

MINUTES OF A REGULAR MEETING OF THE BOARD OF VISITORS
OF VIRGINIA COMMONWEALTH UNIVERSITY
November 19, 1987

A regular meeting of the Board of Visitors of Virginia Commonwealth University was held on Thursday, November 19, 1987, at 9 a.m. in the University Meeting Center.

Present were Messrs. Farinholt (Rector), Beadles, Berry, Gregory, Lipman, Meador, Smith, Whitworth and Wurtzel; Mesdames Abady and Epps; and Drs. Holland and Moore. Absent were Messrs. Latham and Morris; and Mrs. Whittemore. Also present were Drs. Ackell, Connell, Ruch, Sparks and Wilson; Messrs. Bruegman, Doswell, Kudless and Ross; and Mesdames Price and Yeaman. Ms. Susan Johnson, student representative to the Board, was also present.

Mr. Farinholt called the meeting to order and on motion made and seconded, the Board convened into executive session to discuss certain personnel matters involving the performance of identifiable employees or faculty of VCU, and to discuss the evaluation of performance of departments or schools of VCU where such matters regarding such individuals might be affected by such evaluation, and to discuss the condition, acquisition or use of real property, and to discuss the investing of public funds, and to discuss legal matters relating to gifts, bequests, and fund-raising activities as authorized by Section 2.1-344 a(1), a(2), a(5), a(6) and a(7) of the Virginia Freedom of Information Act.

Following executive session, on motion made and seconded, the Board accepted the Report of the Legal Advisor, accepted the Report of

the President, approved the Faculty Appointments and Changes in Status including the appointment of Mr. John Kudless as Vice President for Advancement, approved Full and Consultative Hospital Privileges, and accepted the Report of Gifts.

On motion made and seconded, the Minutes of a Special Orientation Meeting of the Board of Visitors held on September 16, 1987, and the Minutes of a Regular Meeting of the Board of Visitors held on September 17, 1987, were approved.

The Report of the President followed. Dr. Ackell reported on the following telecommunications-based programs at VCU:

Dr. Ackell stated that in the early 1980's it became apparent that a new higher educational environment was developing nationally. Open broadcast radio and television, audio teleconferencing, various closed-circuit television systems, and computer technology were fast becoming major delivery systems for educational programs. Other State institutions (VPI, UVA, GMU, ODU and the Community College System) were quickly assimilating the new technologies and simultaneously institutions outside Virginia were becoming more and more visible within the State.

Consequently, in 1983, a University-wide feasibility study by the Division of Continuing Studies and Public Service was funded. The study indicated the readiness of the University for media and the advantages of VCU developing more significant activities so the University could serve a broader-based constituency and do so more conveniently both for VCU and them.

In 1984, the Office of Media Instruction was created to provide coordinated development and administrative support for instructional telecommunications programs. The results of this new focus have been quite good. For example, in 1985-86 and 1986-87:

- * VCU has offered 20 credit telecommunications-based sections for an average of 320 students per year.
- * VCU has offered 108 non-credit activities for 5715 participants.
- * VCU has received over \$1 million in grant funds for media-based projects of which 20% of the funds went directly for telecommunications instruction.

Dr. Ackell stated that the following programming experience garnered by VCU has been varied and interesting:

EDUCATION: The School of Education has served about 350 teachers with graduate credit telecourses.

PHARMACY: The School of Pharmacy has served about 150 students around the State with graduate credit courses via video cassettes.

RECREATION: The Department of Recreation has offered credit courses via audio teleconferencing to students in the Fishersville area.

SOCIAL WORK: The School of Social Work's federally-funded video teleconference series on "Improved Social Service Delivery to Minority Families" was distributed State-wide to 500 participants. A final program was sent via satellite to six states and 300 participants. The School's Public Policy Forum, which examined the War on Poverty, was video taped and later broadcast over Channel 23 for an audience estimated at 120,000.

GERIATRICS: VCU's federally-funded Geriatric Education Center has offered seven video teleconferences over the past two years to a total of about 3,750 participants in 25 states and in Canada. Its latest program on November 4th served at least 100 sites and probably will earn about \$8,000 in revenue.

MEDICINE: The School of Medicine is currently developing the Virginia Hospital Television Network (VHTN) in cooperation with the Healthcare Information Network, a national satellite service providing educational programs to 350 hospitals. MCV will probably become a major provider of HIN programming.

HUMANITIES AND SCIENCES: VCU continues its development of the International Audio Network for Instructional Support and Cultural Understanding (IANISCU). The network connects university faculty and students in Europe with their counterparts at VCU. VCU has conducted about 24 programs for a total audience of about 500 in the areas of language training, foreign literature, foreign policy, and culture.

STUDENT ACTIVITIES: VCU's Student Activities organizations have sponsored the reception of about ten satellite programs of the College Satellite Network, which brought political leaders, artists, etc., direct to campus.

BUSINESS: Dr. Fred Haas has brought business owners directly into his management science classes through audio teleconferenced case studies.

SCULPTURE: Elizabeth King brought a noted sculptor from California into her class by use of audio teleconference.

Dr. Ackell noted that these programs have had a significant impact on the Institution by allowing greater access to VCU courses, making instructional resources available at reasonable costs, providing grant funds and new revenue sources, providing faculty new professional opportunities, extending VCU resources, making the special expertise of the Institution available to a national and international clientele, and enhancing the image of VCU.

