MEMORANDUM

DATE: December 9, 2008

TO: Stephen L. Weber  
President

FROM: Sally F. Roush  
Chair, President’s Budget Advisory Committee

SUBJECT: President’s Budget Advisory Committee  
Recommendation of November 20, 2008

Attached is the Recommendation from the President’s Budget Advisory Committee (PBAC) Meeting of November 20, 2008 for final approval of Master Plan Litigation, and Academic Affairs and Student Affairs Non-Resident Recruitment Funding. Minutes and the supporting material are attached for your information.

If you have any questions, please let me know.

SFR:nl

Attachments
RECOMMENDATION

1. Approve Master Plan Litigation Funding for 2008/09.
   $126,000

2. Approve Academic Affairs Non-Resident Recruitment Funding for 2008/09 and 2009/10
   $200,000

3. Student Affairs Non-Resident Recruitment Funding for 2008/09 and 2009/10
   $297,460

Approved by:

[Signature]
Stephen J. Weber, President

12-11-`08
Date
President’s Budget Advisory Committee
Meeting Agenda
November 20, 2008
2:00 p.m. @ MH 3318

I. Call to order
   a) Call for amendments to agenda

II. Funding Requests
   a) None

III. Information Item
   a) Master Plan Litigation - $126,000 One-Time Funding – Attachment 1
   b) Academic Affairs Non-Resident Recruitment Proposal - $100,000
      One-Time Funding – Attachment 2
   c) Student Affairs Non-Resident Recruitment Proposal – Material to
      distributed at meeting

IV. Reports
   a) Potential 2008/09 Mid-Year Reductions - Attachment 3
   b) 2009/10 Budget Discussion
   c) 2008/09 Reserves - Attachment 4

V. Watch List
   a) Unfunded Compensation Items
   b) Master Plan Costs
      • Litigation Costs
   c) Alumni Center
      • Maintenance and Utilities
      • Furniture
   d) BioScience Maintenance and Utilities
   e) Legal Claims Reserve
   f) Student Affairs Aztec Nights
   g) Student Affairs Judicial Issues

VI. Voting Items
   a) None

VII. New Business
   a) 

VIII. Reminder
   a) Next Meeting Date – January 29, 2009 at 2:00 p.m. in MH 3318
Funding Request for November 20, 2008 PBAC Meeting

Additional Funding for Master Plan Litigation - $126,000 One-Time Funding

Additional one time funding of $126,000 is requested to continue support for the litigation costs to defend the 2007 Campus Master Plan Revision.

The CSU Board of Trustees unanimously approved SDSU’s 2007 Campus Master Plan at their November 14, 2007 meeting in response to unprecedented demand for higher education in the region and state. The 2007 SDSU Master Plan raises SDSU’s enrollment ceiling capacity from 25,000 FTES to 35,000 FTES and provides proposed building site locations and increases for the academic, research and support facilities necessary to accommodate the new students, faculty and staff provided for in the Plan.

Litigation challenges include petitions by MTA and SANDAG, City of San Diego and the City’s Redevelopment Agency, and also includes SDSU’s “return” which must show SDSU’s compliance with the City of Marina decision with respect to petitions filed by Del Cerro and the City/Redevelopment Agency in 2005. The next phase involves resolution of dispute over the contents of the record, extensive briefing, and preparation and attendance for the final trial court phase.
ACADEMIC AFFAIRS 2008/09 AND 2009/10 NON-RESIDENT RECRUITMENT PROPOSAL

For 2008/09, we project that we will be 109 non-resident FTES above our 2008/09 non-resident budgeted FTES. That 109 additional FTES will generate $835,921 in net revenue for the university. Within this context, note that a preliminary estimate in this year’s overall gross non-resident tuition balance is between $2.4M and $2.6M, i.e., the university’s non-resident tuition balance has exceeded, and continues to exceed, its budgeted non-resident tuition revenue. A surplus in non-resident tuition revenue serves to buffer any unexpected downturn in non-resident enrollment and revenue.

Academic Affairs is requesting $100,000 in one-time funds in 2008/09 and $100,000 in one-time funds in 2009/10 to sustain the current level of non-resident FTES and increase that FTES by a minimum of 100 FTES in 2009/10 and 100 FTES in 2010/11. An additional 100 non-resident FTES will generate the following net revenue.

