



Minutes
Advisory Board Meeting
The Ohio State University at Newark

Thursday, March 16, 2023 – 9:00 a.m. – 10:30 a.m.
Reese 255

1. Call to Order

Board Chair Alexa Robinson-O'Neill called the meeting to order at 9:00 a.m. in the Executive Conference Room of the John Gilbert Reese Center.

2. Approval of Minutes of January 19, 2023 Board Meeting

The minutes of the January 19, 2023, board meeting were approved as distributed.

3. Approval of Agenda

The agenda was approved as distributed.

4. Public Comments

Alexa announced that Jeff Cox has accepted the role of board secretary.

5. Central Ohio Technical College (COTC) Board Report

Rob Montagnese, Chair of the COTC Board, reported that Dr. Berry has conducted numerous town hall meetings at Pataskala, Knox and Coshocton for the purpose of interacting with the community about the college, what it is offering, the Intel impact, and COTC's response to all of the future job needs in those areas. The meetings have been well received. COTC has appointed Andrew Guancia to fill the board position that has been vacant for over one year. Rob also reported that Licking Memorial Hospital and COTC co-hosted a healthcare expo on the Newark Campus on March 15th. Though it was directed to the COTC audience, OSU benefitted as well because the expo highlighted both sides of the campus to the schools and community. There were high tech medical simulators and demonstrations in the Reese Center and the Alford Center, so students had the opportunity for hands-on experiences related to the medical field. The event attracted over 250 participants. Lastly, Rob announced that COTC has a new provost, Dr. Gregory Ferenchek.

6. Fundraising campaign for Founders/Hodges

Kim Manno provided some background on the original construction of Hodges Hall, formerly Founders Hall, and an update on the current fundraising campaign for its renovation. Kim has a list with the names of all the donors from the first campaign for Founders Hall and they will be recognized in some way in the newly renovated building. Founders Hall opened in 1968 on a large plot of farmland with nothing else around it. The fundraising goal was \$625,000, and the overwhelming support from the community and its belief in the importance of accessible higher education resulted in over \$1 million raised. Now, 55 years later, the building is showing its age both structurally and aesthetically. Being surrounded by the other buildings on campus which are all state-of-the-art, the

contrast makes it obvious that an update is due. This is especially true because of the Enrollment Office being in Founders. It is considered the “front door” of the Newark campus and is the first impression that most students will see. The goals are to renew the lifespan of the building and make it an engaging, collaborative space for students, employees, and community members. The renovation will improve departmental efficiencies because the former floorplan had administrative offices scattered in different locations, where the new Hodges Hall allows for space to be optimized for each business purpose. For example, in the past the Business & Finance department has been split into two separate locations on two different floors of the building. The new layout has them all together in one suite. The same is true for Academic Affairs, Human Resources, and the executive leadership offices for both institutions. Higher student success rates will result from the improved learning environment and the elevated student experience. The new design will strengthen the partnership between COTC and Ohio State Newark and provide more flexibility to plan for future academic programs to better meet local workforce needs. Kim noted that renaming the building “Louella Hodges Reese Hall” is to recognize all the contributions of the Reese family, but especially Louella. This will be the first building on the campus named solely after a woman.

Kim played a video of a three-dimensional fly through of the building and showed artist renderings and floorplan drawings of the new space. The breakdown of the space is:

i. Teaching and Learning

Classrooms, computer labs, Ohio State Newark psychology suite, and faculty offices

ii. Collaborative

150-seat auditorium, DEI event space, makers lab, Newark Earthworks Center, and multiple areas of student flex space

iii. Administrative

Executive leadership, Ohio State Newark Academic Affairs, Ohio State Newark Admissions, Ohio State Newark Advising, business & finance, human resources, Ohio State Newark Retention & Student Success, Office of Technology & Digital Innovation, and the Services Center

Kim reviewed the project budget and described the different ways to give. There are internal naming opportunities which can be reserved on a first-come, first-served basis. Donors can give an outright gift or multi-year pledge. Pledges can be made through Newark Campus Development Fund, COTC, or Ohio State Newark.

7. Board Committee Reports

- ***Finance Committee Report.*** David Brillhart, senior fiscal officer, reviewed highlights of the financial reports for the period ending December 31, 2022, which was sent to board members prior to the meeting. Student fees at this time, which is the halfway point of the fiscal year, are at 49.9% of projected budget due to the enrollment results in summer and autumn. The challenge is that fall enrollment dipped significantly from expectations. Autumn enrollment compared to last year was down almost 13%, with a headcount of 2,263 compared to 2,730 from FY2021-2022. The good news is that the spring term credit hours and actual headcount line item was not off pace as much. The budget was based on a greater decline than actual, so it was better than expected. Fall to spring retention actually improved from what it was pre-covid, so enrollment is only down 3.5% credit hours for spring.

David referenced the section of the report that shows line items of the overall financial picture as of December 31, 2022 (Page 5). State subsidy income (SSI) is currently at 50%. There has not been any notification that it would be any less than that, but there are ongoing discussions that might indicate some change in SSI. Student fees is the line item that will show the impact from the decline in enrollment, which he estimates will be a decrease of \$1.2M. Referring back to enrollment, previous projections were closer to a \$2M decrease, so the better-than-predicted retention in spring helped to exceed expectations. David noted that investment income Investment Income includes interest earned for short-term cash held at Columbus campus. As of December 31, 2022, investment income is 0% of projected budget. With the change to Workday in January 2021, Newark has not received interest income but is working with the Columbus campus to get this resolved.

