

UNIVERSITY OF MAINE SYSTEM
Board of Trustees Meeting

at the University of Maine System
Rudman Conference Room, 253 Estabrooke Hall, Orono

September 11, 2018

Academic and Student Affairs Committee Meeting

Present: Committee Members: Lisa Eames, Chair (at USM); James Erwin (at USM), Betsy Timm (at USM), David MacMahon (at USM) Michelle Hood (by phone), Kelly Martin (by phone), Trevor Hustus (at USM) and Grog Johnson (at USM). **Other Trustees–Non Voting:** Angel Loreda. **Chancellor:** James Page. **Presidents:** Glenn Cummings (at USM), John Short (at UMFK), Ray Rice (at UMPI), Rebecca Wyke (at UMA) and Joan Ferrini-Mundy. **Faculty Representatives:** Liz Turesky (at USM), Lisa Leduc (at UMPI), Patti Miles, Heather Ball, and Tim Surette. **Student Representatives:** Evan Zarkadas (at UMPI) Lukas Lagasse, Abby Roche, Dylan Reynolds (at USM), and Teresa Plummer (at USM). **System Staff:** Ellen Doughty, David Demers (at UMA), Ryan Low (at USM), Tracy Elliott (at USM), Carol Kim, Kay Kimball, Robert Placido (Texas), Sam Warren (at USM), James Thelen (at USM), Donna Seppi (at UMA) and Rosa Redonnett (at USM). **Others Present:** Susan King (at USM), Bob Stien (at USM), Hirosuke Honda (at UMA), Jeannine Uzzi (at USM), Andrew Egan (at UMM), Lisa Applegate (at USM), Debra Allen (at USM), Nancy Davis Griffin (at USM), Jared Cash (at USM), Tex Boggs (at UMFK), Jeff Hecker, Jason Johnston (at UMPI), and Donna Seppi (at UMA).

Committee Members Absent:

Trustee Eames, Chair, welcomed everyone and called the meeting to order.

UMPI Academic Program Approval: Agricultural Sciences and Agribusiness. UMPI Dean of the College of Arts and Sciences, Mr. Jason Johnston provided information on the request for approval of the UMPI Bachelor of Science (BS) in Agricultural and Agribusiness degree at UMPI. Vice Chancellor Neely granted temporary approval to the University of Maine at Presque Isle (UMPI) for the new Bachelor of Science in Agriculture Sciences and Agribusiness, since the program meets a workforce development demand in the State of Maine. UMPI is proposing to modify the existing Sustainable Agriculture program from a concentration in Environmental Science to a BS in Agriculture Sciences and Agribusiness. The change was unanimously endorsed by the Chief Academic Officers Council. The new academic program is a partnership with the University of Maine (UM), UM Cooperative Extension, and many local agribusiness stakeholders and sectors. It is anticipated that the new program will substantially grow enrollment and serve local and regional needs.

UMPI's proposal encompasses a solid agronomy foundation, application of technology and decision-making tools, and agribusiness to provide the basis for a career in production agriculture or agribusiness. This combination differentiates the program from other agriculture programs in the state, and furthermore presents the opportunity for continued collaboration with resources and expertise at UM.

On a motion by Trustee Hustus, which was seconded by Trustee Erwin, the Academic and Student Affairs Committee agreed to forward this item to the September 16-17, 2018 Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees accepts the recommendation of the Academic and Student Affairs Committee and authorizes the creation of the Bachelor of Science Degree in Agriculture Sciences and Agribusiness for the University of Maine at Presque Isle.

Endowed Chair: Dr. Robert Vinton Akeley Chair of Agricultural Sciences and Agribusiness.

UMPI President Ray Rice and Mr. Jason Johnston provided information to the Committee on the establishment of the Dr. Robert Vinton Akeley endowed chair at UMPI. The Dr. Robert Vinton Akeley Chair of Agricultural Science & Agribusiness was established at the Foundation of the University at Presque Isle in June 2018, with a gift from Mary Barton Akeley Smith, in honor of her father, Dr. Robert Vinton Akeley, and in memory of her husband, Rodney Smith.

The purpose of this endowed chair is to build upon the new academic program of Agricultural Science and Agribusiness within the College of Arts and Sciences at the University of Maine at Presque Isle. The initial gift will provide seed funding to support start-up costs of the program over a four-year period, with the balance to be held in an endowment. Critical seed funding will support the initial salary and benefits for the Named Chair during the first four years, as well as equipment for the program and the greenhouse, and summer research fellowships. The endowed resources will guarantee a strong future for the program, providing the person holding the Chair with additional resources for research (to include financial support for student research), industry partnership, and program development and delivery

At the August 20, 2018 Finance, Facilities, & Technology (FFT) Committee meeting, the FFT Committee approved the establishment of the Dr. Robert Vinton Akeley Chair of Agricultural Science and Agribusiness at UMPI to be forwarded to the Consent Agenda for the Board of Trustees meeting on September 16-17, 2018.

