University Budget Advisory Committee (UBAC)
Meeting Notes
April 23, 2014, 9:00 – 11:00 a.m.
Solano Hall Conference Room

Members Present: Fred Baldini (Chair), Paul Edwards, Marya Endriga, Scott Farrand, Stacy Hayano, Deidre Sessoms, Greg Siino, LindaKay Soriano, Christine Miller, Kayla Wheeler,

Members Absent: Kristina Vieira

Others Present: Phillip Garcia, Vice President for Public Affairs and Advocacy, Jeannie Wong, Associate Vice President of University Communications, Phillip Altstatt, Graphic Designer, Larry Gilbert, Vice President and Chief Information Officer for Information Resources and Technology, Angel Thayer (BPA)

Open Forum: The committee briefly discussed the budget call documents submitted by Public Affairs and Advocacy before meeting with Vice President Garcia.

Agenda Items:
Vice President Phil Garcia joined the committee at 9:15am to discuss the budget call submission for the division of Public Affairs & Advocacy (PAA). He began his presentation by emphasizing the importance of making an investment in PAA to better promote academic excellence at Sacramento State. He explained to the committee that PAA’s budget is about a return on investment; it needs to be viewed as an investment over time. He then went on to share PAA’s organizational history with the committee. In 2009/10 when they were still Governmental and Civic Affairs, they were operating with a $200K carry forward balance. In 2010/11, they reorganized and become PAA. As part of the reorganization, they absorbed Public Affairs’ staff salaries from University Advancement; without an increase to baseline funding. The addition to their salary expenditures has created a continuous annual carry forward deficit in their division. Additionally, they are working to fully staff their Communications and Marketing areas, but require extra funds to make this happen. Vice President Garcia noted that additional support is needed in other areas as well, such as graphic design, social media and mobile technology. They have been addressing their needs with one-time requests, but additional baseline funding is necessary to eliminate their large structural deficit. The committee asked some follow up questions and Vice President Garcia left at approximately 10:00am.

The committee took a few minutes to discuss Public Affairs and Advocacy’s presentation. At 10:15 am, Vice President and Chief Information Officer Larry Gilbert joined the committee to discuss the budget call submission for Information Resources and Technology (IRT).

Vice President (VP) and Chief Information Officer (CFO) Gilbert reviewed his strategic plan with the committee. At Chancellor White’s State of the CSU address, he indicated that there are three main areas that we need to focus on; full time faculty, infrastructure and technology. VP and CFO Gilbert stated that IRT’s main focus for this year began with the Graduation Initiative (GI) and preparing students for success through academic technology. They have
initiated Requests for Proposals (RFP) that focus on the Graduation Initiative such as eAdvising and class scheduling. Their strategic plan is based on the Redefine the Possible Initiative. Technology is now the basis for of how we define things; we’re focusing on workflow for transcripts, financial aid and graduation advising. IRT is working with Academic Affairs and Student Affairs on the Student Success Initiative by focusing on technologies for degree planning, degree audit, etc. Campus analysts are working with the Chancellor’s Office in producing data to analyze student success and graduation prediction. There seems to be this perception that technology will just be there, like energy. However, it’s a cost that’s taken for granted. The need for baseline services is growing, for example, storage space. As the need grows, storage becomes a greater requirement. Additionally, increased wireless needs have increased by a factor of ten; network communications have increased tenfold. Baseline information technology (IT) services are aligned with the strategic focus, workplace improvements and student success; but, this requires staff to manage these services. During the recession IRT reduced their staff from 94 to 80 and now it’s difficult to keep up with the demand due to the staffing shortfall. He noted that IT personnel are still highly sought after and it’s difficult for the campus to offer competitive salaries. IRT continues to be at risk because they are losing valuable employees. He then discussed his one-time request for additional storage space with the committee. After answering various questions posed by committee members, VP and CFO Gilbert departed promptly at 11am.

**Future Meetings (tentative schedule):** All meetings are held in Solano Hall, Room 5000 unless otherwise noted.

- **Friday, (4/25/14), 8:00 – 11:00 a.m.**