MEMBERS PRESENT: Dean Priddy, Chair, Brad Hayes

MEMBERS NOT PRESENT: Joseph Graham, Betsy Oakley, Elizabeth Phillips

OTHERS PRESENT: Bryan Terry, TITLE HERE; Michael Jung, Interim General Counsel and Deputy General Counsel; Waiyi Tse, Chief of Staff; Terri Shelton, Vice Chancellor for Research and Economic Development; Kelly Burke, Vice Provost for Graduate Education; Pam Williamson, Provost’s Office Faculty Fellow; Shannon Bennett, Assistant Secretary to the Board of Trustees

PROCEEDINGS:
Priddy called the meeting to order. A quorum was not confirmed, therefore Hayes will present the materials for approval at the BOT Full Board on September 23.

Priddy read the Conflict of Interest Statement from the State Government Ethics Act and their duty to avoid COI and appearances of COI, if any should be identified. None were identified.

Priddy made statements about the importance of the Academic Affairs Committee and the items that it reviews. UNCG has a lot of momentum. The various schools within the University are receiving notoriety at the local, state, national and international levels. Our students are in high demand. UNCG is graduating exceptional students who are making meaningful contributions. The committee supports the Provost in the mission, role and objectives of Academic Affairs.

Priddy stated that the minutes were from the Educational Quality and Fiscal Affairs Committee of May 4, 2016. Although Priddy and Hayes had no objections to the minutes, since there was not a quorum, a vote was not taken to approve the minutes.

DISCUSSION ITEMS:

AAC - 1 Fall 2016 Census Enrollment Update (Bryan Terry/ Dana Dunn)
The census date is ten days after the beginning of the fall semester. Overall enrollment increased 1.3 percent from 2015 to 2016. This is managed enrollment growth. We use predictive analytics and predictive modeling to generate growth and target academic support to students. Drivers of the enrollment increase include
new messaging to different types of students, repurposed positions to look at social media strategy, and “call to action messages” in media.

There was a question from Hayes: what is the freshman class size? It is the largest in UNCG history: 2,852 freshmen and 1,961 transfers.

Graduate school enrollment shows a 2% decrease. New initiatives are in place, including a focus on international recruitment and recruitment from our undergraduates to revise this trend.

The School of Business is one of our big achievers on the undergraduate side. There was a large number of transfer students which meant adding classes and instructors to accommodate. The undergraduate headcount by College/School shows most units are increasing. The School of Education was our only school that is down in enrollment and there are sharp declines in schools of education at other universities in the state. We are working hard on recruitment and hope to hold steady and at a minimum, grow slowly in the School of Education in the future.

There was an increase in the high school GPA from 3.62 to 3.82. A strong grade point average is a better indicator of student success than the ACT score. Our SAT scores rose 9 points from 1040 to 1049.

Online education growth has been very significant with 29% growth in student credit hour production. UNCG has begun to invest in escalating the production of online courses and converting more face-to-face courses to an online format. We insist that we maintain high quality and good design in these online courses, pairing faculty with an instructional designer. UNCG is one of the leaders in the state in terms of numbers and quality of online education. Good online courses allow residential students to increase their course load and improve their time to degree.

Retaining students is as important as attracting new ones. We are essentially holding steady with retention for first to second year students, 77% to 76.2%. In October, the National Clearinghouse will report reasons for transfers by students.

There was a question from Hayes: why do we compare first to second year retention? What would the measurement be if we compared second to third year? Nationally, first to second year is the primary metric for describing retention patterns. Retention from sophomore to junior is better here and at most universities. We are in high 80-90% once we get students to sophomores, juniors and seniors. Dr. Jacquelyn Jones is the new Director of Retention Initiatives for Student Success. Dr. Rod Wyatt, Director of College Completion Initiatives, takes students from their sophomore to senior year. Dr. Joseph Green, Executive Director of Retention, Progression and Completion, focuses on undergraduates and getting them into graduate school. There was a question from Hayes: is there a set of success data we could review periodically as a committee? At the December Academic Affairs Committee, meeting we will discuss success metrics.
UNCG was given an opportunity to have McKinsey, a national consulting firm, do a diagnostic on faculty compensation to see if there are ways to close the gap that has begun to form over the last several years. The diagnostic will look at revenue opportunities and other opportunities to direct resources toward compensation. A subcommittee was formed to include Betsy Oakley, Susan Saffran, Ward Russell and David Sprinkle. We need to approach a private, non-profit foundation to ask McKinsey to perform this diagnostic due to their inability to do pro bono work for the university. Susan Schwartz (Cemela Foundation) was asked to speak to McKinsey about doing the diagnostic and we will then seek support from her to be the sponsor. We are expecting response from Cemela within the next few weeks related to conducting the diagnostic.

Although the Affirmative Action Report will be available later in the year, preliminary hiring data for this year show that approximately 24% of the 84 new faculty hired were non-white. A video was created for search committees focused on eliminating bias during faculty searches. There is also a comprehensive faculty search manual being created. The manual is being developed by Pam Williamson, the first Provost’s Office Faculty Fellow.

The state does not provide funding for students during the summer if they are enrolled in face-to-face courses. They do fund instruction during the summer if it is online. By increasing the offering of online courses during the summer, we can increase enrollment, increase revenue and bring more students with state funding. Finally, with a rich summer program we are giving students more time during the year to make timely progress toward their degree. This new program was launched summer 2016 and we did significantly increase enrollment and revenue and bring new resources to the institution.

Priddy asked: what is the explanation of how we can get funding for online and not face-to-face classes? Dunn said no one is clear on why this is the case?

**ACTION ITEMS:**

Priddy and Hayes had no objections to the action item. Hayes will present this item to the Full Board for approval on September 23.
INFORMATION ITEMS: No discussion followed the information items.

AAC - 6 Report of Additions to and Deletions from the May 2016 Degree Candidates List

AAC - 7 Update on Research and Engagement

The meeting was adjourned at 10:03 a.m.

Respectfully submitted,

Shannon Bennett
Assistant Secretary to the Board of Trustees