Gross Revenue Generated by 100 Non-Resident FTES (100 x $8,814)+(100 x $1,599) = $1,155,800

Course Section Salary and Benefit Cost for 100 Non-Resident Students (100 x $2,774= $277,400)+($277,400 x 32% in benefits = $83,220) = $366,168

One-Time Additional Out-of-State Recruitment Cost $100,000

Subtotal $466,168

Difference/"Profit" $689,632

At this stage in our ongoing development of non-resident student recruitment, we believe it is essential to test additional non-resident recruitment strategies, including new information technologies. The approaches listed on the following pages are in the planning and initial development phase. However, the extent of their development and implementation is limited by available funds. Thus, we are requesting additional one-time funds of $100,000 in 2008/09 and $100,000 in 2009/10 to fully develop and implement these approaches. All of the new and expanded strategies will be thoroughly assessed to determine what works and what is most cost effective. The new non-resident recruitment strategies are as follows.
Online New Media and Social Networking

1. YouTube
Develop ASAP an SDSU’s “Make SDSU Your Own” recruitment video which will be uploaded to YouTube. Other videos will be added this fall and spring (e.g. messages from current students, Associated Students, etc.). Student assistants will monitor and follow up on “comments” received by viewers.

2. Zinch.com
Contract with Zinch.com, an online community where students sign up to be recruited by colleges. Using Zinch.com will allow us to communicate with students who indicate interest in SDSU, as well as find students in the geographic areas we want to recruit via e-mail and mailings.

3. YOUneiversityTV.com
Produce an SDSU profile video with YouUniversity TV. Video will be placed on their Web site and link back to our prospective student Web site. Traffic to our Web site will be tracked by Google Analytics (software that provides us with information on who is viewing our Web sites).

4. Blog
Create a blog for out-of-state students with contributions from current SDSU students from outside California.

5. Online admissions fairs
Selectively participate in online admission/enrollment fairs for high school students in which the students and parents can ask admissions questions through chat; visit with current students via Webcam, and stop in online booths linking them to other information.

6. Facebook
Establish an SDSU Facebook and MySpace Web page for applicants. Replicate Facebook strategy used by SDSU Sports MBA recruitment.

Advertising (Online and Print)

1. Search engine ads
Selectively advertise among major Web search engines: Google, Yahoo, MSN, AOL, etc. to reach out-of-state applicants. Advertising will potentially be aimed at users in the major metropolitan areas of Texas, Hawaii and Colorado (with the possibility of additional states Arizona, Washington, New York, Illinois).
Utilize statistical analysis to determine how much traffic our Web site receives through the advertising. Students who contact the Office of Admissions through the advertising will receive follow up calls/e-mails from admissions counselor and students.

2. SkoolPool
Consider advertising with Skoolpool, which allows us to advertise to students on Facebook who are interested in SDSU.

**Student-to-Student Recruiting**

1. **Hometown Recruitment**
Work with current SDSU students to develop “Hometown Recruitment” program with current students from outside California. These students will call prospective students and applicants, blog, and work on Facebook and MySpace accounts. They will also lend their names/faces to e-mail correspondence with students and be a part of out-of-state marketing advertising and campaigns.

2. **SDSU Presentations**
Students will be trained to go back to high schools to provide presentations and educate high school juniors and seniors about SDSU during winter and spring breaks.

3. **Phone banks**
Students will work on spring telemarketing campaign to non-resident admits assisting them with enrollment information.

**Additional Non-Resident Recruitment Strategies Currently Being Utilized**

**Marketing and E-mail Communication**

1. **mySDSU**
Continue using our mySDSU prospective student data system. Run weekly report of new mySDSU prospects, as well as campus tour attendees from outside California. Each student receives an e-mail from designated out-of-state admissions counselor (HTML designed message w/ person’s photo and video clip). One week later, the prospective student will receive a personalized SDSU View Book in the mail. Prospect receives additional recruiting e-mails outlined below.

2. **CSUMentor**
Use CSUMentor college planner to find prospective non-residents who indicated interest in SDSU. Student receives an e-mail from designated out-of-state admissions counselor (HTML designed message w/ counselor photo and video clip). One week later, the prospective student receives a will receive a personalized SDSU brochure in the mail. Prospect receives additional recruiting e-mails outlined below.
3. College Board Name Buy
Purchase junior and senior SAT/ACT names from College Board. Student will receive an e-mail from designated out-of-state admissions counselor (HTML designed message w/ counselor photo and video clip). One week later, the prospective student receives a personalized SDSU brochure in the mail. Prospect receives additional recruiting e-mails outlined below.