Update related to Naming of Institution, USM. USM President Glenn Cummings updated the Committee on the exploration of a name change for the University of Southern Maine. USM is exploring the possibility of a name change that might better enhance its reputation, leverage its assets, generate greater interest among prospective students, and extend its geographic reach. As such, USM has engaged a market research and branding partner (Broadreach/Market Decisions) to help determine current perception of USM among in-state and out-of-state college bound students and USM internal community including faculty, staff, current students, and alumni. They will also assess whether a name change would enhance interest in considering USM and test possible name options.

To be clear, this is only an exploration. If the research indicates a name change would be beneficial to the University, there are several additional steps to take, including the consideration of the Board of Trustees and the Legislature.

Overview and Discussion on Discount Rates. Vice Chancellor for Finance and Administration and Treasurer; Ryan Low, and Vice President of Finance and Controller; Tracy Elliott, along with the Unified Budget Institutional Aid & Waivers Committee provided information to the Academic and Student Affairs Committee on the results of their discount rate study. They also shared insight into how discount rates translate from an enrollment management perspective.

Discounting began as a way to increase yield in admissions, but has become a way to increase retention, persistence, and completion. Colleges and universities discount tuition and fee charges to increase undergraduate enrollment while assisting students who have financial need and attracting meritorious students. Tuition discounting practices are an indicator of an entity's ability to be competitive and to some extent, their financial health. To date, the University of Maine System has not utilized a standard

methodology for routinely calculating discount rates across campuses. Although some campuses have tracked discounting internally, the calculated rates have varied in both methodology and purpose. The Unified Budget Institutional Aid & Waivers Committee which was tasked with developing a common methodology for calculating discount rates that could be used for annual rate monitoring, has produced a comprehensive study of discount rates within our System.

National Survey of Student Engagement (NSSE) Overview. UMS Associate Vice Chancellor for Academic Affairs Dr. Robert Placido provided an overview of the National Survey of Student Engagement (NSSE). During the development of the UMS Strategic Resource Allocation Plan (SRAP) metrics, a discussion emerged around the measurement of student satisfaction. As a result the Board of Trustees have requested more information on the NSSE.

The NSSE is administered at hundreds of four-year colleges and universities to first year and senior students. Institutions use the NSSE in a variety of ways, from improving learning outcomes to enriching student life activities. The survey collects information on High Impact Practices, such as learning communities, service-learning, and research with faculty. The NSSE was designed to primarily measure engagement. Satisfaction and engagement are different; however, it is found that engagement does lead to satisfaction.

UMS collaborations provide the opportunity to share NSSE data and interpretations with all UMS campuses. This will enable UMS to explore this area further and obtain ideas from each other. Sharing NSSE data between UMS campuses with faculty and staff is crucial if positive changes are to happen. Going forward each of the UMS campuses have agreed to administer the NSSE every 3 years (next administration will be 2020). This time period between survey administrations allows each campus adequate time to review their NSSE data, have discussions about the data, and make decisions on the most appropriate improvements.

Review of Progress on Revisions to Board of Trustees Policy 311: Intra-system Student Exchange. Chief of Staff and General Counsel, Mr. James Thelen reported to the Committee progress made on proposed revisions to Policy 311- *Intra-system Student Exchange*. Vice Chancellor for Academic Affairs (VCAA), Dr. Robert Neely has reported to the Board over the last year on efforts to implement pilot cross-listings of courses between UMS campuses. The goal of these efforts is to have courses from one System university catalog appear as courses in another System university catalog to facilitate the ability of students enrolled at one university to easily take courses from another System university. The key advantage for students is that cross-listing will allow them to seamlessly enroll in courses from other UMS campuses in the same manner as they would for a course on their home campus, i.e., no application process, no transfer requirements, and no financial aid impact. In addition, course cross-listing will facilitate automation of other administrative processes, such as tuition revenue sharing.

By resolution at its July 2018 meeting, the Board of Trustees noted that existing Board Policy 311 addresses a UMS student's ability to take courses at System universities other than the campus where he or she matriculated. Board Policy 311 was adopted in November 1990 and has not been substantively changed since then. The policy was adopted then to provide that students matriculating at one UMS university be allowed to pre-register for courses at another UMS university and have the same privileges as students matriculated at that other university.

So as to ensure that its System governance policies are properly aligned with and support the VCAA's efforts to successfully implement cross-listing pilots and related System university academic collaboration efforts, and so that the System better realizes the intent of Board Policy 311, the Board requested that the Chancellor, acting through the VCAA, report at the Board's September 16-17, 2018

meeting with recommendations as to how it should be revised to better support such efforts and maintain and best realize Board Policy 311's intent. Feedback on the policy can be submitted to Mr. Thelen.

