Academic and Student Affairs Meeting


Trustees Medd and Johnson called the meeting to order. The Student Representatives introduced themselves.

**Awarding of Academic Degrees.** Dr. James Breece, Vice Chancellor for Academic Affairs, recommended the awarding of degrees during Commencement ceremonies for the 2009-2010 academic year to those students fully recommended by the appropriate faculties and the presidents of the respective institutions and/or divisions of the University of Maine System.

On a motion by Trustee Johnson, which was seconded by Trustee Baker, the Academic and Student Affairs Committee agreed to forward the recommendation to the consent agenda for action.

**UM Academic Program Proposals.** Dr. Breece explained the UM Academic Program Proposals. The University of Maine proposed the conversion of certain doctoral degree programs from the designation of Ed.D. to Ph.D. These are programs where faculty have determined current degree requirement are consistent with the Ph.D. programs at comparable institutions, and represent an expectation for a strong research foundation in coursework, research and preparation for faculty roles in postsecondary institutions. The concentrations that would move from Ed.D. to Ph.D. are Counselor Education, Literacy, Educational Leadership and Higher Education. The conversion requires no additional fiscal or equipment resources and allows the continuation of the current Ed.D. degree.

UM also proposed the creation of a Ph.D. in Curriculum and Instruction. This program focuses on two important educational needs in the state. First, in collaboration with the existing Higher Education Leadership doctoral program, the Ph.D. in Curriculum and Instruction will provide doctoral education for faculty in the Maine Community College System and selected faculty at UMS regional institutions. Advanced study in the theoretical, empirical and practical applications of curriculum and instruction will enable candidates to improve pedagogical practices and effectively contribute to scholarship in their respective disciplines.

On a motion by Trustee Flahive, which was seconded by Trustee Fournier, the Academic and Student Affairs Committee agreed to forward the recommendations to the consent agenda for action.
Fall 2009 Enrollment Report. Dr. Breece provided an overview of the Fall 2009 Enrollment Report. At 23,711, this fall’s FTE enrollment is up by 0.1% from the Fall 2008 FTE enrollment of 23,688. Fall 2009 headcount enrollment was 32,340 and reflects a decline of -0.8% in total enrollment as compared to last Fall of 33,608. UMS enrolls approximately 68% of students currently enrolled in public postsecondary education and 47% of students in public and private postsecondary education combined. Part-time students represent 30% of the student body and women represent 60% of the student body. The UMS has experienced near record high enrollments in its four-year bachelor’s degree programs with 22,355 baccalaureate students, only 204 students shy of the fall 2008 peak. The number of graduate students has increased by 3.8%. First-time, first-year students are down by 12% from 4,608 in Fall 2008 to 4,065 in Fall 2009. The first-time, first-year, out-of-state student enrollment has decreased by 24.8% and first-year, in-state student enrollment has decreased by 8.9%. On-line courses have increased by 26%, ITV has increased by 6%, and overall distance education has increased by 14%.

China Initiative
As part of the student enrollment and revenue enhancement initiative, Dr. Breece provided a brief overview of the China project. There are 1.3 billion Chinese people and they export each year 1.3 million students, 90 thousand to the US, primarily for PhD programs. Currently the UMS has nearly 65 Chinese students and 50 of these are in graduate programs. In China, income is rising rapidly at a rate of 8% annually. China has a one child policy for people living in the urban areas and as a result, the parents want their children to go to one of the top ten universities in China. However, the Chinese universities are small so many students must go abroad. The first choice for education abroad is the United States. There is an initiative that Chinese K-12 students will be fluent in English within the next ten years. The Chinese love Americans and Chinese Government supports students going abroad for graduate education but they place barriers for undergraduate education abroad. The UMS initiatives identified a great deal of potential in recruiting Chinese students. The first initiative is to reach out to Maine high school academies that currently have Chinese students enrolled in order to recruit these students to the UMS. The second avenue is direct recruitment with the high schools in China. The UMS is working with four agencies in China to help students file the appropriate documents for student visas. The UMS has developed a Chinese web site and a Chinese recruitment self-help kit. The third initiative is working with students currently enrolled in Chinese universities to transfer to the UMS to finish their degrees. An example would be the two plus two programs. The UMS currently has Memorandum of Understandings with four universities.

The UMS is filing the appropriate document so the seven universities are individually recognized by the Chinese Government. The System catalog has been translated into Chinese. Dr. Breece explained that all students are considered for financial aid and there would not be any special financial aid for these Chinese students. Trustee Johnson commented that Thornton Academy has several Chinese students and the Academy has recently adopted an open enrollment agreement with the UMS.

Tuition / Financial Aid / Markets Study. Ms. Rosa Redonnett, Executive Director of Student Affairs, provided an update on the tuition/financial aid/markets study. Identified as a priority within both the Task Force Report in Arena 3 and the final recommendations of the Chief Financial
Officers in Arena 1 was a complete study of markets, strategic pricing and financial aid to improve access and affordability.

A Committee comprised of campus chief enrollment and chief financial officers has been formed. A “Request for Qualifications” (RFQ) has been sent to an extensive list of higher education consultants; the return date was November 6, 2009. All submissions were reviewed on November 12, and consultants selected for in-depth presentations would occur in late November. The goal is to have the consultant selected and work to begin in December, with a final report and recommendations available by early March 2010.

The scope of the work includes:
- Given our current and projected resources and markets, what size enrollment can the UMS reasonably sustain?
- What markets offer areas of opportunity for enhanced enrollment System-wide and what strategies might be employed to access and maximize these?
- In order to achieve this enrollment and ensure access, affordability and quality, what recommendations can be made about tuition/pricing models and policies appropriate for the UMS and its universities?
- In order to be responsive to this strategy and support enrollment, what is the best strategic use of financial aid both as a System and individually by each university?

Ms. Redonnett commented that two firms will provide a presentation to the Committee on November 23. At the conclusion of the Committee meeting a finalist will be selected.

Adjournment.

Ellen Doughty for
J. Kelley Wiltbank, Clerk