4. Out-of-state visits
Provide e-mail to prospects stating that “SDSU is coming to Arizona, etc.” and announcing our participation at college fairs, high schools, receptions, etc. Out-of-state admissions counselor's name and contact number will be on these e-mails.

Fall “Apply to SDSU” Campaign

1. Multimedia e-mails
Prospects will receive the following messages in the fall “apply to SDSU” e-mail campaign. These messages are in addition to the initial personalized e-mail from out-of-state admissions counselor. All e-mails will be in an HTML template and may include video or flash.

- SDSU is coming for fairs, high school visits (select states) (Sept - Nov)
- Visit SDSU (campus/virtual tours, prospective student site, apply today) (Oct)
- Don’t forget to apply to SDSU (w/ junior/senior application calendar) (Oct)
- One month left to apply... (Oct)
- Greetings and apply today from Associated Students president (Nov)
- 10 Reasons to apply to SDSU (Nov)

Spring “Attend SDSU” Campaign

1. Multimedia e-mails
Admitted students will receive the following messages in the spring e-mail campaign. All e-mails will be in an HTML template. Many will include video or flash.

- President’s congratulations on admission (January)
- Congratulations follow up from Malerie and student recruiters (January)
- SDSU is coming for admission presentation/reception (select states) (January)
- Testing requirements (February)
- Explore SDSU (February)
- Housing options (March)
- Welcome from college dean (March)
- Podcasts (March/April)
- Provost and VP Kitchen welcome (April)
- Intent to Enroll reminder (April)
• Welcome to SDSU (June)

2. Receptions
Consider recruitment receptions for admitted students in selected states. Printed invitation will be mailed to admitted students to attend receptions in selected cities in the spring.

3. Admission packet
Provide early admission notification to non-resident freshmen. Unique admit packet mailed to out-of-state admitted students (FTF and transfers). Possible packet items include: SDSU folder containing admission letter (with Malerie as the designated admission counselor); 6 Steps to Enrollment print-out; 10 Reasons brochure; recruitment DVD and case; poster; stickers; pendants; information on financial aid/scholarships; Explore SDSU flyer; and admissions calendar.

4. Phone banks
Follow up call from SDSU non-resident recruiting student to admitted students after admit packet has been mailed.

5. Pre-Explore SDSU event marketing
Postcard to admitted students about specialized pre-Explore SDSU activities for non-residents (e.g. special Friday campus tours; meeting with major advisers/classroom visits; scholarships; Honors Program; etc.).

Out-of-State Travel

1. Targeted visits (fall)
SDSU representation in the following cities through high school fairs and school visits:

Arizona: Phoenix, Scottsdale and Mesa (NACAC fair, high school fairs and school visits)
Washington: Seattle and Spokane (NACAC fairs and school visits)
Oregon: Portland (NACAC fair and school visits)
Hawaii: Honolulu (NACAC fair and school visits)
Colorado: cities, fairs and school visits TBD

2. Personalized follow-up
Prospects obtained during visits receive e-mail follow-up, personalized View Book in the mail, and will receive all communication to prospective applicants.

3. Admissions presentations and receptions (spring)
Spring visits to cities within the five target states to include admit presentations to admitted seniors at high schools; Saturday recruitment reception at a hotel; a presentation to juniors to apply in the fall; possible NACAC fairs. Student recruiters will attend with admissions counselor. Cities and schools TBD.
4. International Student Center leads
Coordinate with International Student Center recruiters to collect mySDSU information cards from prospective non-resident transfers while they attend out-of-state community college fairs.

Campus Events

1. SDSU At a Glance
Every out-of-state registrant for campus “SDSU at a Glance” fall tours will receive a welcome phone call from out-of-state admissions counselor. She will greet those families at the event. Special customized tours/meetings with those individuals (scholarship seminar, Honors Program, etc.) as needed. Admissions counselor will follow up with those families after the tours.

2. Explore SDSU
Special out-of-state workshop presentation for non-resident attendees at Explore SDSU. Special invitations and calls to all non-res applicants regarding Explore SDSU.

3. Pre-Explore SDSU events
Specialized pre-Explore SDSU activities for non-residents (e.g. special Friday campus tours; meeting with major advisers/classroom visits; scholarships; Honors Program; etc.). Notification via postcard after student is admitted.

