The University of North Carolina at Greensboro  
Board of Trustees  
Academic Affairs Committee  
December 6, 2016  
MINUTES

MEMBERS PRESENT: Dean Priddy, Chair; Brad Hayes; Betsy Oakley; Joseph Graham

MEMBERS NOT PRESENT: Elizabeth Phillips

OTHERS PRESENT: Chancellor Frank Gilliam; Provost and Executive Vice Chancellor Dana Dunn; Bryan Terry, Vice Chancellor for Enrollment Management; Terri Shelton, Vice Chancellor for Research and Economic Development; Nikki Baker, Director of Federal and External Affairs; Larry Mayes, Associate Vice Provost and Director of Institutional Research; Shannon Bennett, Assistant Secretary to the Board of Trustees; and other members of the administration, faculty, staff, and general public.

PROCEEDINGS:

Chair Priddy called the meeting to order at 12:10 p.m. and reminded members of 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.

Roll call was read by Shannon Bennett and quorum was confirmed.

Minutes for May 4, 2016, and September 20, 2016, were approved with no additions or corrections.

Priddy invited Dunn to speak to the McKinsey consulting project. Dunn indicated that the MOU was undergoing legal review by McKinsey and UNCG and that the review should be complete very soon. Priddy will report to subcommittee when approval is final and the project commences.

DISCUSSION ITEMS:

AAC-1 Academic Affairs Performance Metrics and Data-Informed Decision-Making (Dana Dunn)

AAC-1.1 Data Revolution

Priddy urged the committee to review detailed information on UNCG’s Institutional Research website at ire.uncg.edu/metrics.
Dunn presented a sample of types of data available about higher education including debt-load measures for students, graduation rates, time to graduation, and retention—data that shapes the public’s view of the institution’s performance. Your packet includes an article about the state of higher education and data use today, and information on the types of data currently available. Some data will be quantitative, but statistics do not tell the entire story. Qualitative information is also required to complete the picture. Dunn highlighted that generating these data requires sophisticated technology. UNCG now uses the Banner ERP system, which needs updating.

Gilliam has been advocating with President Spellings for resources to build technical capacity to generate data. The new version of Banner, Banner XE, is expensive to implement.

Dunn introduced Larry Mayes, Associate Vice Provost and Director of Institutional Research, who is working to improve the quality of data and its availability through the Institutional Research website. Dunn spoke to data on student preparation [test (SAT, ACT) scores, GPAs, graduate test scores] and on academic cost (not simply tuition, but net academic cost, percent tuition discounting, and the amount the institution invests in financial aid). The goal is to generate these data for UNCG and to benchmark or compare to peer institutions.

Oakley asked if there is a way to project enrollment five years out. Dunn replied that the University is required by UNCGA to provide enrollment projections for funding purposes. The projections go out only two years. The Provost’s Council will work over the summer on a longer-term strategic enrollment plan with the aim of projecting further out.

Dunn spoke about the value of outcome metrics (rather than rankings) which are more often based on inputs. Examples include student persistence, graduation rates, time to graduation, licensure requirements, survey data, and peer institution comparison reports (e.g., Delaware Report). Dunn listed persistence, graduation rates, and time to degree as most important as they tie to the UNC Strategic Plan. Oakley would like to see extensive data to use for talking points about UNCG.

Dunn spoke about graduation rates for first-time full-time students and public criticism of low rates, noting that UNCG and most of the UNC system schools are above the national average. There is much more work to be done, however. Dunn said the best way to improve overall graduation rates is to invest in financial aid. While most students are capable of success it is more challenging for those at the lower end of the GPA/ACT/SAT range.

Discussion focused on the comparison of UNCG’s six-year graduation rate to the national average. Discussion also focused on the need to engage in a peer group update as some of the institutions
selected as peers many years ago are no longer appropriate. Gilliam said we should disabuse ourselves of the notion that college is a four-year proposition, even though it is so deeply ingrained in our psyche. For students, generally, the financial pressures of staying in school are difficult. There is a group of students for whom their parents are paying and their focus is on their studies. There is another group of students who are working a couple of jobs trying to make ends meet, who can go for two or three terms in a row, and then have to stop out and work for another semester or year to keep going. Our student body looks more like the latter. Dunn said that living expenses rather than tuition costs contribute to the greatest financial pressure for many UNCG students.

Graham asked about quality of advising. Dunn said that if the proposed tuition increase is approved, UNCG will use new tuition dollars for more advisors to provide proper student-to-advisor ratios. Gilliam said that the longer it takes to declare a major contributes to time to degree.

Dunn briefly presented available faculty data/metrics.

Dunn presented data gleaned from graduating student surveys. Graham asked about faculty evaluations per classroom surveys and was told these are considered in the faculty evaluation process.

Priddy asked committee to research and review the metrics websites of other universities and to submit input to Dunn as to what they would like to see in the dashboard. Dunn will use the input to prepare a dashboard for the May meeting. Dunn announced that UNCG and ten other universities were asked by the American Association of State Colleges and Universities to submit a proposal for funding for improving student success on measures like the ones presented today. UNCG was selected because of good track record in this area and was awarded $460,000.

Gilliam asked Dunn to speak briefly about data prepared for UNCGA for the alternative plan to NC GAP. Ambitious student success targets were set, such as improving graduation rates 5% over five years.

AAC-2 UNCG Lab School *discussion deferred to a future meeting when more information is available.*

AAC-2.1 UNC Teacher and Principal Preparation Program Lab School for K-8 Students, Section 11.6. (a), Summary

AAC-2.2 2016 Appropriations Act, House Bill 1030
ACTION ITEM

AAC-3 Candidates to be Awarded Degrees and Certificates for December 2016 (Dunn)

Dunn presented list of Candidates to be Awarded Degrees and Certificates on December 15, 2016. Approved unanimously.

INFORMATION ITEMS

AAC-4 Update on Research and Engagement

Numbers were up, congratulations to Terri Shelton, Office of Research Development, as well as Staff and Faculty researchers.

AAC-5 Report of Additions and Deletions to/from the August 2016 Degree Candidates List

AAC-5.1 Additions and Deletions to/from the August 2016 Degree Candidates List

No action; information only.

Meeting adjourned at 1:21 P.M.