provided updates on initiative #2 (sustainable funding options) and initiative #3 (options for further restructuring and shared services that enhance institutional and administrative flexibility and improve quality and efficiency). Dr. Mottley began the discussion by summarizing initiative #3 and informed the members of two projects currently underway as part of the new fund for excellence and innovation program: a study of the possible expansion of the VCCS shared services center to other non-VCCS institutions, and the plan to hold a conference or forum on innovation and efficiencies, with collaboration and best practices as the key themes. The tentative date is October 19 from 9 a.m. -12 p.m. at VCU's Siegel Center. Dr. Mottley also reviewed additional action steps recommended by staff for the Committee's consideration related to further restructuring and efficiencies. The four options appear on page 74 of the agenda book. The members provided approval for staff to work on all four options. With regard to option 4, which was "Recommend additional incentives for institutions to promote further restructuring and efficiencies," members suggested these incentives could include allowing certain institutions the ability to rely on self-generated revenues (not just tuition); allowing institutions to be more entrepreneurial; and emphasizing the institutions' commitment to serve students with financial need.

Mr. Hix discussed the pros and cons of the options provided for pursuing sustainable funding and received comments from members. Ms. Connelly requested the Committee's general sentiment on pursuing a constitutional amendment to address sustained funding. Dr. Murray noted that higher education funding will likely not return to past levels, so he suggested a blending of a constitutional amendment, with the realization that support for Virginia higher education funding will continue to be limited. Mr. Ridenour indicated that a constitutional amendment could pass if it was approached like the bond package.

Ms. Connelly requested that staff provide a catalog of other states that have successfully implemented a constitutional amendment related to higher education funding.

## **MOTION TO ADJOURN**

The Chair adjourned the meeting at 3:30 p.m.

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Marge Connelly  
Committee Chair

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Lee Ann Rung  
Director, Executive & Board Affairs