11/17/2008
<table>
<thead>
<tr>
<th>RECRUITMENT EFFORTS</th>
<th>EXPENSE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>line New Media and Social Networking</strong></td>
<td></td>
</tr>
<tr>
<td>YouTube video production</td>
<td>$ 6,500.00</td>
</tr>
<tr>
<td>Zinch.com</td>
<td>$ 7,500.00</td>
</tr>
<tr>
<td>YOUniversity.tv video</td>
<td>$ 2,500.00</td>
</tr>
<tr>
<td>Blog</td>
<td>$ 3,000.00</td>
</tr>
<tr>
<td>Online admissions fair (fall and spring fairs)</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td><strong>Advertising (Online and Print)</strong></td>
<td></td>
</tr>
<tr>
<td>Google and Yahoo search engine ads (TX, CO, HI, AZ, WA)</td>
<td>$ 65,000.00</td>
</tr>
<tr>
<td>Facebook and MySpace ads</td>
<td>$ 5,000.00</td>
</tr>
<tr>
<td><strong>Student-to-Student Recruiting</strong></td>
<td></td>
</tr>
<tr>
<td>Hometown recruitment by out-of-state students</td>
<td>$ 7,500.00</td>
</tr>
<tr>
<td>SDSU Presentations</td>
<td>$ 2,000.00</td>
</tr>
<tr>
<td><strong>TOTAL RECRUITMENT EFFORTS</strong></td>
<td>$ 100,000.00</td>
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</tbody>
</table>

11/17/2008
# Mid-Year Reduction Scenarios

**Reduction III - Special Session of the Legislature - 11/06/08**

<table>
<thead>
<tr>
<th>2008/09 General Fund Allocation (B 08-03)</th>
<th>3% General Fund Reduction</th>
<th>5% General Fund Reduction</th>
<th>7% General Fund Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>221,267,746</td>
<td>(6,638,032)</td>
<td>(11,063,387)</td>
<td>(15,488,742)</td>
</tr>
<tr>
<td>Net 2008/09 Unallocated Budget</td>
<td>205,216</td>
<td>205,216</td>
<td>205,216</td>
</tr>
<tr>
<td><strong>Net Reduction</strong></td>
<td><strong>6,432,816</strong></td>
<td><strong>10,858,171</strong></td>
<td><strong>15,283,526</strong></td>
</tr>
</tbody>
</table>

## 2008/09 Divisional Budget Allocations (1)

<table>
<thead>
<tr>
<th>Division</th>
<th>Budget Allocation</th>
<th>Reduction Percentage</th>
<th>3% Reduction</th>
<th>5% Reduction</th>
<th>7% Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's Office/Diversity/KPBS</td>
<td>2,717,986</td>
<td>0.96%</td>
<td>(61,916)</td>
<td>(104,509)</td>
<td>(147,103)</td>
</tr>
<tr>
<td>Academic Affairs</td>
<td>207,874,953</td>
<td>73.61%</td>
<td>(4,735,380)</td>
<td>(7,993,011)</td>
<td>(11,250,641)</td>
</tr>
<tr>
<td>Athletics - Operational Fund</td>
<td>6,032,243</td>
<td>2.14%</td>
<td>(137,414)</td>
<td>(231,946)</td>
<td>(326,478)</td>
</tr>
<tr>
<td>Business &amp; Financial Affairs</td>
<td>41,541,874</td>
<td>14.71%</td>
<td>(946,322)</td>
<td>(1,597,329)</td>
<td>(2,248,336)</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>17,375,622</td>
<td>6.15%</td>
<td>(395,816)</td>
<td>(668,111)</td>
<td>(940,406)</td>
</tr>
<tr>
<td>University Relations &amp; Development</td>
<td>6,846,758</td>
<td>2.42%</td>
<td>(155,969)</td>
<td>(203,265)</td>
<td>(370,561)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>282,389,436</strong></td>
<td><strong>100%</strong></td>
<td><strong>6,432,816</strong></td>
<td><strong>10,858,171</strong></td>
<td><strong>15,283,526</strong></td>
</tr>
</tbody>
</table>

(1) Excludes Instructionally Related Activities fee, Student Health Services fees, and other revenue-based departmental expenses.