Update on Academic Partnership. Dr. Robert Placido explained that UMS sought proposals in Fall 2017 for products and services to expand the national reach and responsiveness of the UMS's online offerings. The expectation of these services included market research, effective marketing strategies, lead generation, instructional design support, subject matter expertise as needed, student performance tracking, and general management support. A Request for Proposal (RFP) was posted and subsequently awarded to a company named Academic Partnerships (AP). AP no longer partners with Universities that have enrollment of under 6,000 students; therefore, the RFP was offered as a System level contract in order to provide all seven UMS campuses access to AP services

AP representatives have spent the last eight months engaging all seven UMS campus leaders in multiple conversations to determine whether AP services and UMS programs would be a good match. Second, other key stakeholders also have met with AP to ensure that all concerns and comments have been considered, and addressed. Finally, a team from Finance Administration and Academic Affairs created a financial model to assess all implications and impacts on net tuition revenue.

Leaders from both AP and selected UMS Universities believe the interest is sufficient to move forward with an agreement. The UMS master contract outlines the general framework for the agreement and addenda listing the specific programs that will be included at each institution. At this time, the implementation plan is multi-phased. Phase one starts with a small select list of programs from USM which includes education and nursing programs and the RN to BSN program from UMFK. UMPI has also added the At Your Pace Competency Based Education (CBE) programs. Phase one implementation will begin immediately, with an expectation of offering the first courses within seven to nine months. Phase-two consists of adding additional programs from other institutions as needed. UMM has indicated they are interested in adding some of their undergraduate programs. If other UMS campuses decide to participate, their programs can be added at any time in the future.

Academic & Student Affairs Committee FY2019 Work Plan Discussion. Chief Student Affairs Officer Ms. Rosa Redonnett reviewed the draft FY2019 Work Plan with the Committee in preparation for its adoption at the September 16-17, 2018 Board of Trustees meeting. Annually, a work plan for the Academic and Student Affairs Committee of the Board is formulated. The work plan is intended to cover both action items required for governance of the University of Maine System and those topics of importance and interest to the Board.

Faculty Representatives Discussion. USM Faculty Representative, Professor Liz Turesky provided a brief update on the Faculty Representative retreat that took place on August 28-29, 2018. During the retreat the Faculty Representatives proposed a revised mission statement for their role in supporting the Board of Trustees. The Faculty Representatives requested that future Academic & Student Affairs Committee meetings be scheduled for Mondays or Fridays as this is when most Faculty Representatives would be able to attend. Another request was for Faculty Representatives to have an opportunity to speak on issues at Board meetings and Chief Academic Officers Council (CAOC) meetings. UMPI Faculty Representative, Professor Lisa Leduc stated that when requested that a statement be on the record, then that statement should be reflected in the official minutes for that meeting. To that end Professor Leduc stated on the record that the Faculty Representatives are still receiving concerns about the Academic Calendar and the reduced time allotted for Spring Break from students and other faculty members. Deputy Vice Chancellor for Academic Affairs; Dr. Kay Kimball addressed the Faculty Representatives about the Academic Calendar concerns and stated that where this is a new change, it is too early to make a judgement call about the change. Dr. Kimball also stated that the Faculty

Representatives should track the concerns they receive and report back to the Academic Affairs Office periodically on the matter.

Student Representatives Discussion. The Student Representatives who were present had no items to discuss.

Miscellaneous. Trustee Erwin expressed thanks to Trustee Johnson for his leadership as Chair of the Academic & Student Affairs Committee for the past seven years.

Executive Session

On a motion by Trustee Hustus, which was seconded by Trustee Ewin, and approved by all members present, the Academic & Student Affairs Committee went into executive session under the following provision:

- 1 MRSA Section 405 6-A to discuss the evaluation of personnel and the consideration and discussion of appointments, employment and duties.

On a motion by Trustee Hustus, which was seconded by Trustee Johnson, the Committee concluded the Executive Session.

On a motion by Trustee Erwin, which was seconded by Trustee Johnson, the Academic and Student Affairs Committee agreed to forward the UM Tenure at Time of Hire item to September 16-17, 2018 Board of Trustees meeting for approval of the following resolution:

That the Board of Trustees approves tenure at the rank of Associate Professor of Silviculture in the School of Forest Resources to Dr. Pascal Berrill with tenure to be effective January 1, 2019, in accordance with Board Policy.

Additional information about the meeting can be found on the Board of Trustees website:

<http://staticweb.maine.edu/wp-content/uploads/2018/09/asa-meeting-materials-rev-091218.pdf?0d0f03>

Adjournment,

Heather A. Massey for
Ellen N. Doughty, Clerk