The University of North Carolina at Greensboro
Board of Trustees
Academic Affairs Committee
February 14, 2017
MINUTES

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

MEMBERS NOT PRESENT: Betsy Oakley; Elizabeth Phillips

OTHERS PRESENT: Susan Safran, Board of Trustees; Chancellor Frank Gilliam; Dana Dunn, Provost and Executive Vice Chancellor; Cherry Callahan, Vice Chancellor for Student Affairs; Kelly Burke, Vice Provost for Graduate Education; Bryan Terry, Vice Chancellor for Enrollment Management; Terri Shelton, Vice Chancellor for Research and Economic Development; Charlie Maimone, Vice Chancellor for Business Affairs; Alan Boyette, Senior Vice Provost; Julia Jackson-Newsom, Associate Vice Chancellor for Strategy and Policy; Jerry Blakemore, General Counsel; Larry Mayes, Associate Vice Provost and Director of Institutional Research; Waiyi Tse, Chancellor’s Chief of Staff; 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 12:30 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.

The roll call was read by Shannon Bennett and quorum was confirmed.

The Minutes for December 6, 2016, were approved with no additions or corrections.

DISCUSSION ITEMS:

AAC–1 Spring Enrollment Update (Terry/Burke)
AAC–1.1 Spring 2017 Enrollment Report

By way of introduction, Dunn reminded the committee that we present a detailed enrollment report each fall, and the spring update is a much more brief presentation of fall to spring student retention and any other items of note.

Terry presented statistics for degree-seeking undergraduate enrollment/head count, transfer success, and retention. Since 2015, UNCG has had continued undergraduate growth of 4.3%. Terry expressed excitement about our growth in transfer enrollment, which suggests that UNCG continues to make progress toward the goal of becoming an institution of first-choice, both at the high school level and the community college level.
UNCG experienced a small dip in retention between Fall 2015 and Fall 2016—from 77% to 76.2%—but the .08% decline was not statistically significant. We expect to see an increase as we approach Fall 2017. The Fall 2016 to Spring 2017 retention rate was 92.9%, an increase of 1% over the Fall 2015 to Spring 2016 rate. Gilliam asked about peer comparisons and Terry said that UNCG is on par with peers, with a goal of 85% first to second year retention.

Burke presented data for degree-seeking graduate students, showing a slight trend upward in all colleges/schools except the Bryan School, which experienced a slight decline. She is working with the enrollment management team in the Bryan School to evaluate recruitment and marketing efforts there. The downward trend in business mirrors a nationwide pattern in decline in MBA programs. Overall growth in graduate enrollment at UNCG from spring to spring of 1.5% from spring to spring semester is somewhat low compared to state peers. One initiative anticipated to increase enrollment involves partnering with all branches of the military on UNCG master’s degree programming in Peace and Conflict Studies. Priddy asked about types of degrees offered in this initiative and Burke replied that they are currently calling it the Joint Program in Civil and Military Interactions, the only program of its kind in the country. Gilliam asked about projected enrollment and Dunn replied that they anticipate large numbers, potentially 100 or more students. Burke added that the military has signed a MOU with the UNC system for delivering credit-bearing courses. Gilliam suggested that Maimone review the arrangement for hidden/unanticipated costs. Burke said that the tuition rate has yet to be decided.

Burke announced that the Graduate School is fast-tracking a reformulation of the Gerontology degree to be an online degree. She is also working on a Pathways program for students who do not yet meet TOEFL requirements. If they reach language proficiency targets, they will matriculate directly into graduate programs. A possible new M.S. in informatics was also discussed.

Graham was interested in statistics about UNCG graduates who return to campus for graduate school. Burke will provide information directly to him. The Graduate School is hosting a Junior Lunch soon for outreach to undergrads. Callahan mentioned a future GRE-options meeting with representatives from Student Government.

Gilliam asked about graduate and undergraduate applicant numbers. Graduate numbers are down by only two; undergraduate applications are down by 300, but down in confirmations by only 10. Terry said that there are roughly 11,000 applicants to undergraduate programs each year.

Hayes asked about the impact of the Say Yes program. Terry said that since it has been in existence for only a year, there has not been much impact. Dunn is more concerned about WCU’s $500 tuition program, but it is also too early to gauge the impact.
Priddy invited Dunn to present an update on the Data Dashboard.

Dunn provided a handout of data elements proposed for the dashboard and indicated there will be a demonstration of the Dashboard in May. The elements are responsive to the UNC system strategic plans metrics, particularly in the area of student success: Preparation and Cost; Enrollment Trend Data; Outcome Measures (persistence rates, graduation rates, time to degree, student self-reporting on engagement/satisfaction and post-career information). Peer comparisons will be provided where possible. Faculty information (total; tenure stream; faculty/student ratios) will also be provided along with External Funding Awards by Type. Institutional Research and UNCG Online are working on the Dashboard design. Hayes queried about the frequency for updates and Dunn said that information can easily be added off-cycle as needed, but that annual updates should be the norm. There were queries about goals and Dunn replied that they will incorporate these where applicable.

AAC-3 McKinsey Project Update (Priddy/Dunn)

Priddy spoke to the faculty salary challenge. Faculty salaries have declined by 2% in real dollars over the last 5 years, leading to hiring and retention issues for top talent. McKinsey is performing a benchmarking diagnostic, which is a great opportunity to look across the campus to see how the University is operating in comparison to other universities. Dunn and Maimone assembled a leadership group to work with McKinsey representatives as they complete their work. The goal of the project is to determine whether any operational savings may be used to improve the faculty compensation structure. At midpoint review, a great amount of data has been collected and considered but no conclusions have been made as yet. (This project coincides with the Banner XE implementation.)

CLOSED SESSION:

ACTION ITEMS:

AAC-4 Candidates for Honorary Degrees (Dunn)
AAC-4.1 Nomination Packet
AAC-4.2 Nomination Packet

Dunn presented two nominees for honorary degrees, both of whom were approved unanimously by the committee.

AAC-5 Promotion and Tenure (Dunn)
AAC-5.1 Promotion and Tenure Report

Dunn presented the Promotion and Tenure Report: Twelve candidates for promotion with permanent tenure; four for conferral of permanent tenure; and nine for promotion of
faculty members who hold permanent tenure. All who were presented were approved unanimously by the committee.

RETURN TO OPEN SESSION

INFORMATION ITEM:

AAC–6 Update on Research and Engagement (Dunn/Shelton)

No action; information only.

Meeting adjourned at 1:38 P.M.

Respectfully submitted,

[Signature]

Shannon Bennett
Assistant Secretary to the Board of Trustees