THE UNIVERSITY OF ARIZONA  
Strategic Planning and Budget Advisory Committee  
Faculty Center  
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Minutes  
Wednesday, November 1, 2017  
8:15-9:50 a.m. Old Main Boardroom


Guests: President Robbins, Lanita Collette, Tony Proudfoot, Chris Sigurdson, Bill Walker

Call to Order  
Co-Chair R. Richardson called the meeting to order at 8:16 a.m.

Approval of the Minutes of October 18, 2017  
The minutes of October 18, 2017 were approved.

Updates  
President Robbins updated the Committee on the search for a new Senior Vice President for Marketing and Communications that is underway.

Provost Comrie provided the Committee with several updates:

- Salary increase program – The 2018 Salary Increase Program is underway and will be implemented in January 2018.
- He will be meeting with deans and the UA Foundation representatives regarding fundraising objectives.
- The College of Education Dean search is continuing and not yet complete.

Senior Vice President Goldman shared news regarding ABOR:

- At its November 16, 2017 meeting, ABOR will decide whether to approve the following: the Veterinary Medicine core facility in Oro Valley; and athletics renovation for the stadium, Hillenbrand aquatics facility, and Hillenbrand softball facility, and a new indoor sports center.
Co-Chair Allison Vaillancourt welcomed and introduced Lanita Collette who is the Chief Information Security Officer on campus. Collette provided the Committee with an information security update that included the recommendation to use two-factor authentication for all UA systems (UA Access, D2L, etc.) in order to protect UA information, assets, protect personal identify, and comply with federal information security requirements.

Collette distributed information on safe passwords.

Vaillancourt provided the Committee update regarding the University’s interest in seeking health insurance autonomy. She explained that when the State of Arizona first assumed responsibility for health insurance, a bill was passed that prohibited the participating universities (UA and ASU) from offering their own, competing plans in the future. If the UA were able to design its own plan, features important to our community could be added, including more extensive coverage for trans health care needs.

Goldman explained that having autonomy from the state could potentially save us money. He will be meeting with ABOR Legislative Affairs at ASU on November 2, 2017 and will provide updates at a future meeting. Members noted that the state might honor our request to separate and then reduce our appropriation in order to cover the remaining state population’s health care costs.

**Discussion: UA Marketing Plan**

Bill Walker, Interim Senior Vice President for Marketing and Communications, Tony Proudfoot, Associate Vice President for Marketing and Brand Management, and Chris Sigurdson, Vice President for Communications shared a PowerPoint focused on the UA Marketing Plan. Proudfoot noted the importance of thinking about marketing as an identity issue, not an advertising strategy. Before a marketing plan can be created, we must first fill in the blank in the following sentence: “The UA is the place that ____.”

Proudfoot noted we have multiple goals: attract talent, and increase enrollment, research funding, philanthropy, etc. He encouraged us to talk less about what we do and how we do it and more about what we achieve.

**Adjournment**

The meeting was adjourned at 9:57 a.m.

**Future Meetings**

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<tr>
<td>November 15, 2017</td>
<td>8:15 am – 9:50 am</td>
<td>Old Main Boardroom</td>
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<tr>
<td><strong>Rankings Conversation Continued</strong></td>
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<tr>
<td>December 6, 2017</td>
<td>8:15 am – 9:50 am</td>
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<tr>
<td>December 20, 2017</td>
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<td><strong>January 3, 2018</strong></td>
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