(2) For information: A one-percent salary increase across all bargaining units = $2,783,000 (Salary and Benefits)

(3) Net Unallocated Budget Balance:

- Unallocated Budget Balance as of 9/23/08: 7,877,696
- Budget Act Reconciliation Reduction (10/23/08): (2,461,300)
- Special Legislative Session Reduction (11/6/08): (5,211,180)
- **Net Unallocated Budget as of 10/23/08**: 205,216

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I:\SHARE\2008_09 BUD\2008-09 PBAC\Nov. 20, 2008\mid-year reductions scenarios with return attachment 3.XLS

08-09 Mid-Year Reductions III

November 10, 2008
<table>
<thead>
<tr>
<th>Permanent Reserve</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/09 Beginning Balance</td>
<td>524,395</td>
</tr>
</tbody>
</table>
### One-Time Reserve

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/09 Beginning One-time Balance</td>
<td>4,960,752</td>
</tr>
<tr>
<td><strong>Estimated 2008/09 Revenue Over Budget</strong></td>
<td></td>
</tr>
<tr>
<td>Fee Revenue Over Budget (as of 11/17/08)</td>
<td>2,936,276</td>
</tr>
<tr>
<td><strong>Total Estimated 2007/08 One-Time Balance</strong></td>
<td>7,897,028</td>
</tr>
<tr>
<td>2008/09 Approved Funding Requests</td>
<td></td>
</tr>
<tr>
<td><strong>Academic Affairs</strong></td>
<td></td>
</tr>
<tr>
<td>Fall over enrollment course sections (Approved 10/16/08)</td>
<td>(1,430,936)</td>
</tr>
<tr>
<td><strong>Pending 2008/09 Funding Requests</strong></td>
<td></td>
</tr>
<tr>
<td>Master Plan Litigation (If Approved)</td>
<td>(126,000)</td>
</tr>
<tr>
<td><strong>Academic Affairs Non-Resident Recruitment (If Approved)</strong></td>
<td>(100,000)</td>
</tr>
<tr>
<td><strong>Balance as of 10/16/08</strong></td>
<td>6,240,092</td>
</tr>
</tbody>
</table>
2008/09 and 2009/10
Student Affairs International Recruitment Funding Request

ISC Recruitment of International Students $152,411

The International Student Center (ISC) proposes the development and implementation of an enhanced strategic plan to increase international undergraduate and graduate student enrollment over the next four years with an emphasis upon recruitment of first time freshmen from China, Taiwan, Hong Kong and other Pacific Rim countries.

According to IIE Open Doors, Chinese students are the number two country for students coming to the United States with 11.6%. At SDSU, Chinese students make up less than one percent of the total international student population. Students coming from China, Taiwan and Hong Kong show growing interest in the United States and are an excellent fit for SDSU because of academics, location and cost.

Additional recruitment strategies, as indicated on the next page, will be explored over the course of this two year time period. In general, strategies include honing our technology, telecommunications systems, and materials/resources in order to increase admitted applications and to raise the yield rates. Thus, we are requesting additional one-time funds of $152,411 in 2008/09 and $152,411 in 2009/10 to meet these ends.

The goal will be to increase the number of tuition-paying matriculated international students by a minimum of five percent per year. This goal should be expected to be demonstrated beginning in the Fall 2010 enrollment data.

Why SDSU is a good fit for China and Pacific Rim area recruitment:
- Academics – SDSU is seen as the number one school of the California State University (CSU) system. International Business is ranked number fourteen in the nation; the MBA is highly ranked, very good engineering and computer science programs. These are the most popular majors for international students from Asia.
- Location – warm, without snow, safe, job opportunities, public transportation on campus (trolley), and the fact that San Diego is considered, “America’s finest city.” The west coast is closer to Asia and this is appealing to both students and parents.
- Cost – public schools in California are an excellent value and the CSU fees are less than UC fees. With a global recession upon us, China is one of the few countries with plenty of financial capacity for its students to study abroad.

Past results - as a result of the funding received in 2006:
- Applications increased by 58%
- Admitted students increased by 47%
- Newly matriculated students increased by 29%
- Total matriculated international students increased by 23%.
• As a result of the $156,000 put towards international student recruitment in 2006, the ISC projects an additional $3,100,000 in tuition alone. This amounts to a return on an investment (ROI) of approximately 1,987%.

The ISC will lead a collaboration with Academic Affairs to:
• Identify enrollment target goals within designated academic departments;
• Develop operational plans to meet those goals.

ISC strategic plan:
1. Bridge Program
   Further develop pathways for qualified students coming from SDSU’s American Language Institute to SDSU degree programs.

2. Enrollment Management Technology
   Expand the use of database technology throughout the international student admissions process to build knowledge of student profiles and to increase the yield of admitted students.

