

Finance and Benefits Committee Minutes
January 9, 2014

Attending: Jim Manaro (Chair), Peggy Fulton, Shirley Haymaker, Leslie Sherman, Lane Conaway, Andrea Lange, Joe Holt, Latoya Felton, Susanne Kelly, Ken Schweitzer and Mark Scott.

Other attendees included: Karson Langenfelder, Director of Conference Services, Gary Grant, Vice President of Advancement and Barbara Heck, Senior Associate Vice President of Advancement.

Jim opened the meeting by introducing Karson Langenfelder and Gary Clark to the Committee. Jim reported that The Board of Visitors and Governors signed off on the 3% tuition and 6% room/board increase for FY15.

Karson provided the committee with the Conference Services budget overview that compared FY13 to projected FY14 and FY15. New business projected for the May to June FY14 period will produce \$248,000. The clients include: Maryland State Dept. of Education, National Soccer Coaches Association of America, First Baptist Church Conference, Encore Creativity for Older Adults, and Waste Water Operators. A new internal Chesapeake Summer Program in conjunction with Center for the Environment (CES) will start in June and is expected to produce \$40,000 in gross revenue. Boys' State will not be returning in June; however, The Center for Talented Youth (CTY) has shifted their dates back by one week, therefore CTY revenue will be posted in FY15. Gross revenue for FY15 is projected to increase by 20% from FY13. This increase is based on the assumption of a 2% blended rate increase for existing business in FY14, negotiations will continue with Boy's State regarding reinstating FY12 rates. Additional interest from several sports camps, and working on International Study Holiday program.

Conference Services faces the challenge of scheduling in June due to most of our clients (students) are still in school.. We must find ways to target adult clients that would be willing to stay in standard dormitories. Scheduling in August is challenging due to the fact that WC students (athletics, RAs, etc.) return to campus earlier each year. This leaves very little time for campus renovation and routine repairs during the summer months.

Karson, also noted that WC rates are very competitive with other Maryland colleges offering conference services.

Gary's presentation outlined the Washington Fund strategies and proposed changes for soliciting and obtaining new donor funds. Recent data reflects a general upward trend; however, delay in initiating proposed strategy changes will likely result in similar performance, at best. New initiatives discussed included: launch employee giving program, extend phonathon duration, and personalize 1782 solicitation approach. In addition to these new initiatives, a challenge grant was also discussed. The estimated total projection FY14 is \$1,549,565.

Peggy explained the key assumptions that are necessary in order to project the estimated FY15 budget. The estimated FY15 budget indicates a total marginal revenue of \$1,781,462 for FY15. The next step will be to determine the nondiscretionary expenses to see what funds will be available in FY15 for new initiatives. Underlying all projections is the necessity of enrollment of a minimum of 430 new students at the 45% discount rate with a tuition increase of 3% and a room and board increase of 6%.

The meeting was then adjourned.