



WILLIAM & MARY

CHARTERED 1693

PROFESSIONALS AND PROFESSIONAL FACULTY ASSEMBLY

Minutes: Wednesday, June 1, 2016

3:30 – 4:30 PM

VIMS, Andrews Hall, Room 326

PPFA Members

1. Armstrong, Suzie ✓
2. Bengtson, Babs ✓
3. Campbell, Darlene ✓
4. Massey, Grace ✓
5. Corlett, David ✓
6. Fasanella, Terence ✓
7. Hawthorne, Peel ✓
8. McFarland, Natasha ✓
9. Osborne, Dorothy
10. Palmer, April ✓
11. Sekula, Jennifer ✓
12. Sinclair, Tina
13. Summs, Julie ✓
14. Tomlinson, Carol ✓
15. Varnell, Lyle ✓

Guests: Incoming PPFA Members Mary Molineux, Tamekka Davis, Emily Bailey, Melissa Franks; Members of the VIMS PPFC; Mane Pada

I. Call to Order

Lyle Varnell called the meeting to order. Lyle welcomed the new members of the PPFA in attendance. The June 2016 agenda was reviewed and approved.

II. Review of the Minutes

The May 2016 minutes were reviewed and approved.

III. Guest Speaker: Henry Broaddus, Vice President for Strategic Initiatives and Public Affairs

- Henry's team includes University Relations, Public Affairs, and Economic Development. He provided the PPFA with an update on the Business Innovation initiative. Its focal points are cost savings, innovation, and culture change. He provided an example of updating the soap dispensers provided by Auxiliary Services leading to institutional savings of \$10,000 in the first year and \$17,000/year going forward.
- Henry said the highest objective of Business Innovation is to find opportunities for savings that benefit the institution. He described the four pillars of W&M's financial

foundation: State Support, Productivity, Revenue, Philanthropy; and noted that W&M is doing better on all four of these fronts than ever before.

- Business Innovation Savings and Revenues are measured by Annual Baseline Recurring Savings. There is a target of \$5 million/year by FY20 and progress toward this goal has been steady.
- Completed projects include IT centralization, centralization of banking services, and CRM vendor selection. Many more projects are ongoing related to Procurement and an organizational design review.
- Selecting a new university-wide CRM has been an important accomplishment: Salesforce (platform), Target X, and ACF Solutions are all involved in building and supporting this new CRM. Admissions and Advancement will be using the CRM first, and Banner will remain in place for the time being.
- W&M has also joined a Virginia Higher Education Procurement Cooperative, which will allow price breaks on purchases in partnership with other Virginia universities.
- The Green to Gold Revolving Fund has been established to reduce resource use and/or greenhouse gas emissions and produce a monetary return that rejuvenates the fund for future projects. These are loans to units for innovative projects that have terms and payment schedules; revenues are returned and reinvested. The Pilot Project is replacing the metal halide high intensity discharge lights with LED lights in the W&M parking garage. They will cost \$80,000 to replace and will save \$17,000/year in energy costs. The goal is to identify other similar projects across campus. There was an initial investment in the Green to Gold Revolving Funds of \$200,000 funded by student green fees. Advancement is raising additional funds.

IV. Old Business

- Lyle met with W&M's new Chief Financial Officer, Amy Sebring and brought her up to speed on the work of the PPFA. One of the key topics of discussion was the newly established professional development fund. Amy will likely be involved and will be invited to serve as a speaker at a future PPFA meeting.
- Babs Bengtson reported on the recently completed Human Resources training on the new Performance Planning Process. Babs shared that conversations during the trainings prompted the decision to be flexible on using the old form for the most recent performance year. There was also discussion in the trainings about the likely breakdown of scores – an expectation that only 5% of PPF's will be rated at the top level and 15% in the top two levels. There were some concerns about how that would impact staff, especially in light of salary adjustments.

V. Committee Reports

- Lyle thanked the committee chairs for all of their work this year: Darlene in Administrative Issues, Terry for Membership, Babs for Professional Development, and Dot for Communications.
- Peel Hawthorne noted that the Academic Issues committee has been on somewhat of a hiatus but will revisit its priorities in the coming year.

- For the Professional Development committee, Babs announced that on Wednesday, June 22 there will be a meeting with many constituencies across campus to discuss the planning for the usage of the Professional Development Funds.
- For the Membership Committee, Terry Fassanella reported on the results of the elections for 2016. Approximately 75 votes were cast for the nominees.
- Lyle asked new members to review the list of committees and think about their interests.

VI. Recognitions

- Lyle recognized Mane Pada, a founding member of the PPFA and noted that she had recently been named the recipient of this year's W&M Shirley Aceto Award, which honors PPF's who demonstrate an exceptional commitment to excellence in service to the campus community.
- Lyle thanked Babs Bengtson, whose term on the PPFA is concluding, for her service, particularly in leading the Professional Development Committee.
- Lyle noted that Peel will be stepping into the role of President as of the July 2016 PPFA meeting, although he will be continuing to serve as a member. Peel led the PPFA in thanking Lyle for his work in leading the group during a productive year.

VII. Next PPFA Meeting

- Peel said that she will be reviewing the calendar and sending out alerts about the meeting schedule for the 2016-2017 year.