3. Staff Support
   Funding to take advantage of the 300% growth in inquiries and the 100% growth in applications over the past four years. Consistent communication and the building of deeper relationships with prospective students directly relates to more completed applications and higher yield.

4. Electronic Resources
   Expand the use of electronic brochures, chats, and on-line advising for prospective students.

5. Overseas Partners
   Expand relationships with Education USA offices, high schools, universities, and educational counselors overseas.

6. Recruitment Fairs
   Expanded recruitment at key recruitment fairs in Asia to include China, Taiwan and Hong Kong.

7. Local Language Publications
   Country specific brochures in local languages to connect with the decision makers of the family, the parents.

8. Promo Video
   SDSU DVDs to distribute a newly created ISC/KPBS promotional video.
2008/09 and 2009/10
Student Affairs International Recruitment Funding Request

Annual cost estimates for the implementation of the plan includes:

- Travel – overseas recruiting - $28,000
- Registration fees – recruitment fairs - $22,000
- SSP III temp - $46,008 x 50% benefits - $23,044
  April 09 – 10 for Fall 2010 impact
- 1.0 Graduate Assistant, application process/
on-line resources management - $12,000
  May 2009 -10 for Fall 2010 impact
  For Fall 2010 impact
- Promotional materials – $12,000
- Electronic brochure – $2,000
- Advertising - $12,000

Total Funds requested each year: $152,444
PRESIDENT’S BUDGET ADVISORY COMMITTEE
November 20, 2008
MINUTES

Voting Members Present:  Area Budget Reps Present:  Staff Present:  Guests Present:
Sally Roush  Ethan Singer  Stephanie Casenza
Edith Benkov  Linda Lewiston  Ray Rainer
Kathy LaMaster  Eric Rivera  Scott Burns
Val Renegar  Linda Stewart
Jim Kitchen
Betsy Kinsley
Mary Ruth Carleton

Voting Members Absent:
Nancy Marlin
James Poet

I. Call to order

VP Roush called the meeting to order at 2:05 p.m.

a. Call for Amendments to Agenda - VP Roush inquired if there were any changes to the agenda. There were none.

II. Funding Requests - None.

III. Information Items

a. Master Plan Litigation (Attachment 1) – VP Roush explained this request for $126,000 in 1x funding is a combination of Master Plan litigation costs for 2005 and 2007. The attached estimate covers anticipated costs through June 2009.

b. Academic Affairs Non-Resident Recruitment Proposal (Attachment 2) – AVP Singer presented the request to sustain the current level of 109 non-resident FTES and to increase the number by a minimum of 100 FTES in 2009/10. Academic Affairs would like to establish new technologies that are proven to be effective in recruiting non-residents. Associate Dean LaMaster inquired if an increase in non-residents would impact the number of residents accepted. AVP Singer replied no, we have a set number of resident spaces reserved.

c. Student Affairs Non-Resident Recruitment Proposal (material provided at meeting) – VP Kitchen presented the 1x funding request to increase international students. This funding would be for new technology, staff support, electronic resources, and recruitment fairs. AVP Rivera commented the existing program has been successful. It has shown a 29% increase. AVP Burns asked Student Affairs to adjust its request slightly by lowering the staff benefit amount to 32%.
IV. Reports

a. Potential 2008/09 Mid-Year Reductions (Attachment 3) VP Roush explained the various mid-year reduction planning scenarios. The Legislature and Governor have not reached agreement yet so there may not be a mid-year reduction, however, there will definitely be a budget reduction in 2009/10. The Chancellor has said he does not want any campuses under or overenrolled in 2009/10.
b. 2009/10 Budget Discussion – No further update.
c. 2008/09 Reserves (Attachment 4) – VP Roush stated the reserve analysis hasn’t changed since the last meeting.

V. Watch List

a. Unfunded Compensation Items – No update.
b. Master Plan Costs (Litigation Costs) – Already discussed.
c. Alumni Center – No update.
d. BioScience Custodial Services – No update.
e. Legal Claims Reserve – No update.
f. Student Affairs Aztec Nights – No update.
g. Student Affairs Judicial Issues – No update.

VI. Voting Items

a. Budget Reductions - VP Kitchen moved to act on and approve all three information items today (for the total amounts requested). Dr. Benkov seconded and the motion passed unanimously.

VII. New Business – None.

VIII. Reminder

The next meeting is on Thursday, January 29, 2009, at 2:00 p.m. in MH-3318. The Governor’s and CSU’s proposed budgets will be presented. The meeting was adjourned at 2:40 p.m.