Dr. Ackell stated that technical development had to parallel program development. Since 1984 about \$400,000 has been invested in production and distribution capabilities. By January 1988, VCU will have in operation seven satellite dishes, a five-channel cable system for each campus with interconnectivity between campuses, access to a microwave transmitter to reach WCVE direct from campus, and cable access to Continental Cable, Richmond Public Schools, and J. Sargeant Reynolds Community College.

Dr. Ackell reported that a capital outlay request for \$327,000 and a budget initiative request for \$1.2 million currently under consideration by the State would further VCU's production and distribution capabilities.

Dr. Ackell stated that telecommunications-based programming has expanded rapidly since 1984, and one should expect that these specialized programs will continue to expand in the future.

VCU can expect to offer more courses via open broadcast, closed-circuit television, audio teleconferencing, and tapes. An enrollment of at least 1000 students per year in these courses should be expected in Education, Pharmacy, Liberal Arts, Social Work and other areas.

Given VCU's satellite and campus distribution capabilities, special instructional program enrichments will increasingly become a normal part of the University's classes.

Dr. Ackell stated that by the mid 1990's, VCU may have its own satellite uplink and increase its origination capabilities and offer live, interactive instruction and seminars across the State, the Nation, and internationally. VCU's networking capabilities will make possible a wide range of programming, public affairs, credit courses, performing arts, sports and more. It's not unreasonable to project VCU's serving as many as 10,000 to 20,000 registrants per year in these programs by the early 1990's. If the facilities fall into place, potential actual audiences will number in the millions.

Mr. Farinholt stated that the Board of Visitors' Retreat would be held on Thursday, March 17, 1988, through Saturday, March 19, 1988, at Wintergreen. The Committee meetings will begin between 3 and 4 p.m. on Thursday and will be followed by the regular Board meeting. The Retreat will begin on Friday morning.

Mr. Farinholt reported for the Executive Committee which met on October 15, 1987. He stated that the Committee had reviewed the Year-End Budget Performance Report for Education and General Programs and the Consolidated Quarterly Budget Performance Report for the first quarter. On motion made and seconded, the Report of the Executive Committee was accepted and the Minutes of a Meeting held on October 15, 1987, were approved.

Mrs. Abady reported for the Academic Policy Committee. Mrs. Abady reviewed the proposed changes to the University Promotion and Tenure document and to the Board's Promotion and Tenure Special Appeals Procedure. It was suggested that the last sentence in the first paragraph of number 7 on page 3 of the Board's Promotion and Tenure Special Appeals Procedure read:....The hearing will be structured by the Rector and will be generally as follows:....On motion made and seconded, the University Promotion and Tenure document, as amended, and the Board's Promotion and Tenure Special Appeals Procedure, as amended, were approved.

Mrs. Abady reviewed the audit on student athletes and noted that the average SAT score for all student athletes is 944. It was requested that a copy of the athletic audit be mailed to all Board members.

Mrs. Abady stated that the Committee received a report on AIDS (education, policy, etc.).

Mr. Farinholt stated that the Advancement Committee had not met since the last Board meeting.

Mr. Wurtzel stated that the Audit Committee report would be made during executive session.

Mr. Berry reported for the Hospital Committee. On motion made and seconded, the Minutes of a Meeting held on September 29, 1987, were approved. Mr. Berry stated that the Committee received a financial report for the Hospital which shows a very strong financial position. The Committee referred the Medical Staff Bylaws and Rules and Regulations to the Legal Advisor's office for review. On motion made and seconded, the Report of the Hospital Committee was accepted.

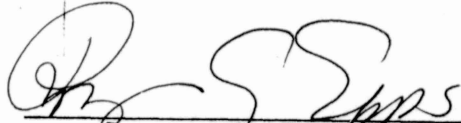
Mr. Wurtzel reported for the Property Committee. On motion made and seconded, the Minutes of a Meeting held on September 16, 1987, were approved. Mr. Wurtzel stated that the Committee had approved a contract for heating and air conditioning maintenance at a cost of \$1.7 million as well as a three-year lease for office space at 401 East Main Street at a cost of \$123,000 per year. This space will be used by the Purchasing Office as it expands its staff. The Committee was notified of an equipment purchase which will expand the central computing facility. Mr. Wurtzel stated that the remainder of the Committee's report would be made in executive session. On motion made and seconded, the Report of the Property Committee was accepted.

Mr. Gregory reported for the Student Affairs Committee. On motion made and seconded, the Minutes of a Meeting held on September 17, 1987, were approved. Mr. Gregory stated that the Committee received a report from Dr. Bost on the University's enrollment picture and Dr. Kinder presented a report on financial aid. Mr. Gregory noted that 70% of VCU's students who receive financial aid receive loans. On motion made and seconded, the Report of the Student Affairs Committee was accepted.

On motion made and seconded, the Board convened into executive session to discuss certain personnel matters involving the performance of identifiable employees or faculty of VCU, and to discuss the evaluation of performance of departments or schools of VCU where such matters regarding such individuals might be affected by such evaluation, and to discuss the condition, acquisition or use of real property, and to discuss the investing of public funds, and to discuss legal matters and pending litigation with its attorney, and to discuss matters relating to gifts, bequests, and fund-raising activities as authorized by Section 2.1-344 a(1), a(2), a(5), a(6) and a(7) of the Virginia Freedom of Information Act.

Following executive session, on motion made and seconded, the Executive Session Committee Reports were accepted.

The meeting was adjourned at 11:25 a.m.


Rozanne G. Epps, Secretary

Approved:


James B. Farinholt, Jr., Rector