The Autumn 2022 enrollment decline led leadership to closely examine expenditures and seek ways to cut back. They reviewed positions that were open at that time and made a list of efficiencies. Some vacant positions were eliminated. Other reductions are also being reviewed, for example, early payoff on some debts to reduce debt services expenditures. Cuts have stabilized the budget for this year and helps to prepare for next year. Looking ahead, the governor's introduced budget for next year looks good for higher education as of right now. The primary state financial aid budget line for students is *The Ohio College Opportunity Grant (OCOG)*. This is expected to undergo major changes where the Pell-first requirement will be reversed. This will give students at regional campuses a better chance at getting those dollars.

- ***Enrollment Committee report.*** Diane Kanney reported that a major marketing project that she has envisioned for a very long time has just been completed. Diane and her team interviewed and photographed alumni and current students who are still finishing their degrees on the Columbus campus to hear their stories and compile them into a printed piece. The "Excellence and Impact" booklet will be the exclusive marketing piece for this spring. Diane has learned that the "Viewbook" has been their go-to for so long that it is becoming mundane. The stories in the new brochure tell how some students have completed their degrees on Newark campus, where others studied here only for the one year to quickly transfer to Columbus. Diane reported that currently her team is focused on recruiting events both on campus and at off-campus locations. Students who attend off-campus receptions typically enroll at a very high rate. Diane invited board members to participate in the dessert receptions being hosted off campus. Diane then showed a marketing video that will be used at the upcoming receptions and at the Future Buckeye Day. Diane then reported that the last group of optioned students will come from Columbus within a week. As a reminder, Columbus campus is reviewing Ohio student applications first, and students who are not accepted at Columbus are automatically accepted at a regional campus for yielding. This gives the enrollment team more time to enroll (yield) those students. Diane's team is visiting high schools, encouraging students to ask questions, and helping them navigate the college landscape.

- ***Student Life report.*** John Davenport, Director of Student Life, reported that the food pantry continues to be high priority. He reminded board members that March is “Operation Feed” month. He encouraged financial donations, which go to the Licking County Food Pantry which translates to items for Newark campus students. The food pantry has much better buying power. John said that a \$1 donation translates to \$11 worth of food if one were to purchase it at a grocery store. John reported that Campus Corner served more students between January 1 and March 5 than they did for all of last year. The Newark Campus Corner website is: <https://newark.osu.edu/students/student-life/campus-corner-student-food-pantry.html> . At the bottom of the page is the link for the Food Pantry Network of Licking County which is where financial donations can be made and designated to our campus. That URL is <https://www.foodpantrynetwork.net/ways-to-give/> .

The faculty and staff vs. students basketball game had to be postponed due to a few injuries on the faculty/staff team and because they did not have enough students sign up. He said they would try to get this back on the schedule soon.

8. Dean/Director’s report

- ***Discussion of provost visit.*** Dean/Director Bill MacDonald recapped the highlights of the recent visit to campus by Melissa Gilliam, Ohio State’s executive vice president and provost, and Ryan Schmiesing, senior vice provost for external engagement. Dr. Gilliam had group sessions with students, faculty, staff, and members of the advisory board. Bill expressed his gratitude to the board members who were able to attend. Those board members who were present for the luncheon with the provost all agreed that the visit was very productive.
- ***BSET update.*** Bill reported that the Bachelor of Science in Engineering Technology (BSET) will launch in the fall and faculty have been hired. Leadership is working on an MOU with C-TEC for the space that will be used there. There has also been discussion about working with COTC for space and equipment sharing for year two which might allow everything to be located on campus so the C-TEC space will no longer be needed. In the meantime, C-TEC has been great to work with and they have given a reasonable rate for the rental of space and equipment. There are 30 students signed up for the BSET major.

9. New Business

- ***Summit with A Call to College, COTC, Newark City Schools and Ohio State Newark.*** Bill provided an update regarding the summit which is being planned for the summer and hosted by Ohio State and COTC. The central purpose of the summit is centrally around increasing Newark High School graduates’ college attendance rates and college

retention rates. An invitation will come from David Lewis, Tara Houdeshell, John Berry and Bill. It will be June 15. Ideally, the grant from Ohio State's Office of Academic Affairs will fund the food, guest speaker, books, or any other costs associated with the event. Many organizations from the community will be invited who are connected to K-12 and/or post-secondary education in some way.

- ***Discussion on Dining Services.*** Bill reminded board members that the issue at hand is that Dining Services has historically struggled with meeting the needs of students, faculty, and staff, especially for variety. This predates the pandemic, but the pandemic made things even worse. It is very challenging for Dining Services to maintain the level of inventory for such a small demand. Even with the reduction in the rent, it is still difficult to sustain operation. An advisory committee is being formed to work with Lori Garrabrant, the Newark Dining Services manager, to help. The committee will consist of: 1) A community member, (Alexa has agreed to serve); 2) A student (Bill will ask Emilee Redfern, student representative to the board and nutrition major; 3) A faculty representative (Dana Munteanu, faculty assembly chair); 4) A staff member (Jackie Parrill has agreed to serve).

10. The Next Board meeting May 18 from 9:00 a.m.-10:30 a.m.

2023-2024 upcoming meetings:

- May 18, 2023
- October 19, 2023
- January 18, 2024
- March 21, 2024
- May 16, 2024
- October 17, 2024

11. Adjournment

There being no further business, the meeting adjourned at 10:10 a.m.

Respectfully submitted by

Nichole Lenglé

Executive Assistant to the Dean and Director

The Ohio State University at Newark